

# SHOW FACTS

## Progressive Insurance Norwalk Boat Show Norwalk Cove Marina September 19-22, 2024

DISCOVER  
BOATING™

NORWALK  
BOAT SHOW®

**PROGRESSIVE**

Progressive Norwalk Boat Show, Norwalk Cove Marina, September 19-22, 2024

### BOOTH EQUIPMENT

Each 8'x10' booth space includes one 8' high back drape, two 3' high side drapes, and one 7"x44" booth ID sign. Drapery colors are blue and white.

### EXHIBIT HALL CARPET

Exhibit Hall is not carpeted. For booths being set on the platforms, they will be carpeted.

### DISCOUNT PRICES

In order to receive the discounted rates listed in this manual, we must receive your order by:

**Thursday, September 5, 2024** Order online (see page 2) and save the 8% Administrative Fee.

### SHOW SCHEDULE

#### Exhibitor Move-In:

Monday, September 16, 2024 from 8:00am-5:00pm

Tuesday, September 17, 2024 from 8:00am-5:00pm

Wednesday, September 18, 2024 from 8:00am-5:00pm

#### Show Hours:

Thursday, September 19, 2024 from 10:00am-7:00pm

Friday, September 20, 2024 from 10:00am-7:00pm

Saturday, September 21, 2024 from 10:00am-7:00pm

Sunday, September 22, 2024 from 10:00am-5:00pm

#### Exhibitor Move-Out:

Sunday, September 22, 2024 at 5:00pm

Monday, September 23, 2024 all Tent Exhibitors must be dismantled by 12:00pm

Tuesday, September 24, 2024 all Shore Side Exhibitors must be dismantled by 12:00pm



# ONLINE ORDERING

**Looking for an easier way to place your order?  
Tired of faxing or emailing forms?**

**Try our fully PCI-Compliant Online Ordering System!**

Simply request an online login by emailing [info@demersexpo.com](mailto:info@demersexpo.com)  
(please specify show name and date). We will then create an  
online login and notify you of this via email.

All products and services offered in this Exhibitor Services Kit  
are available on our online storefront.

**Using our online storefront saves you an 8% administrative fee!  
Orders placed via email or fax will be assessed this fee.**

**Last day to receive discount pricing is *Thursday, September 5, 2024.***

**Floor prices will apply after that date.**

**The Storefront will close on *Thursday, September 12, 2024***

**No online orders after that date.**



# CREDIT CARD AUTHORIZATION

Progressive Norwalk Boat Show, Norwalk Cove Marina, September 19-22, 2024

To have orders charged to a credit card account, please complete the information requested below and return this form with your order(s). Credit Card orders are subject to credit approval. Event site balances or charges for outstanding labor or miscellaneous items not previously paid will be charged to your credit card account.

=====

CREDIT CARD:      VISA      MasterCard      AMEX

ACCOUNT NUMBER: \_\_\_\_\_

EXPIRATION DATE: \_\_\_\_\_

SECURITY CODE (Visa/ Master Card 3 digit # on back, Amex 4 digit # on front): \_\_\_\_\_

CARDHOLDER'S NAME: \_\_\_\_\_

CARDHOLDER'S SIGNATURE: \_\_\_\_\_      DATE : \_\_\_\_\_

=====

## ADDRESS BELOW MUST MATCH CARDHOLDER'S BILLING ADDRESS

Company Name: \_\_\_\_\_      Booth #: \_\_\_\_\_

Card Billing Address: \_\_\_\_\_      Authorized by: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_      Signature: \_\_\_\_\_

Phone: \_\_\_\_\_      Fax: \_\_\_\_\_      Date: \_\_\_\_\_

Email Address: \_\_\_\_\_

=====

### CREDIT AND PAYMENT POLICY

The Credit Card Authorization section above must be completed and accompany all credit card orders. Please notify your company representative of the following:

- All orders must be paid in full and/or credit card authorization (above) be on file with your order(s) before services are rendered.
- There will be no invoicing. Purchase Orders are not a form of payment.
- Payment for orders mailed to Demers in advance can be made by company check, money order or credit card.
- Event site orders can be paid by cash or charged to a credit card.
- International exhibitors must prepay all services in U.S. Currency.
- Items ordered, delivered to booth, then cancelled, will not be refunded.
- Other refund requests will not be considered unless exhibitor makes request of Demers prior to the close of the event.
- Exhibitor is responsible for the cost of repair or replacement if equipment is lost, damaged or stolen while being rented.
- Payment must be received by **Thursday, September 5, 2024** for discount pricing to apply.
- Orders received without payment will be assessed a late fee.

By submitting this credit card authorization, you knowingly authorize Demers to charge your credit card for any service rendered under the terms and conditions stated in this Exhibitor Kit. You also knowingly authorize your show-site representative to sign for charges on your behalf.

**PAYMENT MUST BE INCLUDED WITH ALL ORDERS**



# STANDARD FURNISHINGS

Order Online and Save the 8% Administrative Fee

CARPETING				
QTY	Carpet Size	Advance	Floor	Subtotal
	9' x 10' Carpet	139.00	165.00	
	9' x 20' Carpet	246.00	337.00	
	9' x 30' Carpet	364.00	483.00	
	9' x 40' Carpet	479.00	622.00	

Carpet Color: Gray Blue Red Black Emerald Green (Circle Choice)

SPECIAL CUT CARPETING				
Booth Size: _____ ft. x _____ ft. = _____ sq. ft. x 4.87 = _____				
CARPET PADDING				
Booth Size: _____ ft. x _____ ft. = _____ sq. ft. x 3.80 = _____				

SKIRTED TABLES				
Skirt Colors: Gray Blue Red Black White Green Burgundy (circle choice)				
QTY	Table Size	Advance	Floor	Subtotal
	2' x 4' x 30" high	99.00	122.00	
	2' x 6' x 30" high	116.00	140.00	
	2' x 8' x 30" high	125.00	159.00	
	2' x 4' x 40" high	116.00	138.00	
	2' x 6' x 40" high	133.00	159.00	
	2' x 8' x 40" high	149.00	180.00	

UNSKIRTED TABLES				
QTY	Table Size	Advance	Floor	Subtotal
	2' x 4' x 30" high	44.00	56.00	
	2' x 6' x 30" high	52.00	66.00	
	2' x 8' x 30" high	66.00	78.00	
	2' x 4' x 40" high	54.00	71.00	
	2' x 6' x 40" high	67.00	79.00	
	2' x 8' x 40" high	71.00	84.00	

WOOD TABLE RISERS				
QTY	Riser Size	Advance	Floor	Subtotal
	4' x 10" Undraped	29.00	37.00	
	6' x 10" Undraped	37.00	42.00	
	4' x 10" Draped	56.00	79.00	
	6' x 10" Draped	64.00	110.00	

Wood Table Riser Color: White

CHAIRS				
QTY		Advance	Floor	Subtotal
	Upholstered arm chair	55.00	75.00	
	Padded side chair	45.00	60.00	
	Tubular folding chair	28.00	34.00	
	Upholstered bar stool	60.00	81.00	
	Black Bar Stool w/ foot rest	96.00	115.00	

SPECIAL DRAPERY/SKIRTING				
Drape Colors: Gray Blue Red Black White Green Burgundy (circle choice)				
QTY		Advance	Floor	Subtotal
	8' high drapery <small>Per Linear Foot</small>	13.40	15.50	
	3' high drapery <small>Per Linear Foot</small>	12.00	14.50	
	13'-long table skirting	73.00	92.00	

ACCESSORIES				
QTY		Advance	Floor	Subtotal
	Clothes Tree	77.00	108.00	
	Easel (Tripod Display)	55.00	61.00	
	Garment Rack	97.00	135.75	
	Panelboard	174.00	268.00	
	Pegboard	197.00	254.00	
	Stage (4' x 4' all heights up to 36")	74.00	145.00	
	Stage (4' x 4' w/ carpet & skirt)	141.00	264.00	
	Stanchion Post	55.00	74.00	
	Stanchion Belt	12.00	13.00	
	Waste Basket	26.00	30.00	

**- ORDER SUMMARY -**

Subtotal:	\$	
6.35% Sales Tax:	\$	
8% Admin Fee:	\$	
Grand Total:	\$	

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Order online and save the 8% administrative fee.

Company Name:	Booth# (if known):
Address:	Phone:
City/State/Zip:	Date:
Authorized by:	Signature:
E-mail:	

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 860.882.0003 – Fax 860.579.3976 – Email info@demersexpo.com  
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# Additional Booth Accessories

Looking for an item you do not see? Please call our office for availability and pricing.



Tote Bag Holder



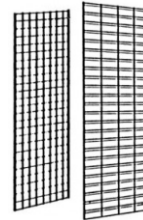
Faux Tree



Literature Rack



Gondola



Gridwall

\*Actual products may vary from images shown\*

ITEM	QTY	X	PRICE	=	TOTAL
TOTE BAG HOLDER/RACK		X	\$ 60.00	=	
SILK PALM TREE		X	\$ 70.00	=	
LITERATURE RACK		X	\$ 95.00	=	
COFFEE TABLE		X	\$ 105.00	=	
2'X6' GRIDWALL (MUST ORDER AT LEAST 2)		X	\$ 60.00 EA	=	
4' GONDOLA (COMES WITH 2 SHELVES)		X	\$ 225.00	=	
ADDITIONAL GONDOLA SHELVES (2 ADDITIONAL MAX PER GONDOLA)		X	\$ 25.00 EA	=	
SUBTOTAL					\$
6.35% SALES TAX					\$
8.00% ADMIN FEE					\$
GRAND TOTAL					\$

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**Progressive Norwalk Boat Show, Norwalk Cove Marina, September 19-22, 2024**

# ELITE SERIES FURNITURE



SORRENTO WHITE



SORRENTO BLACK

## SORRENTO COUCH



SOUTH BEACH BISTRO 42" TABLE



SOUTH BEACH BAR CHAIR



SANIBEL BISTRO 42" TABLE



SANIBEL BAR CHAIR  
HIGH BACK ALSO AVAILABLE

## SOUTH BEACH

## SANIBEL



SORRENTO CHAIR WHITE



SORRENTO CHAIR BLACK

## SORRENTO CHAIR

ITEM	QTY	X	PRICE	=	TOTAL
SORRENTO COUCH WHITE		X	\$ 550.00	=	
SORRENTO COUCH BLACK		X	\$ 525.00	=	
SOUTH BEACH BISTRO 42" TABLE		X	\$ 275.00	=	
SOUTH BEACH BAR CHAIR		X	\$ 145.00	=	
SANIBEL BISTRO TABLE		X	\$ 275.00	=	
SANIBEL BAR CHAIR - LOW BACK		X	\$ 145.00	=	
SANIBEL BAR CHAIR - HIGH BACK		X	\$ 145.00	=	
SORRENTO CHAIR WHITE		X	\$ 290.00	=	
SORRENTO CHAIR BLACK		X	\$ 265.00	=	
SUBTOTAL					\$
6.35% SALES TAX					\$
8.00% ADMIN FEE					\$
GRAND TOTAL					\$

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**Order online and save the 8% administrative fee.**

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Authorized by:	Signature:
E-mail:	

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# DIGITAL GRAPHICS AND SIGNS

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## Your presentation is everything!

Impress your potential new customer and stand out from your competitors with high impact digital graphics in your booth. Let our team of graphic designers and sign professionals bring your booth to the next level with high impact digital graphics.

The next pages are graphics order forms. Use these forms as a guideline or consult with our graphics team to determine what will be best for your booth.

Contact us at 860.882.0003.



# SIGN & GRAPHICS ORDER FORM

Progressive Norwalk Boat Show, Norwalk Cove Marina, September 19-22, 2024

To order your graphics, complete this order form and attach your sign copy or electronic file. Please see artwork guidelines for electronic files on the following page. Note: All graphics are subject to a 100% cancellation charge.

## DIGITAL GRAPHICS

Demers Expo can provide the finest state-of-the-art digital graphic reproduction available on the market today. Capabilities include full-color spectrum, photo-quality, high-resolution digital printing in any size for banners, easel signage, and more.

## PRICING GUIDE

<input style="width: 100%; height: 20px;" type="text"/>	L	X	<input style="width: 100%; height: 20px;" type="text"/>	W =	<input style="width: 100%; height: 20px;" type="text"/>	Square Feet
Round length and width up to nearest foot						
<input style="width: 100%; height: 20px;" type="text"/>	Square Feet	X	\$10.50 per Sq. Ft. Discount Price or \$15.75 per Sq. Ft. Standard Price	=	<input style="width: 100%; height: 20px;" type="text"/>	Total

In order to receive discounted price, order must be received by **Advance price deadline: Thursday, September 5, 2024.**  
**Minimum order per graphic 6 sq. ft.;** Double sq. ft. for double-sided graphics; File conversion, retouching, cloning or color correcting may incur additional labor charges (Demers will advise of charges before work is performed).  
**Please call an Exhibitor Sales Specialist for price quotes on graphics over 80 sq. ft.**

## BACKING MATERIAL

<b>Standard:</b> <input type="checkbox"/> Foam Core <input type="checkbox"/> PVC Fluted <input type="checkbox"/> Vinyl Banner	<b>Upgraded:</b> (additional 15% charge) <input type="checkbox"/> Sintra <input type="checkbox"/> Gator Board <input type="checkbox"/> Plexi
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If backing material is not selected, PVC Fluted will be used.

## SIGN LAYOUT

The quick brown fox ran over the steep hill.  <input type="checkbox"/> Vertical	The quick brown fox ran over the steep hill.  <input type="checkbox"/> Horizontal	The quick brown fox ran over the steep hill.  <input type="checkbox"/> Designer to decide
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## SPECIAL INSTRUCTIONS

Please indicated the file name that will be e-mailed or uploaded to our FTP (see next page)

<input style="width: 100%; height: 20px;" type="text"/>	Total X	<input style="width: 100%; height: 20px;" type="text"/>	6.35% Sales Tax	+	<input style="width: 100%; height: 20px;" type="text"/>	8.00% Admin Fee	=	<input style="width: 100%; height: 20px;" type="text"/>	Grand Total
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If you will be ordering more than one sign, please use one order form per graphic/sign.

Order Online and Save the 8% Administrative Fee

Company Name:	Booth# (if known):
Address:	Phone:
City/State/Zip:	Date:
Authorized by:	Signature:
E-mail:	

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# ARTWORK & FILE GUIDELINES

DES-Demers Expo will provide you with the best possible quality graphics for your event or exhibit. You can assist us in that effort by providing digital art files using the guidelines listed below. If you are sending us completed, print-ready files, please pass the following information on to your graphics designer. Two overall considerations for submitting acceptable artwork involves proper resolution or size of the file to avoid poor quality images, and proper color matching information and proofs to ensure accurate color reproduction.

## PREFERRED SOFTWARE AND FILE FORMATS

We are capable of working with both PC and MAC based software, and can accept art created with the following software programs:

- ADOBE—Illustrator, InDesign, and Photoshop
- COREL DRAW

The Following Files can be submitted for graphic reproduction:

- EPS and AI
- TIF
- PDF
- JPG

Vector formats are best to use. When using vector based formats include all fonts, or convert fonts to outlines or paths

File types that cannot use to reproduce high quality graphics include:

- GIF files
- Microsoft Office software files such as Word (.doc), or PowerPoint (.ppt) file types
- Self-extracting files, such as EXE or SEA files

## HOW TO SEND ARTWORK

- Artwork files that are of acceptable resolution as listed above will typically be too large to send via email. Files may be shared via online file sharing with program of your choice, saved and sent via overnight delivery on either a CD-ROM or a DVD, along with the hard-printed proof copy. (Floppy disks and zip drives are not a good option for sending large graphics files.)
- Files may also be uploaded to DES-Box Files. Please contact Demers at 860-882-0003 to obtain access.
- If your artwork files are below 6 megabytes they can be e-mailed to [info@demersexpo.com](mailto:info@demersexpo.com).





# CLEANING ORDER FORM

Vacuuming of booth carpet per booth space @ \$80.00 per day; service includes general booth vacuuming prior to the opening of the show on each day requested.

VACUUMING						
Description	Date Requested	No. of Booths	X	Rate per Day	=	Estimated Total Cost
Vacuuming			X	\$80.00	=	
Vacuuming			X	\$80.00	=	
Vacuuming			X	\$80.00	=	
Vacuuming			X	\$80.00	=	
				8.00% Admin Fee		
				<b>Total</b>		

*Order Online and save the 8% Administrative Fee!*

8.00% Admin Fee

**Total**

BULK SPACE VACUUMING (AREA OVER 600 SQ FT)										
Description	Date Requested	Booth Dimensions			=	TTL SQ FT	X	\$0.41	=	Estimated Total Cost
		L	X	W						
Vacuuming			X		=		X	\$0.41	=	
Vacuuming			X		=		X	\$0.41	=	
Vacuuming			X		=		X	\$0.41	=	
Vacuuming			X		=		X	\$0.41	=	
				8.00% Admin Fee						
				<b>Total</b>						

*Order Online and save the 8% Administrative Fee!*

8.00% Admin Fee

**Total**

Porter service per booth space @ \$80.00 per day; service includes emptying of trash cans replacement of trash can liners and disposal of trash in your booth space.

PORTER SERVICE						
Description	Date Requested	No. of Booths	X	Rate per Day	=	Estimated Total Cost
Porter Service			X	\$80.00	=	
Porter Service			X	\$80.00	=	
Porter Service			X	\$80.00	=	
Porter Service			X	\$80.00	=	
				8.00% Admin Fee		
				<b>Total</b>		

*Order Online and save the 8% Administrative Fee!*

8.00% Admin Fee

**Total**

BULK SPACE PORTER SERVICE (AREA OVER 600 SQ FT)										
Description	Date Requested	Booth Dimensions			=	TTL SQ FT	X	\$0.41	=	Estimated Total Cost
		L	X	W						
Porter Service			X		=		X	\$0.41	=	
Porter Service			X		=		X	\$0.41	=	
Porter Service			X		=		X	\$0.41	=	
Porter Service			X		=		X	\$0.41	=	
				8.00% Admin Fee						
				<b>Total</b>						

*Order Online and save the 8% Administrative Fee!*

8.00% Admin Fee

**Total**

Company Name:	Booth# (if known):
Address:	Phone:
City/State/Zip:	Date:
Authorized by:	Signature:
E-mail:	

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# LIABILITY AND INSURANCE BULLETIN

Progressive Norwalk Boat Show, Norwalk Cove Marina, September 19-22, 2024

DEMERS EXPOSITION SERVICES, INC. shall not be responsible for damage to uncrated materials, improperly packed materials, or concealed damage.

DEMERS EXPOSITION SERVICES, INC. shall not be responsible for loss, theft or disappearance of exhibitor's material after same have been delivered to exhibitor's booth.

DEMERS EXPOSITION SERVICES, INC. shall not be responsible for loss, theft or disappearance of materials before they are picked up from exhibitor's booth for reloading after the event. Bills of lading covering outgoing shipments which are furnished to DEMERS EXPOSITION SERVICES, INC. by exhibitors will be checked at the time of our actual pick-up from exhibitor's booth and corrections made where discrepancies occur.

DEMERS EXPOSITION SERVICES, INC. shall not be responsible for loss, damage or delay due to fire, acts of God, strikes, lockouts or work stoppages of any kind, or to any causes beyond its control.

DEMERS EXPOSITION SERVICES, INC.'s liability shall be limited to physical loss or damage to the specific article which is lost or damaged, and in any event, DEMERS EXPOSITION SERVICES, INC.'s liability shall be limited to \$0.30 per pound.

DEMERS EXPOSITION SERVICES, INC. shall not be liable to any extent whatsoever for any actual, potential or assumed loss of profits or revenues, or for any collateral costs which may result from any loss or damage to an exhibitor's materials which may make it impossible to exhibit same.

The consignment or delivery of a shipment to DEMERS EXPOSITION SERVICES, INC. by an exhibitor, or by any other shipper on behalf of the exhibitor, shall be construed as an acceptance by such exhibitor (and/or other shipment) of the terms and conditions set forth in this bulletin.

**EXHIBITORS REQUIRING ADDITIONAL INSURANCE COVERAGE SHOULD ARRANGE TO PLACE SAME THROUGH THEIR AGENT OR BROKER.**

