



2011 Application & Contract for Exhibit Space

The Detroit Boat Show ("Show") is owned and produced by Michigan Boating Industries Association ("MBIA").
32398 Five Mile Road, Livonia, MI 48154
Phone: 734.261.0123; 800.932.2628; Fax: 734.261.0880
Web site: www.mbia.org; E-mail: boatmichigan@mbia.org

CONTRACTING COMPANY NAME: _____
 EXHIBITING COMPANY NAME: _____
 ADDRESS: _____
 CITY/STATE/ZIP: _____
 CONTACT: _____
 PHONE: _____ FAX: _____ CELL PHONE: _____
 EMAIL: _____

PERSON IN CHARGE OF MOVE-IN: _____
 EMERGENCY PHONE: _____ CELL PHONE: _____
 EMAIL: _____

(Please correct information above if needed and complete blank fields)

Please reserve the space indicated below for our exclusive use at the 2011 Detroit Boat Show ("Show"). In submitting this Application and Contract, the undersigned agrees to exhibit pursuant to, and comply with, the Exhibiting Rules and Regulations incorporated herein by reference in their entirety.

BULK Space	Member	Non-member	BOOTH Space	Member	Non-Member
Price	\$5.05*	\$6.15*	10' x 10' Non-Corner Booths	\$985*	\$1,145*
Per Sq. Ft.			10' x 10' Corner Booths	\$1,020*	\$1,235*
			10' x 15' Non-Corner Booths	\$1,480*	\$1,775*
			10' x 15' Corner Booths	\$1,530*	\$1,850*

* PLUS a \$25 contract charge per Exhibitor to be used for the Grow Boating Initiative.

Cash Payment Discounts: If made by cash and/or check, a 3% discount will be given to each full installment payment received on or before its due date; an additional 4% discount will be given if all payments are received by their due dates and all payments were made with cash and/or check. Discounts are for cash and/or check payments only; credit card payments do not qualify for discount. All qualified discounts will be paid by MBIA to Exhibitor in December, 2010.

CONTRACT PAYMENT TERMS:

1/4 due July 15, 2010; 1/4 due August 15, 2010; 1/4 due October 1, 2010 & balance due December 1, 2010.

MAKE ALL CHECKS PAYABLE TO: MICHIGAN BOATING INDUSTRIES ASSOCIATION. MBIA reserves the right to assign space location, reassign or change space location and increase or decrease exhibit space.

Bulk Space No. or Booth No. Requested	Square Ft. Cost	Total Space Charge
1st Choice _____	_____	+\$25 = \$ _____
2nd Choice _____	_____	+\$25 = \$ _____
3rd Choice _____	_____	+\$25 = \$ _____

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PERMISSIBLE EXHIBITS: Only products and services identified herein and approved by the MBIA are authorized to be displayed at the Show. Boat and motor displays may contain only new, untitled 2011, 2010, 2009 and a maximum of 10 percent of 2008 boats on display in one or more locations by a single exhibitor. No used boats can be on display for sale. Exhibitor shall provide the MBIA with Manufacturer Statement of Origin or other substantial proof of said model years at MBIA's request. All displayed product shall be exhibited by current manufacturer-authorized dealers, authorized to sell 2011 models of that manufacturer. Exhibitors who violate the rule on permissible exhibits are subject to a fine and the cost of removal of these products. Any used, previously registered or 2007 or prior year products discovered in the Exhibit Hall, not in accordance with the terms of the Application & Contract for Exhibit Space, may be removed at Exhibitor's expense and, since the parties recognize that it is practically impossible to determine the actual damage that would result if Exhibitor breaches this provision, Exhibitor agrees to pay to MBIA the sum of U. S. \$1,000.00 for each violation as liquidated damages. The ratio of new to new/non-current boats displayed may change at the sole discretion of MBIA.

BULK Exhibitors: Power PWC Sail _____ Largest Size Boat
Manufacturer/Brand (which Exhibitor is authorized to represent in 2011)

BOOTH Exhibitors: (Products which Exhibitor is authorized to represent)

The undersigned Exhibitor certifies this Application & Contract for Exhibit Space and the corresponding 2011 Exhibiting Rules & Regulations and 2011 Exhibitor Manual (separate documents) have been read and that the terms and conditions set forth therein are fully understood and shall constitute a binding contract when this instrument is signed by both parties. Reservation of exhibit space applied for herein is for the 2011 Show only and reservation of such space in the 2011 Show shall not constitute or be interpreted to represent any precedent whatsoever for exhibit space in any subsequent Shows. Assignment of exhibit space in subsequent Shows shall be assigned and allocated as determined in the sole discretion of the MBIA and pursuant to the MBIA policy then in effect. MBIA reserves the right to assign space location, reassign or change space location, change permissible exhibits and increase or decrease exhibit space.

Exhibitors with payments past due will forfeit their space reservation and all advance deposits. This application becomes a binding contract only when signed by both parties and is accompanied with appropriate deposit(s), and appropriate certificate of insurance as outlined in the 2011 Rules and Regulations Governing Exhibition.

Exhibitor Signature _____ Date _____

(Print Name) _____

Accepted by MBIA Signature _____ Date _____

Space Assigned _____

Please complete and return to MBIA. A signed copy will be returned to you.
Michigan Boating Industries Association, 32398 Five Mile Road, Livonia, MI 48154
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