

San Diego Yacht and Boat Show
Sheraton Harbor Island
July 23-26, 2009

Public Show Hours

Thursday, July 23	12noon – 8pm
Friday, July 24	12noon – 8pm
Saturday, July 25	10am – 8pm
Sunday, July 26	10am – 6pm

Exhibitor entrance will open one hour prior to the public show hours.

Move-In Dates

Boat Move-In (In-Water)*

July 19

Boat Move-In (On-Land)*

July 21- July 23

Booth Move-In*

July 22

*Specific Move-In times for each exhibitor will be mailed approximately two weeks prior to the show.

Move-Out Hours

Boat Move-Out (In-Water)

Sunday, July 26	6:15pm – 10pm
Monday, July 27	8am – 6pm
Tuesday, July 28	8am – 12noon

Boat Move-Out (On-Land)

Sunday, July 26	6:15pm – 10pm
Monday, July 27	8am – 6pm

Booth Move-Out

Sunday, July 26	6:15pm – 10pm
Monday, July 27	8am – 12noon

A – Z GUIDE TO GENERAL INFORMATION

ACCIDENTS OR INJURY

Any personal accidents within an exhibitor's space should be immediately reported to the show office by giving the name, address, phone number, age and pertinent details of the party concerned and the nature of the accident. This is for the mutual protection of all parties involved.

BOOTHS

Each booth comes with a canopy with backwall. Any other decorations such as carpet, tables, chairs, signs, etc. must be brought by the exhibitor.

CHECK CASHING

Due to security reasons, funds are not available in either the show office or the Sheraton Harbor Island business office to allow the cashing of exhibitor's checks.

CLEANING SERVICES

Show management will arrange for cleaning of the aisles, but each exhibitor is responsible for cleaning and maintaining their own display and bulk areas.

CONSTRUCTION LIMITATIONS

Exhibitors using any masonry, gravel or similar building materials on the floor of the display for decorative purposes must first put down a protective covering of roofing paper or similar material. Exhibitors are not allowed to use any form of sawdust as a floor covering.

ELECTRICITY

Electrical service may be ordered from Edlen Electrical, the electrical contractor at the show. Electrical Service Order Form showing services available and costs can be found in this packet and by going to

HYPERLINK "http://www.sandiegoyachtandboatshow.com"

www.sandiegoyachtandboatshow.com. To order electricity, complete the Electrical Service Order Form and mail or fax directly to Edlen Electrical (not to SCMA). **Do not use lightweight extension cords on the docks! Use approved heavy-duty twist-lock or screw-secured plugs only!**

PLEASE PRE-ORDER ELECTRICAL!!!!!!

IT WILL SAVE YOU MONEY AND HELP PREVENT ANY ELECTRICAL PROBLEMS DUE TO HIGH HEAT AND USAGE.

FIRE REGULATIONS

All draperies, decoration materials and signs used by exhibitors shall be flame proof material or fire resistant and shall be approved by the Fire Department of the City of San Diego. Exhibitors shall not use or permit the use of bunting, tissue paper or crepe paper for decorative purposes. No smoking will be permitted on any dock, boat, or tent and cooking will not be allowed aboard boats. Boats in the water must meet all U.S. Coast Guard safety requirements, including fire extinguishers that have been serviced and tagged within one year of the show dates. Acetone and solvents may not be used in the show area between 10am and 8pm and no flammables, including acetone, and oil or solvent-soaked rags may be stored on any boats. No exhibitor may bring into the exhibition area any explosive, gasoline, kerosene, acetylene or other fuel or combustibles.

Boats on-land must have batteries disconnected and all gas tanks must be sealed!! Please do this prior to move-in!!

LOST & FOUND

Please return or claim lost items at the SCMA show office.

PARKING

Parking at the Sheraton Harbor Island will be \$10.00 per vehicle per day (cash, no credit cards or checks) on show days. A limited number of four-day parking passes, which include in and out privileges, may be purchased for \$28.00. Daily parking passes do not include in and out privileges. There will be no charge for exhibitors for loading and unloading during move-in and move-out.

PLATFORMS & STEPS

For those exhibitors requiring platforms and steps in order for the public to view their boats please contact: Barb or Brad at Atlas Decking – (310) 322-5193. You must order in advance by phone.

PUBLICITY

Please bring attention to any publicity information by using the enclosed media/publicity form. Simply complete the form and mail or fax the form to the SCMA staff.

REMOVAL OF EXHIBIT MATERIALS

No one will be allowed to remove any article from the show without a Pass Out Slip, which will be distributed one-hour before move-out begins.

SECURITY

The exhibit areas will be locked up securely one hour after the show closes each night. No one will be allowed in the exhibit area until one hour prior to the public opening each day, except opening day, unless special permission is obtained from the show office.

SHOW OFFICE

We maintain an Exhibitor's Service Office in the boat show office. We can:

Call a cab

Send out mail (stamps are available for purchase)

Provide pens, pencils, paper, and envelopes

Make a copy, send a fax, or type a letter

TRAILER/CAMPER PARKING

No boat trailers, house trailers, campers, or similar vehicles will be allowed to remain in the exhibitor parking lot following show closing each day.

There are several RV parks nearby, see the list on the Hotel/RV Listing page in this handbook.

WILL CALL

Will call is a free service provided for your convenience by SCMA at the box offices, allowing you to leave passes for your select customers, family, and friends. **If you tell anyone that you will leave them passes, please do so!** Include a business card or a note with your space location to assist your guests in finding you in the show. They will appreciate a hassle-free entry into the show.

MOVE-IN INFORMATION

Move-In to the San Diego Yacht and Boat Show will begin **Sunday, July 19** for boats in the water, **Tuesday, July 21** for boats on-land, and **Wednesday, August 22** for booths. Each exhibitor will receive a move-in schedule approximately two weeks before the show. The schedule will outline the date and time each exhibitor should begin to move into their space.

A great many exhibitors must be moved into their spaces in a very short period of time. **It is necessary that each exhibitor follow the move-in schedule as closely as possible so that there will be a minimum of delays and the show will open on time.** If you have any questions or problems concerning your move-in time, please contact show management.

LATE ARRIVALS

Boats not arriving on schedule will be moved to the end of the day's schedule, and any overtime involved in unloading and placement will be charged to the exhibitor.

HANDCARTS

Handcarts will not be available bring your own cart to expedite your Move-In/Move-Out.

FORKLIFTS

Forklifts will not be available for boat placement on land.

ADMISSION INFORMATION

Admission to the San Diego Yacht and Boat Show is **\$12.00** for adults, with children under 12 admitted free. In addition, **Discount Coupons** will also be available on the SCMA website – www.scma.com.

The coupons, used in conjunction with extensive television, radio, newspaper, and magazine advertising are a very effective way of advertising the show. Posters announcing the San Diego Yacht and Boat Show dates and location will be mailed to each exhibitor so that you can create a display in your store or shop. The posters will direct customers to scma.com for discount coupons. If you do not receive a poster, or if you need anything else, please contact the SCMA office at (714) 633-7581.

NAME BADGES

Exhibitors will gain admission to the show using a name badge provided by the SCMA. The SCMA will provide a limited number of name badges to each exhibitor to be used for employees working your exhibit. These badges are valid for admission up to one hour before opening time each day. A form is provided for ordering name badges. Please fill it out and fax to (714) 633-9498 or mail it to the SCMA office before Friday, July 10th, 2009 so that your badges will be ready when you arrive at the show. Badges and other show information can be picked up at the SHOW OFFICE.

GUEST PASSES

In addition to name badges, each booth and bulk space exhibitor will receive **Guest Passes**. Each Guest Pass is good for one free admission to the show any time during regular show hours. **SCMA has additional Guest Passes available for their boat show exhibitors at the rate of \$6.00 (\$6.00 less than normal admission cost)**. They may be purchased any time at the boat show office. Under SCMA's program, you will only be charged for the tickets that are redeemed at the \$6.00 rate. We recommend that you use the Guest Passes to invite prospective buyers, good customers, or your family to the show as your guest. Guest passes are valid only during show hours (no early admission).

HOTEL & RV RESORT LISTINGS

Sheraton San Diego Hotel & Marina
1380 Harbor Island Drive
San Diego, CA 92101
877-734-2726
(ASK FOR BOAT SHOW RATE)

Best Western Island Palms Hotel & Marina
2051 Shelter Island Dr.
San Diego, CA 92106
619-222-0561
(ASK FOR BOAT SHOW RATE)

Shelter Pointe Hotel
1551 Shelter Island Drive
San Diego, CA
619-819-8143

Extended Stay America
Hotel Circle
2087 Hotel Circle
San Diego, CA 92108
619-296-5570
(ASK FOR BOAT SHOW RATE)

Comfort Inn Airport at Old Town
1955 San Diego Ave.
San Diego, CA 92110
619-543-1130

San Diego RV Resort
7407 Alvarado Rd.
La Mesa, CA 91941
877-787-6386

***Please note these are limited time offers, first come-first served, and rates are not guaranteed. Call now to reserve your rooms.**

HAVE YOU ORDERED?

PLATFORMS & STEPS

(Atlas)

ELECTRICITY

(Edlen Electrical)

NAME BADGES & GUEST PASSES

(SCMA)

MAILED FINAL PAYMENT

(SCMA)

FILED YOUR CALIFORNIA SELLER'S PERMIT

(State Board of Equalization & SCMA)

CASH FOR PARKING

(Remember – No Checks Or Credit Cards)

A POSITIVE ATTITUDE AND A SMILE

(Yourself)

OTHER HELPFUL PHONE NUMBERS:

Sea Tow	(888) 4-SEA-TOW
Vessel Assist	(800) 367-8222
Yellow Cab	(800) 935-5692
Secure Transportation	(800) 856-9994
Western Union	(800) 325-6000

PUBLICITY / PUBLIC RELATIONS

The Southern California Marine Association works diligently on increasing pre-boat show publicity that is vital to the ultimate success of our event. In order for us to generate media interest and maximize media exposure, we need your help – members and exhibitors – to inform us what’s new and newsworthy for media attention.

It’s never too early to start pitching story ideas to the media. Specifically, the media is most interested in new products, technology, innovative ideas and/or marine industry related issues. If you have a story or product that you think may be of interest to the press, please don’t keep it a secret... Fill out and return the following form ASAP or call Ryan Rawlings at (714) 633-7581 Ext.222.

**Give us the opportunity to help make your
product/ service/ business a media star!**

Name	Company Name	Address
City/State/Zip	Telephone	E-mail

Story idea or new product:

Company spokesperson for potential interviews:

Contact number for spokesperson:

**Feel free to submit manufacturers press release/kits or
other materials to us as well.**

RECEIVED FROM SCMA
DATE _____
BY _____

2009 SAN DIEGO YACHT & BOAT SHOW
NAME BADGE ORDER FORM
FILL IN AND FAX IMMEDIATELY TO: (714) 633-9498

MAIL TO: SCMA
1006 East Chapman Avenue
Orange, CA 92866

NAME BADGE LIST:

Legibly, PRINT the list of employees requiring name badges for admission to the show. PLEASE RETURN BY FRIDAY, July 10th, 2009.

1.	11.	2.	12.	3.	13.	4.	14.
5.	15.	6.	16.	7.	17.	8.	18.
9.	19.	10.	20.				

We understand that we are to pick up name badges at the BOAT SHOW OFFICE during Move-In.

Exhibitor Co. Name:	Authorized By:	
Address:	City, State, Zip:	Telephone
Number:	Fax Number:	

CALIFORNIA SELLER'S PERMIT IMPORTANT INFORMATION!!

2009 San Diego Yacht and Boat Show

IF YOU ARE:

A **new** SCMA exhibitor.

A company that has made changes that requires a **new** seller's permit.

YOU NEED TO:

Complete a show seller's information form (enclosed in this manual) and mail it to SCMA for our permanent file.

Keep a copy of your seller's permit in your booth or exhibit.

IS THIS IMPORTANT?

YES!! Any business that sells a product in the State of California regardless of whether or not you actually sell at the show site needs to obtain a California Seller's Permit. You will not be allowed to participate in an SCMA boat show until you can provide this permit number or prove you are exempt as a non-taxable service. There is no fee for the permit.

The State Board of Equalization office located closest to the Sheraton Harbor Island is in San Diego. The phone number is (619) 525-4526. Hours are 8:00am to 5:00pm, Monday through Friday. Permits can be handled over the phone. Out of state exhibitors can obtain a temporary permit.

You will not be allowed to set up a display until we have the seller's permit information on file with your permit number on it! Please phone the SCMA with questions: (714) 633-7581. Thank you for your cooperation!

Mail Seller's Permit form to:

SCMA
1006 East Chapman Avenue
Orange, CA 92866

