



— Exhibitor Invitation —

About HBS 2020

As we launch into the second half century of this long-running show, we are delighted to once again be returning to the beautiful **Expo Center at Mohegan Sun January 16—19, 2020**. Produced by the **CT Marine Trades Association**, we've tweaked a few things from our first-year run at the newly constructed venue and know this one will be better than ever! With every inch of space rented last year and with the volume of calls since the 2019 Show, we encourage you to get your application in as soon as possible to secure your special location for the 2020 Show!

This Boat Show is a significant revenue source for your industry's trade association—providing for, among other activities, the tools that secured the tax rate at 2.99% AND preserved the tax incentives that makes service labor, storage and the trade-in credit tax free allowing us to compete with neighboring states. **The show's success is your success.**

We thank you for your CMTA support and interest in our 51st Hartford Boat Show at Mohegan Sun!



- ◆ **The Expo Center at Mohegan Sun.** A dramatic entry hall with blue wave carpeting greets the customer from the hallway just off the east side of the Casino of the Earth. The first stop inside the Show is a series of break out rooms that will host events, speakers and specialty marketplace vendors. Vendors then line the entry hall winding to the next stop, the stunning 20,000 square foot ballroom plus a large and well appointed pre-function area. The ballroom opens directly onto the wide-open, no column 125,000 sq foot Expo Center with appealing bright white ceiling and walls. The center is capped with a row of transom windows allowing for natural light. A concession stand and seating is located in the adjacent pre-function space that will allow access to both the Expo Hall and Ballroom.



Patrons Await the Opening



Hallway Coming & Going



Ball Room with Blue Light



Expo Hall in Action

- ◆ **Logistics.** The staging lots will be located on-site at Mohegan Sun. Since last year, we have worked clearly defining locations and method of staging/storing. The staging process will be reviewed during this year's Boat Show Bootcamp.
- ◆ **Lodging.** Mohegan Sun offers special room rates for exhibitors and guests.
- ◆ **Parking.** Parking is always free at the Expo Center at Mohegan Sun—and is best accessed in the back portion of the property in the "Winter Lot" or "Winter Garage".
- ◆ **Mohegan Sun. A World at Play.** Of course boat show guests and exhibitors alike will enjoy a broad selection of restaurants and food options, gaming areas, special events and more during their visit to the Hartford Boat Show at Mohegan Sun! We hope our guests make it a weekend to plan their summer play!



— Exhibitor Information —

Show Rates

BOAT DISPLAY SPACE

CMTA Members Only \$5.50 per square foot

Includes floor space; on-site staging lot usage before and during Show; move-in/move-out assistance including reasonable boat setting (additional charges may apply); directory listing on website and program.

Space Size Limits

Expo Hall:	Minimum Space Size:	1,000 square feet
	Maximum Space Size:	5,500 square feet
Ballroom:	Minimum Space Size:	400 square feet
	Maximum Space Size:	1,200 square feet

BOOTH SPACE

	Members	Non Members	Maximum Booth Size
Ballroom, Pre-Function	\$ 895.00	\$1,095.00	10 x 20 (two booths)
Additional Booth	\$ 895.00	\$ 895.00	
Hallway Booth (10 x 8)	\$ 895.00	\$ 1,095.00	8 X 20 (two booths Hallway)
Corner (additional)	\$ 150.00	\$ 150.00	

Includes booth space; on-site staging lot usage before and during Show; carpeting, pipe and drape; directory listing on website and program.

Application



Become an Exhibitor

Registration for space is now open to all members of CMTA in good-standing. Space is limited and will be allocated and assigned based upon the Association wide points-system and territory prioritization.

Process

- ◆ Complete the Application included here with all requested information.
- ◆ Include requested space size and estimated dimensions. Example 2,000 square feet 40' x 50'.
- ◆ CMTA will do its best to accommodate as many requests as possible with the Points System used for location prioritization as in year's past.
- ◆ Return with Space Deposit of 25% of estimated total. No Application will be processed without deposit.
- ◆ All future invoices will reflect actual size and dimension and future payments pro-rated accordingly in the payment schedule indicated on the following page.