

NORTHWEST YACHT BROKERS ASSOCIATION  
**BOATS AFLOAT SHOW**

**FALL SHOW • SEPTEMBER 2023**

**SOUTH LAKE UNION | SEATTLE**



**EXHIBITOR APPLICATION**  
**Boats Afloat Show on South Lake Union | Seattle, WA**  
**September 14-17<sup>th</sup>, 2023**



Welcome to the Boats Afloat Show on South Lake Union! In this packet, you'll find the information you need to sign up and participate in the September 2023 show! *Welcome aboard!*

**SHOW DATES & TIMES**

Thursday, September 14<sup>th</sup> / 11 am – 6 pm

Friday, September 15<sup>th</sup> / 11 am – 6 pm

Saturday, September 16<sup>th</sup> / 10 am – 6 pm

Sunday, September 17<sup>th</sup> / 10 am – 5 pm

**VIP NIGHT**

Wednesday, September 13<sup>th</sup> / 3 pm – 7 pm

VIP Night is an invite only preview for exhibitor's invited guests only (who are age 21 and over), and features live music, and exhibitor parties hosted by you! Many exhibitors offer appetizers and drinks at their booth or dock area that also enhances VIP Night! *VIP Night is generously sponsored by Pacific Maritime Title and Lake Union Piers.*

**REGISTRATION DEADLINES**

The Early Bird deadline is **August 15<sup>th</sup>** (*Sign up early for great discounts! Exhibitors can add more display items after this date if a contract is on file!*) The final registration deadline is August 28<sup>th</sup>. **Total payment, insurance, and badge order forms are due at this time.**

**HOSPITALITY FLOATS**

Hospitality Floats will be available on a first-come, first-served basis to brokers who have the largest square footage of boats in the show. Hospitality float confirmations will be sent to brokers by August 28<sup>th</sup>.

## EXHIBITOR MARKETING TOOLS

Exhibitors will have online access to all show documents and logos, as well as helpful marketing tools and templates to promote their business and the Show. Share these website and social media links with your friends, clients, and prospective buyers and invite them to join you at the Boats Afloat Show!

[www.boatsafloatshow.com](http://www.boatsafloatshow.com)

<https://www.facebook.com/BoatsAfloatShowSeattle>

[www.nwyachtbrokers.com](http://www.nwyachtbrokers.com)

## NYBA MEMBERSHIP

Become a member of the Northwest Yacht Brokers Association (NYBA) and receive exhibitor discounts! \*

Business Membership: \$425 / Year (plus a one-time initiation fee of \$250)

Affiliate Membership: \$275 / Year (plus a one-time initiation fee of \$125)

Individual Membership: \$125 / Year (No initiation fee – Avail. to people working for a Business or Affiliate member)

*\*New members must meet board approval.*

## Exhibitor Application

### 1. RESERVING YOUR SHOW SPACE

Company Name: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_

Point of Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Website: \_\_\_\_\_ WA State UBI#: \_\_\_\_\_ Seattle Biz License #: \_\_\_\_\_

Check one:  Afloat Exhibitor  Shoreside Exhibitor

If you are an Afloat Exhibitor, complete the section below detailing the boats you are bringing to the show. If you are a Shoreside Exhibitor, move on to Step 2.

Manufacture Make/Model	Year	Power/Sail	New/Used	Beam	LOA*	Sq Ft**	Boat Name	Power (30/50/100)

*\*LOA includes trailers, swim steps, bow sprits, bow pulpits, or any other overhang that is part of the boat.*

*\*\* To determine the square feet, multiply the beam length by the LOA length.*

*\*\*\* If a power upgrade or change is requested after move-in, a \$150.00 surcharge will be applied per each change made. No credits will be issued for service ordered and installed if it is not used. All equipment must comply with the National Electrical Code, as well as Federal, State, and Local Safety Codes. Exhibitor holds NYBA, CORT, and their power vendor affiliates harmless for any and all losses of power including but not limited to losses due to the utility company failure, permanent power distribution failure, power failure caused by vandalism, faulty exhibitor equipment, or overloads caused by exhibitor.*

## 2. TICKETS

Exhibitors receive 10 complimentary General Admission and 10 complimentary VIP Night tickets with show registration. Exhibitors can request discounted tickets – and you’re only charged if the ticket is redeemed at the show! Here’s how it works: the General Admission tickets are \$22. As an exhibitor, you may request up to 200 tickets and personally send these to your A list. Each ticket has a unique bar code. If one of these tickets is redeemed at the gate, the charge back to you is just \$7 for General Admission Tickets and \$4 for VIP Night tickets.

Please indicate how many **additional** tickets you’d like to receive:

Number of Additional General Admission tickets: \_\_\_\_\_

Number of Additional VIP Night tickets: \_\_\_\_\_

## 3. BADGES - NEW PROCESS FOR 2023

Exhibitors will receive up to 10 badges, which gives your staff in/out privileges at the gate. **New for 2023:** We will have pre-printed event-specific badges for Exhibitors, but they will not include names/photos. Plan to pick up your badges at the NYBA show office prior to the show opening. **Lost or excess badges (beyond 10) will incur a \$15 fee per badge, no exceptions.** Questions about badges? Contact [Leslie@nwyachtbrokers.com](mailto:Leslie@nwyachtbrokers.com).

## 4. SHOW PROGRAM

Expand your visibility, and place an ad in the official Boats Afloat Show program!

### Ad Sizes

Full-page: 8.5" x 11" (trim size) Add 1/8" for bleed – no live matter within .375" of final trim

1/2 page horizontal: 7.75" W x 4.875" H (non-bleed)

1/4 page vertical: 3.75" W x 4.875" H (non-bleed)

### Options

Premium Placement (Full Page Inside Front Cover - Left Side) - \$2,500

Premium Placement (Full Page Inside Front Cover - Right Side) - \$2,000

Premium Placement (Full Page Inside Back Cover) - \$1,500

Full page / \$950

Half page / \$600

*\*If multiple companies request the same premium placement, the placements will be assigned based on date of receipt of contract.*

The Ad Insertion order deadline is August 14<sup>th</sup>. The deadline to submit a camera-ready ad for the program is August 23<sup>rd</sup>, 2023. Submit your ad camera-ready to G Force, or let G Force create an ad for you! Contact Dirk Mynatt, G Force Seattle at (206) 510-5067 or [dirkm@gforceseattle.com](mailto:dirkm@gforceseattle.com).

## 5. COST WORKSHEET

Choose one:

- I am a member of NYBA (calculate total using NYBA Member Rates)  
 I am not a member of NYBA (calculate total using Non-NYBA Member Rates)

### NYBA Member Rates

#### Before 8/15/2023

\$4.30 / square foot (for first two largest boats)  
 \$3.20 / square foot (for the additional boats)  
 \$1,750 / Tender or Inflatable on Trailer  
**\$1,320 / Shoreside booth (Single 8' x 10') \*NOTE NEW SIZE**  
**\$2,200 / Shoreside booth (Double 16' x 20')\*NOTE NEW SIZE**  
**NEW FOR SEPT. 2023 – PREMIUM PLACMENT AT COURTYARD**  
**ENTRANCE TO THE SHOW! – ADD \$500 FOR SINGLE BOOTH & \$900**  
**FOR DOUBLE SHORESIDE BOOTH.**  
**\*SPACE IS LIMITED & WILL BE GIVEN TO THOSE WHO SUBMIT**  
**REGISTRATION & 50% DEPOSIT FIRST. YOUR PREMIUM SPACE WILL**  
**BE CONFIRMED VIA EMAIL UPON RECEIPT OF RETURNED CONTRACT**  
**& DEPOSIT**  
 \$165 / 15 amp / 120 volt  
 \$355 / 30 amp / 120 volt  
 \$465 / 50 amp / 208 volt  
 \$605 / 100 amp / 208 volt  
 \$1,815 Hospitality Float (16 x 20)  
 \$2,585 Hospitality Float (20 x 24)  
 \$1500 Premium placement full page ad in program  
 \$2500 Premium placement full page ad back cover  
 \$900 Full page ad in program  
 \$600 Half page ad in program

#### After 8/15/2023

\$5.00 / square foot (for first two largest boats)  
 \$3.20 / square foot (for the additional boats)  
 \$2,090 / Tender or Inflatable on Trailer  
**\$1,650 / Shoreside booth (Single 8'x10') \*NOTE NEW SIZE**  
**\$2,530 / Shoreside booth (Double 16'x20') \*NOTE NEW SIZE**  
**NEW FOR SEPT. 2023 – PREMIUM PLACMENT AT COURTYARD**  
**ENTRANCE TO THE SHOW! – ADD \$500 FOR SINGLE BOOTH & \$900**  
**FOR DOUBLE SHORESIDE BOOTH.**  
**\*SPACE IS LIMITED & WILL BE GIVEN TO THOSE WHO SUBMIT**  
**REGISTRATION & 50% DEPOSIT FIRST. YOUR PREMIUM SPACE WILL BE**  
**CONFIRMED VIA EMAIL UPON RECEIPT OF RETURNED CONTRACT &**  
**DEPOSIT**  
 \$215 / 15 amp / 120 volt  
 \$405 / 30 amp / 120 volt  
 \$515 / 50 amp / 208 volt  
 \$655 / 100 amp / 208 volt  
 N/A  
 N/A  
 N/A  
 N/A  
 N/A  
 N/A

### Non-NYBA Member Rates

#### Before 8/15/2023

\$13.20 / square foot (for first two largest boats)  
 \$9.85 / square foot (for the additional boats)  
 \$3,465 / Tender or Inflatable on Trailer  
 \$3,630 / Shoreside booth (Single 8' x 10') \*  
 \$4,950 / Shoreside booth (Double 16' x 20') \*  
**NEW FOR SEPT. 2023 – PREMIUM PLACMENT AT COURTYARD**  
**ENTRANCE TO THE SHOW! – ADD \$500 FOR SINGLE BOOTH & \$900**  
**FOR DOUBLE SHORESIDE BOOTH.**  
**\*SPACE IS LIMITED & WILL BE GIVEN TO THOSE WHO SUBMIT**  
**REGISTRATION & 50% DEPOSIT FIRST. YOUR PREMIUM SPACE WILL**  
**BE CONFIRMED VIA EMAIL UPON RECEIPT OF RETURNED CONTRACT**  
**& DEPOSIT**  
 \$385 / 15 amp / 120 volt  
 \$535 / 30 amp / 120 volt  
 \$700 / 50 amp / 208 volt  
 \$905 / 100 amp / 208 volt  
 Hospitality Floats are not available to non-NYBA members  
 Print ads in program are not available to non-NYBA mbrs

#### After 8/15/2023

\$14.05 / square foot (for first two largest boats)  
 \$9.85 / square foot (for the additional boats)  
 \$3,795 / Tender or Inflatable on Trailer  
 \$3,960 / Shoreside booth (Single 8' x 10') \*  
 \$5,280 / Shoreside booth (Double 16' x 20') \*  
**NEW FOR SEPT. 2023 – PREMIUM PLACMENT AT COURTYARD**  
**ENTRANCE TO THE SHOW! – ADD \$500 FOR SINGLE BOOTH & \$900**  
**FOR DOUBLE SHORESIDE BOOTH.**  
**\*SPACE IS LIMITED & WILL BE GIVEN TO THOSE WHO SUBMIT**  
**REGISTRATION & 50% DEPOSIT FIRST. YOUR PREMIUM SPACE WILL BE**  
**CONFIRMED VIA EMAIL UPON RECEIPT OF RETURNED CONTRACT &**  
**DEPOSIT**  
 \$435 / 15 amp / 120 volt  
 \$585 / 30 amp / 120 volt  
 \$750 / 50 amp / 208 volt  
 \$955 / 100 amp / 208 volt  
 N/A  
 N/A

*\*Shoreside booths include black pipe and drape backdrop, 3' partitions, and (1) 15 amp / 120 volt power outlet. All tables, linens, carpet or any additional booth accessories must be ordered directly from CORT Party Rentals. Exhibitor booths must be staffed at all times during show hours.*

**COST CALCULATION**

Complete all that apply:

- a. Total Square Footage of Largest Two Boats: \_\_\_\_\_ Multiplied by Rate: \$ \_\_\_\_\_ Total: \$ \_\_\_\_\_
- b. Total Square Footage of Remaining Boats: \_\_\_\_\_ Multiplied by Rate: \$ \_\_\_\_\_ Total: \$ \_\_\_\_\_
- c. Total # of Tenders on Trailers: \_\_\_\_\_ Multiplied by Rate: \$ \_\_\_\_\_ Total: \$ \_\_\_\_\_
- d. Total # of Boats Needing 30 amp Power: \_\_\_\_\_ Multiplied by Rate: \$ \_\_\_\_\_ Total: \$ \_\_\_\_\_
- e. Total # of Boats Needing 50 amp Power: \_\_\_\_\_ Multiplied by Rate: \$ \_\_\_\_\_ Total: \$ \_\_\_\_\_
- f. Total # of Boats Needing 100 amp Power: \_\_\_\_\_ Multiplied by Rate: \$ \_\_\_\_\_ Total: \$ \_\_\_\_\_
- g. Total # of Single Shoreside Booth Spaces: \_\_\_\_\_ Multiplied by Rate: \$ \_\_\_\_\_ Total: \$ \_\_\_\_\_
- h. Total # of Double Shoreside Booth Spaces: \_\_\_\_\_ Multiplied by Rate: \$ \_\_\_\_\_ Total: \$ \_\_\_\_\_
- i. Total # of Hospitality Float (16 x 20) \_\_\_\_\_ Multiplied by Rate: \$ \_\_\_\_\_ Total: \$ \_\_\_\_\_
- j. Total # of Hospitality Float (20 x 24) \_\_\_\_\_ Multiplied by Rate: \$ \_\_\_\_\_ Total: \$ \_\_\_\_\_
- k. Total # of 15 amp Hospitality Float outlets \_\_\_\_\_ Multiplied by Rate: \$ \_\_\_\_\_ Total: \$ \_\_\_\_\_
- l. Total # of full page premium placement ads \_\_\_\_\_ Multiplied by Rate: \$ \_\_\_\_\_ Total: \$ \_\_\_\_\_
- m. Total # of full page ads \_\_\_\_\_ Multiplied by Rate: \$ \_\_\_\_\_ Total: \$ \_\_\_\_\_
- n. Total # of half page ads \_\_\_\_\_ Multiplied by Rate: \$ \_\_\_\_\_ Total: \$ \_\_\_\_\_
- o. **Add a \$40 City of Seattle Trade Show Fee if you do not have a City of Seattle Business License** Total: \$ \_\_\_\_\_
- p. **PREMIUM PLACMENT AT COURTYARD ENTRANCE TO THE SHOW + \$500 / SINGLE BOOTH** Total: \$ \_\_\_\_\_
- q. **PREMIUM PLACMENT AT COURTYARD ENTRANCE TO THE SHOW + \$900 / DOUBLE BOOTH** Total: \$ \_\_\_\_\_

Add lines a-q / Total: \$ \_\_\_\_\_

Add 2.9% credit card processing fee if paying with a credit card / Total: \$ \_\_\_\_\_

**TOTAL COST: \$ \_\_\_\_\_**

**TERMS AND CONDITIONS FALL BOATS AFLOAT SHOW 2023**

**Cancellation of Contract:** Deposits made before August 15, 2023 are 50% refundable. Deposits made on or after August 15, 2023 are not refundable. All cancellations must be in writing.

**Final Payment:** Payment in full is due by August 28, 2023.

**Early Bird Discount Terms:** Early bird discounts apply to exhibitors who register for the show and pay their 50% deposit by the early bird deadline. Exhibitors who apply for space using the early bird discounted rates, but who do not pay their deposit by the early bird deadline will be re-invoiced at regular show rates.

**Move-In:** Schedule will be emailed to you no later than September 4, 2023. There is a 30-minute grace period after your scheduled move-in time. There will be a \$500 late fee charged to the credit card on file, if your move-in window is delayed.

**Move-Out:** Schedule will be distributed prior to the end of the show. No exhibitors shall be permitted to leave early. If you need to make special arrangements to your move out time, please contact the show office for permission.

**Exhibitor Requirement:** Exhibitors are required to staff boats and exhibits during all standard show hours (excluding VIP Night, which is optional). All exhibitors agree to maintain a professional appearance and demeanor throughout the show. Failure to do so may result in exhibitor's removal from show or assessment of a fine by the Boat Show Committee.

**Inspection:** All vessels are subject to fire, safety and show readiness inspection and acceptance by NYBA. Pricing and dimensions contained in this application are subject to verification and adjustment at move-in time or anytime during or after the show.

**Exhibitor Badges:** Exhibitors must show badges when entering the show, including any temporary staff that are working the exhibit.

**Liability:** The Exhibitor is entirely responsible for the areas rented by him/her and shall not injure, mar or deface premises. A \$300 clean-up fee will be charged, at NYBA's discretion, to any exhibitor who fails to remove materials from their exhibition space at the time of move-out. The Exhibitor agrees to reimburse the NYBA and/or Chiles & Company for any loss or damage occurring to the premises or equipment.

**Insurance:** Insurance policy must include a minimum of \$1 million for Personal Liability coverage. No boats or exhibits will be allowed to move-in without a copy of this certificate on file with NYBA. All Exhibitors are required to provide a Certificate of Liability Insurance with their reservation agreement naming the following as additionally insured:

Northwest Yacht Brokers Association

City Investors LLC

City Investors XIV LLC

Vulcan LLC

Chiles & Associates, Inc.

Description: 2023 Lake Union Boats Afloat Show, September 14-17, 2023

Lease of premises: 901 Fairview Ave North, Seattle WA 98109

Coverage must be in place for + 5 days prior to the first day of the show and + 1 day after the final day of the show.

Proof of insurance must be on file, or accompany the reservation agreement, before space reservation is accepted. Exhibitor will NOT be allowed to move into the show without having proof of insurance on file.

**City of Seattle Business License:** Each Exhibitor is required to have a valid City of Seattle Business License or is required to pay \$10 per day of show at the time of application. NYBA will obtain a temporary license from the City on behalf of Exhibitors without licenses to satisfy the City Event Permit requirement.

**Out-of-State Exhibitor:** Out of state Exhibitors are required to have a Temporary Washington State Business License from the Department of Revenue. There is no fee for this license. Call the DOR at 1-800-647-7706 for more information on obtaining your temporary license. A copy must be on file with the NYBA.

**Space:** The space contracted for is to be used only by the Exhibitor whose name appears on the contract and no portion can be sublet, combined or assigned without written approval of the NYBA. Placement will be determined as soon as possible following the reservation deadline. Written confirmation of space assignment will be sent no later than 10 days before the opening of the show.

**Fire Extinguishers & Smoke Detectors:** All Vessel Exhibitors are required to provide one (1) visibly displayed fire extinguisher and one (1) smoke detector per vessel during all show hours.

**Smoking Policy:** For the comfort and safety of our guests and exhibitors as well as the protection of displayed items and vessels, smoking is not permitted in any part of the Boats Afloat Show at any time.

**Radar Policy:** Radar is not allowed to run continuously due to public health reasons.

**anchors, Lines and Fenders:** All vessel Exhibitors shall have adequate lines and fenders for all vessels and shall be prepared to drop an anchor with chain, when and where deemed necessary by the NYBA. Exhibitor agrees to secure boat lines at the direction of show staff.

**Unpaid Balances:** Will be charged to the credit card we have on file on September 29, 2023 without written notice. Unpaid balances will be subject to a 2.9% credit card fee.

**Attorney's Fees:** If a civil action arises out of this agreement or to enforce any of its provisions, the losing party shall pay the attorney's fees of the prevailing party as trial court may adjudge reasonable, and if an appeal is taken from any judgment of the trial court, the losing party shall pay the amount the appellate court shall adjudge reasonable as the prevailing party's attorney's fee on appeal.

Questions? Contact **Karli Houlé**, Director of Operations at **(206) 748-0012** or email to [karli@nw yachtbrokers.com](mailto:karli@nw yachtbrokers.com).

**I agree to the terms and conditions outlined in this contract.**

Print full name: \_\_\_\_\_

Company: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## **7. PAYMENT**

A 50% deposit is required to reserve your space. Please include a check with your materials, or indicate below that you'd like the deposit processed on the credit card listed below.

Choose one:

- Process the 50% deposit on the credit card
- Process the entire amount due on the credit card
- A check will be sent in the mail

Whether paying with a check or credit card, **credit card information is required for all exhibitors:**

Name on card: \_\_\_\_\_

Card number: \_\_\_\_\_ Exp date: \_\_\_/\_\_\_ CVV: \_\_\_\_\_

Billing address associated with the card:

\_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

## **8. LAST STEP**

Mail your completed documents to: NYBA, 901 Fairview Ave N., Suite A-190, Seattle, WA 98109 or [Karli@nw yachtbrokers.com](mailto:Karli@nw yachtbrokers.com)

***See you in September!***