



Champion Headquarters
139 Campanelli Drive
Middleboro, MA 02346

Dear Exhibitor:

Champion Exposition Services is pleased to be the official service contractor for IBEX 2010. We understand how participation can grow your business, capture leads and generate market attention. And, we are proud to provide you with personalized service that eases the exhibiting process; quality booth furnishings and services at competitive up-front pricing; and solutions that help elevate your brand.

Comprehensive Communication

Champion knows that you face a long list of decisions and deadlines in the lead up to a show. We'll make it as easy as possible for you to keep track of your planning with a **series of must-read e-mails**, which will begin in just a few days. Each of our communications will be clearly labeled with the shows name and content, so you'll know what key information is included.

Personalized and Proactive Service

In the busy lead-up to a show, you need answers to your many questions, day and night. Champion's personal attention offers:

- An **exhibitor relations coordinator**, ready to assist you in creating a great show for your company
- **Live chat** online to answer your questions immediately
- **Clearly communicated deadlines** throughout the process
- And a **proactive approach** in solving your problems and anticipating your needs

Quality Booth Furnishings and Services

Your exhibit must stand out from the crowd, work for doing business, and meet your budget. Champion Exposition Services offers:

- Unique **booth furnishings** and quality standard exhibit components
- Logistical services
- Inbound and outbound **exhibit transportation** to simplify your process

Solutions to Elevate Your Brand

Whether your company is a leader in your industry, looking to grow market share, or just starting up, Champion provides services to take your brand to the next level:

- Creative **graphics** to make your booth pop
- **Custom exhibits** to bring your brand to the stage

For more information or to discuss your show needs, please contact Lauren Curry at:

Lauren Curry
E-mail: LaurenC@championexpo.com

Following is our Exhibitor Service Manual, which includes critical show information and deadlines.

Here's to a great show,

Blythe Hess
Senior Vice President, Products & Services

Elevating Impact. Easing the Process.

GENERAL SHOW INFORMATION HIGHLIGHTS – IBEX 2010

www.ibexshow.com

The official show web site (www.ibexshow.com) offers IBEX 2010 exhibitors quick and easy access to complete show information. By clicking the Exhibitor Information tab located at the top, you will find everything you need to organize your IBEX exhibit including exhibitor registration, online versions of both the IBEX 2010 *Exhibitor Service Manual* and *Exhibitor Marketing Kit*, Innovation Awards rules & regulations and a download application, the move-in/out schedule and much more.

IMPORTANT DEADLINE REMINDER!

The information that you input online under "Show Guide" will be downloaded on August 9, 2010, and published in the *IBEX 2010 Official Show Directory & Buyers' Guide*. **Failure to input your 50-word company description by August 9th will result in an incomplete company listing in the IBEX 2010 Official Show Directory & Buyers' Guide.**

Be sure to login and create your online digital booth and input your Show Guide information TODAY. As soon as you complete this simple task, your company information will be seen by thousands of professional boat builders who use the IBEX show web site to find information and source new products and suppliers. If you have any questions or need assistance creating your FREE online digital booth, please contact Anne Dunbar at 716-662-4708 or Tina Sanderson at 802-879-8324.

BADGES AND EXHIBITOR REGISTRATION

Exhibitor Registration desks will be located in B & C Lobbies.

IBEX Exhibitor Badges: Exhibiting companies are allowed FIVE exhibitor badges per 10'x10' (100 sq. ft.) of exhibit space. If you need additional badges for company employees, you must register those individuals as Exhibitor-Additional Booth Personnel (via the online registration form at www.ibexshow.com). The exhibitor badge entitles access to the exhibit floor during move-in/out and early hall access (two hours prior to show opening) on all show days. Attendee badges allow access to the exhibit floor *during show hours only*. Please adhere to these rules and do not schedule meetings at your booth beyond the hours of access. Please visit the website at <http://www.ibexshow.com/exhib-welcome.php> and click on the Exhibitor Registration link or complete the exhibitor badge form under Tab 7. You can also contact Melissa Gurniewicz of NMMA at 312-946-6281, or e-mail: MGurnie@nmma.org, if you have any questions regarding your exhibitor badges.

CEILING HEIGHTS

South Wing Halls B & C have a 27' ceiling height.

DISPLAY HOUSE / INDEPENDENT CONTRACTORS

Any exhibitor using a display house to install/dismantle his/her exhibit must fill out and return the "Exhibitor-Appointed (EAC) Non-Official Contractor" form and have a certificate of insurance forwarded from your appointed contractor by September 11, 2010. Both forms are to be sent to Stephen Evans by mail at NMMA/231 S. LaSalle Street/Suite 2050/Chicago/IL/60604 or fax at (312) 946-0401. The EAC form is found under "Freight & Labor," Tab 4. Personnel hired to aid in the set-up of your display are eligible for installation passes that will allow access to the exhibit floor during set-up and dismantling hours only. EACs can obtain an installation pass at the IBEX Show Office or at Registration.

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DISPLAY OPTIONS

Your standard booth display is equipped with 8'-high back-drape; 3'-high side-rail and a 7" x 44" cardboard identification sign. Special booth packages have been made available from Champion for ease in ordering furnishings for your booth at IBEX; for more information see "Custom Rentals/Booth Furnishings" Tab 5.

DISPLAY REGULATIONS

The "IBEX Display Guidelines" and "Terms and Conditions" are found under "Rules & Regulations," Tab 3.

For example:

Standard booth exhibits (one or more standard units, 10'x10', in a straight line): Exhibit fixtures and components will be permitted to a maximum height of 8', plus 2' for back-wall identification signs; overall acceptable height is 10'. For other types of exhibits such as bulk space (peninsulas/islands), you should review the "IBEX Display Guidelines" and all questions regarding your exhibit layout can be directed to Stephen Evans at 312-946-6238. Anyone planning a newly constructed display should submit a to-scale drawing of the exhibit to Show Operations by August 27, 2010 for approval.

EXHIBITOR EXPECTATIONS

Booths must be carpeted and manned during all show hours. Only firms that have contracted for space are allowed to demonstrate product, solicit orders, or distribute advertising at the show. Confine distribution of literature, signage, models, and sales to your exhibit space.

EXHIBITOR SERVICE CENTER—OFFICIAL SUPPLIERS

The IBEX exhibitor service center will be located on the show floor. Champion Exposition Services, official service contractors and KEC personnel, will assist you during the move-in, show days, and move-out. Upon your arrival during move-in, you should visit the exhibitor service center to confirm any advance orders so you can begin your set-up. See the "Official Suppliers" contact sheet (Tab 1) listing the only official IBEX service contractors. (Solicitations from vendors not listed in this manual have not been authorized by IBEX.)

FLOOR LOAD/SURFACE

The weight limit for floors in Halls B & C are 800 pounds per square foot.

CARPET IS REQUIRED ON FLOORS IN ALL EXHIBITS.

FREIGHT HANDLING/SHIPPING INSTRUCTIONS

To keep your freight handling costs to a minimum, we suggest you carefully review all freight handling and shipping instructions in the "Freight & Labor" section, Tab 4, which includes addresses and labels for advance shipments (to warehouse) and direct shipments (to the KEC). Please note the "Free Freight Handling Criteria" page, tips for reducing your freight costs, and various methods of shipping and definitions. The first 500 lbs. of freight handling per 10'x10' (100 sq. ft) at a credit of \$50.00 per cwt. is provided free of charge by IBEX Show Management.

Note: Plan to have your freight shipped to the Advance Freight Warehouse by September 21st, 2010!

HOTEL AND TRAVEL INFORMATION

Book your room reservations now! Room reservations can be made online through the show Web site at www.ibexshow.com, or by calling the IBEX travel desk at 866-524-7465. All official IBEX hotels are profiled in the Web site or listed on the official hotel information form included under Tab 7. Airline and auto discounts are also offered. **Reservation deadline is August 24, 2010.**

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INSURANCE

Please refer to the "Terms & Conditions" on your IBEX contract regarding booth insurance requirements. (A copy of the "Terms & Conditions" is located under Tab 3.). If you are unable to find reasonable insurance rates for your exhibit, we recommend you contact Wells Fargo's for further information (form enclosed under "Rules & Regulations," Tab 3). Certificates of insurance should be forwarded to Courtney Erhardt at cerhardt@nmma.org of IBEX Show Operations by **August 31, 2010**.

PARKING

Parking at the Kentucky Exposition Center is \$6 per vehicle. There are over 19,000 parking spaces at the Kentucky Exposition Center (including temporary ones). The Kentucky Exposition Center (KEC) also provides RV parking for events held throughout the year. Daily RV Rates are \$50 for electric hookup and \$30 for no hookups.

PRESS ROOM

The IBEX Press Room will be located in the South Wing Boardroom. Your company's press kits may be dropped off in the Press Room during move-in, beginning on Sunday, September 26th. Please see Sarah Ryser of NMMA in the Press Room regarding PR opportunities and press coverage during the show, or you may contact her at 312-946-6285 or via e-mail at sryser@nmma.org. The IBEX *Exhibitor Marketing Kit* that includes PR suggestions and many other marketing opportunities is available online.

SHOW OFFICE

The IBEX Show Office will be located in Room B-106. Both *Professional BoatBuilder* magazine and NMMA staff will be available to assist you if you have any questions or concerns during move-in and move-out, and throughout the show. Show Office phone and fax numbers will be posted on the Web site prior to the show.

SHOW SECURITY

Show Management provides perimeter security for surveillance of the exhibit hall during move-in and move-out, and throughout the show. All exhibitors are required to have their own insurance in effect prior to move-in, show days and move-out. Exhibitors have sole responsibility in the care, custody, and control of any and all exhibit materials.

Show Management WILL NOT be responsible for any loss or damage to exhibit materials. See the "IBEX Limits of Liability—Material Handling Services" information included under Tab 3.

Show Management is not responsible for any items that are sent to empty crate storage.

Suggested Precautions:

- Do not store products in empty crates or cartons.
- Lock trunks or crates prior to shipping. Avoid using small cartons for shipping products.
- Do not indicate contents on shipping container.
- Furnish your carrier with an accurate bill-of-lading.
- Cover your display each night.
- Do not leave briefcases or purses, laptop computers, cameras, cellular phones, etc., in an unattended booth.
- Pack quickly upon receiving your empty crates at show break.
- During move-out, have an employee remain with the exhibit until all products have been repacked.
- Report any damaged or lost cartons to Security immediately.

General Contact Information

Champion Exposition Services
139 Campanelli Drive
Middleboro, MA 02346
Tel: 508 923-5200
Fax: 508 946-1019
www.championexpo.com

Exhibitor Support Toll Free Number:
Tel: 800 723-1123

For general questions please email:
help@championexpo.com

For a copy of your invoice please email:
invoices@championexpo.com

Use the link below to use our drape configurator tool:
<http://www.championexpo.com/tools/drape.html>

Exhibit Transportation

Ground Transport

Air Freight Services

Champion Shipping Systems
139 Campanelli Drive
Middleboro, MA 02346
Tel: 800 723-1123
or 508 923-5200
Fax: 508 923-1795
shipping@championexpo.com

Champion Exhibits

Champion Exposition Services
139 Campanelli Drive
Middleboro, MA 02346
Tel: 800 723-1123
or 508 923-5200
Fax: 508 946-1019
www.championexpo.com
exhibits@championexpo.com

Custom Graphics

Champion Exposition Services
139 Campanelli Drive
Middleboro, MA 02346
Tel: 800 723-1123
or 508 923-5200
Fax: 508 946-1019
www.championexpo.com
mygraphics@championexpo.com

Booth Labor

Champion Exposition Services
139 Campanelli Drive
Middleboro, MA 02346
Tel: 800 723-1123
or 508 923-5200
Fax: 508 946-1019
www.championexpo.com

Booth Cleaning

Champion Exposition Services
139 Campanelli Drive
Middleboro, MA 02346
Tel: 800 723-1123
or 508 923-5200
Fax: 508 946-1019
www.championexpo.com

Other Official Suppliers

Audio Visual Service

TBA

Catering Service

Masterpiece Creations
c/o Kentucky Exposition Center
937 Phillips Lane
Louisville, KY 40209
Tel: 502 614-3015
or: 502 614-3028
Fax: 502 368-5280

Custom Furniture Rental

Cort Trade Show Furnishings
2725 Davey Road, Suite 200
Woodridge, IL 60517
Tel: 630 972-0146
Fax: 630 972-0269
www.ctsf.com

Electrical Service

Kentucky Exposition Center
P.O. Box 37130
Louisville, KY 40233
Tel: 502 367-5321
Fax: 502 367-5358
www.kyexpo.org

Floral Service

Convention Plant Rental
6620 Hohman Ave
Hammond, IN 46324
Tel: 219 932-1214
Fax: 219 937-5771
www.conventionplantrental.com
info-request@conventionplantrental.com

International Freight Forwarder

Phoenix International Business
Logistics, Inc.
Attn: Frank Rettig
9950 W. Lawrence Ave, Suite 210
Schiller Park, IL 60176
Tel: 847 357-9255
Fax: 847 357-9394
www.phoenixlogistics.com
frettig@phoenixlogistics.com

Lead Retrieval Service

Expo Logic
820 Park Way
Broomall, PA 19008
Tel: 610 328-3221
Fax: 866 266-5077
www.myexpologic.com

Official Facility

Kentucky Exposition Center
937 Phillips Lane
Louisville, KY 40209
Tel: 502 367-5000
www.kyfairexpo.org

Photography Service

TBA

Security Service

Brantley Security Services
Attn: Event Management Division
2929 S. Floyd St.
Louisville, KY 40209
Tel: 502 635-2646
Fax: 502 635-2630

Telephone/Internet/Computer Rental

CCPI
5795 W. Badura Ave, Suite 110
Las Vegas, NV 89118
Tel: 502 815-6600
Fax: 702 943-6001
www.ccpi.net/kec

Temp Service

Louisville Convention & Visitors Bureau
One Riverfront Plaza
401 West Main Street, Suite 2300
Louisville, KY 40202
Tel: 502 584-2121
Fax: 502 561-3121
www.GoToLouisville.com

Water/Air/Drain Service

Kentucky Exposition Center
P.O. Box 37130
Louisville, KY 40233
Tel: 502 367-5321
Fax: 502 367-5358
www.kyexpo.org

Order services early and *SAVE!*

Complete the Order Forms before each Discount Deadline Date listed below to take advantage of advance prices. This form has been prepared for your convenience only. Please do not fax or mail back to Champion.

Champion Order Forms

Form Name	Discount Deadline Date	Order Total
<input type="checkbox"/> Credit Card Authorization	SUBMIT WITH FIRST ORDER	
<input type="checkbox"/> Exhibitor-Appointed Non-Official Contractor	August 27, 2010	\$ _____
<input type="checkbox"/> Carpet (Prestige)*	August 27, 2010	\$ _____
<input type="checkbox"/> Standard Exhibit Packages*	September 9, 2010	\$ _____
<input type="checkbox"/> Special Signage* [■]	September 9, 2010	\$ _____
<input type="checkbox"/> Carpet (Standard)*	September 15, 2010	\$ _____
<input type="checkbox"/> Furniture and Accessories*	September 15, 2010	\$ _____
<input type="checkbox"/> Tables*	September 15, 2010	\$ _____
<input type="checkbox"/> Skirting and Drape*	September 15, 2010	\$ _____
<input type="checkbox"/> Special Booth Packages*	September 15, 2010	\$ _____
<input type="checkbox"/> Heavy Displays Freight Discount	September 15, 2010	\$ _____
<input type="checkbox"/> Third Party Payment Authorization ...	September 15, 2010	\$ _____
<input type="checkbox"/> Booth Labor	September 15, 2010	\$ _____
<input type="checkbox"/> Forklift Labor [■]	September 15, 2010	\$ _____
<input type="checkbox"/> Booth Cleaning and Porter Service* .	September 15, 2010	\$ _____
<input type="checkbox"/> Hanging Signs Labor [■]	September 15, 2010	\$ _____
<input type="checkbox"/> Freight - Engine Spotting Fee	September 15, 2010	\$ _____
<input type="checkbox"/> Material Handling	September 21, 2010	\$ _____
<input type="checkbox"/> Air Freight Service	SEE FORM FOR DETAILS	\$ _____
<input type="checkbox"/> Ground Transport	SEE FORM FOR DETAILS	\$ _____

* Taxable item ■ if applicable

Estimated Grand Total \$ _____

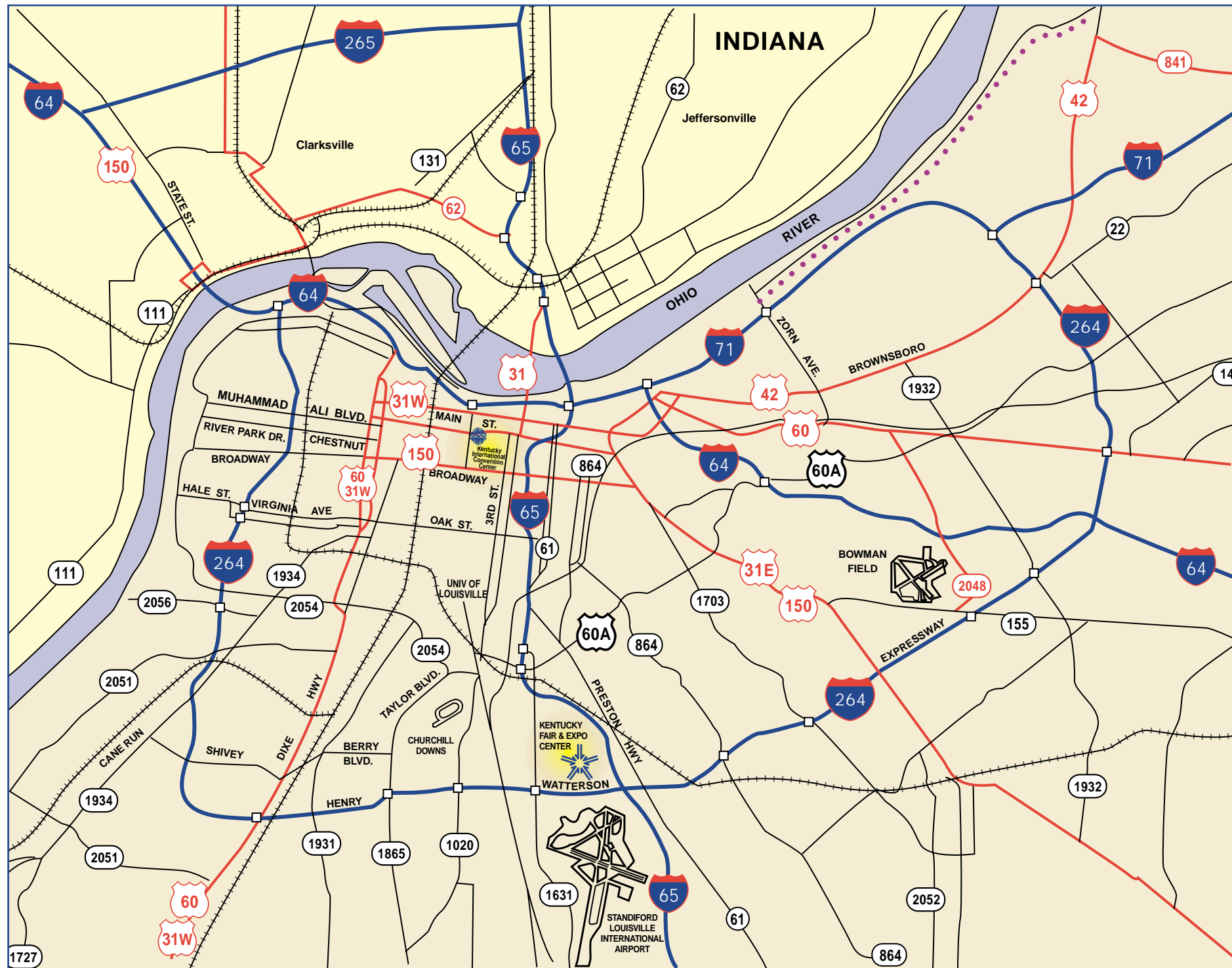
Complete the Order Forms before each Discount Deadline Date listed on each form to take advantage of advance prices. This form has been prepared for your convenience only. Please do not fax or mail back to Champion.

Other Official Suppliers Order Forms

Form Name	Discount Deadline Date	Order Total
<input type="checkbox"/> Air/Water/Drain	SEE FORM FOR DETAILS	\$ _____
<input type="checkbox"/> Audio Visual	SEE FORM FOR DETAILS	\$ _____
<input type="checkbox"/> Catering	SEE FORM FOR DETAILS	\$ _____
<input type="checkbox"/> Custom Furniture	SEE FORM FOR DETAILS	\$ _____
<input type="checkbox"/> Electrical	SEE FORM FOR DETAILS	\$ _____
<input type="checkbox"/> Floral	SEE FORM FOR DETAILS	\$ _____
<input type="checkbox"/> International Shipping	SEE FORM FOR DETAILS	\$ _____
<input type="checkbox"/> Lead Retrieval	SEE FORM FOR DETAILS	\$ _____
<input type="checkbox"/> Photography	SEE FORM FOR DETAILS	\$ _____
<input type="checkbox"/> Security	SEE FORM FOR DETAILS	\$ _____
<input type="checkbox"/> Telephone/Internet/Computer Rental .	SEE FORM FOR DETAILS	\$ _____
<input type="checkbox"/> Temp Service	SEE FORM FOR DETAILS	\$ _____
<input type="checkbox"/> Other		\$ _____

Please reference the Table of Contents to view other official suppliers order forms.

Estimated Grand Total \$ _____



DIRECTIONS TO THE KENTUCKY FAIR & EXPOSITION CENTER

From I-65 Northbound

Exit at the Fair / Expo Center (Exit 131 B) and follow the signs to Gate 1, the main entrance.

From I-65 Southbound

Take Exit 132 to Crittenden Drive and merge to the far left after passing through the first stoplight. Gate 4 to the Fair/Expo Center will be directly on the left past the Cracker Barrel restaurant. Or, continue along Crittenden Drive to Gates 3 and 2, which will be on the left. To enter Gate 1, the Main Gate, go past Exit 132 and continue to Exit 131 B approximately 1/4 mile down I-65. Follow the Fair / Expo Center signs to the Main Gate.

From I-264 Westbound

Exit at the Fair / Expo Center (Exit 11) and follow the signs to Gate 1 the main entrance. Or, proceed further to Crittenden Drive to enter Gates 2, 3 or 4. Exit 12 is Preston Highway (Route 61). Take a right off the exit and follow Preston to Gate 6, which will be on the left between Sleep Inn and Thornton's Gas Station.

From I-264 Eastbound

Exit at the Fair / Expo Center (Exit 11) to Crittenden Drive. Proceed to Gates 2, 3 and 4 which will be on the right. Or, continue past the Crittenden Drive exit to I-65 and Fair / Expo Center (Exit 12) and follow the signs to Gate 1, the main entrance.

Louisville