

# Show Contacts & Information



## HBS Show Management

### CT Marine Trades Association, Inc.

20 Plains Road Essex, CT 06426  
860.767.2645 (o)  
860.767.3559 (f)  
hartfordboatshow.com



## Venue Information

### Mohegan Sun Earth Expo Center

One Mohegan Sun Boulevard  
Uncasville, CT 06382

## Show Staff

Show Manager	Kristie Gonsalves	kristie@northeastexpos.com
Committee Chairman	Bob Petzold	bob@petzolds.com
Logistics Manager	David Crocker	dave@crockersboatyardinc.com
CMTA President	Tasha Cusson	tasha@atlanticoutboard.com
CMTA HQ	Jen Kawecki	contact@ctmarinetrades.org

## Exhibitor Services



### Demers Exposition Services, Inc.

860.882.0003 (o)  
860.761.0090 (f)  
info@demersexpo.com  
Demersexpo.com

## Services

Carpeting, Furnishings, Booth Accessories, Booth Rental, Digital Graphics and Signs  
Electrical Services  
Material Handling and Shipping  
Loading Dock Coordination and Labor Assistance, Cleaning Services

## PSAV

### Presentations Services

860.862.3704 (o)  
Banner: Jim Sullivan  
jsullivan@psav.com  
AV: dwittwer@psav.com

Audio Visual Equipment  
Computer Equipment  
Banner Hanging

**GROUP BLOCKS FOR THE HARTFORD BOAT SHOW**

Mohegan Sun ~ **deadline 12/27**

Monday – Thursday \$169.00

Friday \$215.00

Saturday \$265.00

Sunday \$169.00

<https://book.passkey.com/go/BOAT22>



Comfort Inn & Suites ~ **deadline 1/16**

275 Otrobando Avneue

Norwich, CT 06360

Thursday \$83.00

Friday \$ 109.00

Saturday \$129.00

Group Code QW29J9

<https://www.choicehotels.com/reservations/groups/QW29J9>

Fairfield Inn & Suites by Marriott

2255 Norwich New London Tpk.

Montville, CT 06382

860-848-0660

\$144.00 King

\$154.00 Queen

Complimentary breakfast

Holiday Inn

10 Laura Blvd.

Norwich, CT 06360

860-898-5201

Thursday – Sunday \$139.00

Hyatt Place

2049 Norwich New London Tpk

Uncasville, CT 06382

860-383-1234 or **800-233-1234**

G-BOAT is group code

Thursday \$159.00

Friday & Saturday \$159.00

Complimentary breakfast

# Show Planning Dates

*"Spectacular achievement is always preceded by unspectacular preparation."*  
— Robert Schuller

DEC

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- December 1** \*Final deposit due
  - December 9** \***Jingle & Mingle—A Holiday Celebration** CMTA HQ  
An opportunity to discuss final details with the Team!
  - December 10** \*Exhibitor Floor Plans Delivered to CMTA HQ
  - December 24** \*Holiday Break through January 3

JAN

- 
- January 3**
    - \* CMTA HQ Officially Reopens
    - \* PSAV Banner Hanging Discount Pricing Deadline
    - \* Credential Order Deadline
    - \* Exhibitor to provide Certificate of Insurance  
See Form 2 at end of this package for language
    - \* CT Sales Tax Number
  - January 7**
    - \* Demers Discount Pricing Deadline
    - \* PSAV Audio/Visual Equipment Discount Deadline
    - \* Door Prize Drawing Product Information Deadline

# Show Time

*"Change is hardest at the beginning,  
messiest in the middle  
and best at the end."  
-Robin Sharma*

JAN  
14-24

**January 14-16** "Trading Cove" Staging Lot Available

**January 17** \* Move-In 7:00 am to 7:00 pm

**January 18** \* Move In 7:00 am to 7:00 pm

**January 19** \* Move-In 8:00 am to 4:00 pm

**January 20** \*Ribbon Cutting 11:30 am

\* Show Hours 12:00—9:00

**January 21** \* Show Hours 12:00—9:00

**January 22** \* Show Hours 10:00—9:00

**January 23** \* Show Hours 10:00—5:00

**January 23** \* Move-Out 5:00 pm—11:00pm

**January 24** \*Move-Out 7:00am—5:00pm

HARTFORD  
**BOAT**  
**SHOW**  
**AT MOHEGAN SUN**

# Show Rules & Guidelines

*If everyone is moving forward together,  
then success takes care of itself.  
-Henry Ford*

With a year off from our show, we hope that you'll find we've made some positive tweaks to the floor plan, logistics plan and media in order to continually improve your experience and that of our guests. But we need your help in succeeding. Please read on for Rules & Guidelines. Thank you!

## PRE

- Please provide all required information by the Due Dates
- Product Information - Please use and return the attached form
- Booth Layout – All Boat Exhibitors please use the attached and return
- CT Sales Tax – You must have a Sales & Use Tax Permit from the Department of Revenue Services. Information and the Registration Application can be found here: [http://www.ct.gov/drs/lib/drs/fillable\\_applications/reg-1.pdf](http://www.ct.gov/drs/lib/drs/fillable_applications/reg-1.pdf)

## MOVE IN

- The Staging Lot: “Trading Cove” is located on site at Mohegan Sun and availability, procedures etc. will be emailed out closer to show
  - These early deadlines will help the Logistics Team address new-venue issues and avoid delays and problems during Move In.
  - Specific Move-In | Move Out Instructions including timing, door usage and parking will be addressed closer to show.
  - It is critical that your Move In schedule is adhered to.
  - Size Guidelines:
    - Height – Exhibit components permitted to a max height of 8', plus 2' for back wall Identification signs to acceptable height of 10' - as long as it does not obstruct your neighbor. Sidewalls may extend 4' or 1/3 the depth, whichever is greater, from the backline at a height of 8', but then must drop to a 4' height
    - Depth – All display fixtures over 4' high and placed within 10 lineal feet of an adjoining exhibit must be confined to that area of the exhibitor's space within 4' of the back line (towers included).
- Any questions or concerns, please ask
- All exhibits must be set up and operational by Thursday, January 20th at 11:00 am, Opening Ceremonies begin at 11:30 am

# Show Rules & Guidelines

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then success takes care of itself.  
-Henry Ford*

## RULES

### All Exhibitors

- Booths must be manned during all show hours
- Limit all exhibits and material distribution to within contracted space – no aisles
- Exhibitors admitted one hour prior to opening with credentials and photo ID.
- Only contracted Exhibitors are allowed to demonstrate product, solicit orders or distribute materials at the show. No subletting or contracting.
- All exhibits must be fire rated
- Please See the Contract Back for all Terms, Conditions, Rules and Regulations.

### Boat Exhibitors

- NO ENGINES CAN BE TEST STARTED at ANY TIME
- Guidelines for Gas powered machinery i.e. engines and boats:
  - No fuel in the vessel or must be less than ½ full or 10 gals whichever is LESS
  - Fuel tanks must remain locked or taped shut
  - Spark plugs and battery cables are disconnected
- Dispensing of fuel within the building is prohibited
- No propane is allowed in the building under any circumstances
- No shrink-wrapping in the building
- Used shrink-wrap must be removed from the property– take it home. Any shrink wrap left on the exhibition floor will be disposed of and billed to the exhibitor
- No cinder block staging or blocking
- No boats are to be left on dollies
- No rope railings
- No plugging into facility plugs on wall or columns, these will be disconnected
- Signs – must be of professional quality and displayed in such a manner so as not to interfere with another exhibit. Nothing shall be placed upon or against the walls of the facility.
- All booths must be carpeted from edge to edge of booth to adjoining aisle carpets and are required to be taped down for safety purposes. Any exposed surfaces will be carpeted by Decorator and billed to Exhibitor.

# Exhibitor Services

*“Without leaps of imagination or dreaming, we lose the excitement of possibilities. Dreaming, after all is a form of planning.”*  
— Gloria Steinem

## HELP

- **Mohegan Sun**—is filled with restaurants, nightclubs, shops and more. We will have a directory of available services for you to utilize during the move-in and Show Hours. You'll have many lunch and dining options under one roof!
- **Show Office** – is located just off the main entrance. It will be staffed continuously from Move In Jan 17 until the last boat is moved out. Please direct all your questions to the Show Office. We will provide contact numbers prior to Show opening.
- **Parking**—is FREE! You'll have surface and garage options.
- **Credentials**—Please See Form 1 for instructions and to order your credentials. Deadline is January 3rd!
- **Exhibitor Guest Tickets**—can be purchased at half-price rates \$7.50 by all exhibitors. Order and securely pay online [www.hartfordboatshow.com](http://www.hartfordboatshow.com) CMTA will rebate for any tickets purchased that are not redeemed at the door and refunded to CMTA, less a \$5.00 surcharge.
- **Marketing Materials**—CMTA is working with Marshall Media this year to produce all media and marketing and Tactix for public and media relations.
  - Include CMTA and HBS Logos in your advertising
  - Program Advertising—See separate information
  - CMTA will provide you special coded email blasts to send to your customers for discounted tickets
  - Social Media Hashtags#
    - #HBS2022 #CMTA #W20W**
    - #boatingfununderthesun**
  - Click on Link at [www.hartfordboatshow.com](http://www.hartfordboatshow.com) for logos
  - Provide product information, new model introductions, etc to use in press
- **Security** – Common sense is always the best precaution. Lock your vehicle and keep valuables close at hand & covered – in your vehicle and your booth.
- **Accidents** – Please report all accidents and/or injuries to the show office immediately!

# Consumer Information

Hi!

- **Ticket Information**

Ticket Prices: \$15.00 Adult at the gate

\$12.00 Adult on-line pre-purchase

\$7.50 Exhibitor

Purchase securely at [www.hartfordboatshow.com](http://www.hartfordboatshow.com)

- **Will Call Procedures**

All exhibitors may leave tickets at Will Call which will be staffed by CMTA personnel. To ease the process for your customers:

\*Please Provide the Customers First and Last Name

\*Please Provide your Company Name

\*All tickets must be purchased on line or a credit card provided to Show Staff. No tickets will be provided without a valid credit card on file.

**HARTFORD**  
**BOAT**  
**SHOW**  
**AT MOHEGAN SUN**



# Credential Order Form

Form  
1

## EXHIBITOR NAME

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Only personnel working in your exhibit are eligible for a Credential. The bearer of a credential must also be able to show proper identification. Credentials will be produced showing only the name of the company that contracted for exhibit space. Please list move in/out crew separately. Don't forget your manufacturer reps!

***These are not to be used for family or friends. Half- priced tickets may be purchased online at [www.HartfordBoatShow.com](http://www.HartfordBoatShow.com)***

Credentials will be Issued based on the following Sizes:

Space Size	100 – 300 sf	8 credentials
Space Size	301 – 1,200 sf	10 credentials
Space Size	1,201—3,000 sf	12 credentials
Space Size	3,001 sf & Larger	15 credentials

Please print / type to ensure accuracy. Credentials will be typed from this list.

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Exhibitor is responsible for credentials.

Show Management not responsible for lost or forgotten credentials.

Credentials beyond approved allotment      \$15.00 per Credential

Lost or Replacement Credential                      \$15.00 per Credential

Please complete this form and return IMMEDIATELY  
Email: [contact@ctmarinetrades.org](mailto:contact@ctmarinetrades.org) | Fax: 860.767.3559

# Certificate of Insurance

Form  
2

## Insurance Information

Insurance Agency \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_  
Contact \_\_\_\_\_

Insurance Certificate. Please have a current Insurance Certificate forwarded to this office with the specific language as follows:

CMTA Hartford Boat Show, January 20—23, 2022. It is hereby agreed that the CMTA, Show Facility owners, operators and/or agents as they are now or hereafter may be constituted, are included as additional named insured and shall be protected and held harmless against any and all claims for the loss or injury as outlined in the Show Contract.

# Product Information

Form  
3

EXHIBITOR NAME \_\_\_\_\_

BOOTH CONTACT \_\_\_\_\_ PHONE \_\_\_\_\_

This document serves to assist the Logistics Team Move you in and out with better accuracy as to scheduling and timing. Please be as detailed as possible and attach a booth drawing with this description.

Make/Model	LOA   Beam   Weight	Display On/Off Trailer	Hard Set/ Dollies	Trailer Type Bunk   Roller   Flatbed
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
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_____	_____	_____	_____	_____

Use Additional Sheet If Necessary

Number of Boats Overall \_\_\_\_\_ Number of Motors: \_\_\_\_\_  
Carpet Bringing? \_\_\_\_\_ Renting? \_\_\_\_\_  
Transportation Company \_\_\_\_\_ Phone \_\_\_\_\_  
Utilizing a Tractor Trailer? \_\_\_\_\_  
Other Needs/Information \_\_\_\_\_

# Boat Product Grid

Form  
4

