2024 Portland Boat Show

January 10-14, 2024

Portland Expo Center
P: 503-736-5200 | F: 503-736-5201
2060 North Marine Drive | Portland, OR 97217

Show Hours:

Wednesday, January 10:	11:00am-9:00pm
Thursday, January 11:	11:00am-9:00pm
Friday, January 12:	11:00am-9:00pm
Saturday, January 13:	10:00am-8:00pm
Sunday, January 14:	10:00am-6:00pm

Show Office Telephone Number: 503-736-5247

Produced by:

O'Loughlin Trade Shows
P: 503-246-8291 | P: 800-343-6973 (US only)
F: 503-246-1066
Po Box 80750 | Portland, OR 97280
www.pdxboatshow.com

Table of Contents

Show Preparation.....1-2

a. Schedule
- *Final Payment*
- *Move-in Days*
- *Show Days*
- *Exhibitor Hours*
- *Move-out Days*

b. Ordering Show Services
- *Decorator*
- *Electrician*
- *Electrical Lighting*
- *Telephones & Internet*

c. Receipt of Exhibits

Exhibitor Passes, Tickets, & Promotions.....3

a. Master Passes
b. Will-Call
c. "Be My Guest" Tickets
d. Pre-Show Promotions

Exhibits.....4

a. Exhibit Specifications
- *Booth Space*
- *Bulk Space*
- *Aisle Flow*
- *Sound*

b. Exhibiting Success Tips

Parking.....5

Move-In & Move Out 6

Facility.....7-8

- *Sweeping*
- *Liquor*
- *Concessions*
- *Music*
- *Souvenirs*
- *Merchandise Removal*
- *Security*
- *Liability*
- *First Aid*

Map.....9

Portland Fire Marshall Vehicle Display Form.....10

Show Preparation

Schedule

Final Payment: November 3, 2023

Final payment was due on or before November 3, 2023. No exhibitor passes will be given out until payment has been received in full.

Move-In Days: January 8-9, 2024

Exhibitor move-in begins Monday January 8 at 12:00pm. If the need for early arrival occurs, please contact Show Management.

Bulk exhibitors: please refer to the move-in letter that follows shortly after this manual.

It is very important that you adhere to the move-in schedule, so as not to cause a problem for the other exhibitors or yourself. Anything brought into your display on Wednesday, opening morning, must be hand carried.

*Please refrain from leaving combustible materials overnight during move-in.

*We will reconfirm all these dates and times. We will also be sending an updated move-in schedule later in December.

Show Days: January 10-14, 2024

Wednesday, January 10:	11:00am-9:00pm
Thursday, January 11:	11:00am-9:00pm
Friday, January 12:	11:00am-9:00pm
Saturday, January 13:	10:00am-8:00pm
Sunday, January 14:	10:00am-6:00pm

Exhibitor's Hours: January 10-14, 2024

The Building and Show Office will be open to the Exhibitor one (1) hour prior to daily public hours. Should a situation arise where the Exhibitor requires admittance to the Building earlier, special permission must be granted by stopping by the Show Office before closing **the night before**. Please be advised that when the Building is open to the public, all areas are available to them. Booths and Bulk space should be manned for protection of product.

Move-Out Days: January 14-15, 2024

You may begin moving out of the Expo Center on Sunday at approximately 6:30 pm after the general public has cleared the Building and the aisle carpet has been rolled up. You may work in the Building as late as you wish that night. All Exhibitors must be totally out of the Building by 8:00 pm, Monday, January 15.

All boats must be moved to the lower lots on the east side of the Expo .They must be completely removed from the Expo grounds by midnight, January 16.

Show Preparation

Ordering Show Services

Decorator

The show will be using blue and silver drapes and blue aisle carpet. If an Exhibitor requests a special color other than the one Show Management furnishes, a charge will be made by the Decorator to the Exhibitor. For rental of carpets, furniture, sign making and cleaning of displays, please fill out the enclosed form(s) or contact Trade Show Supply House (360/624-4498); Email: bryan@thedecorator.net. If not ordered in advance, services and equipment will be subject to "floor order" rates.

Electrician

Each Exhibitor is furnished with one fused 110-volt duplex receptacle outlet of up to 500 watts capacity without charge. If more than 500 watts of power are drawn, the Exhibitor will have to arrange for power at their own expense. For any additional electrical requirements, contact the Show Electrical Contractor, Edlen Electric (503/736-5260); Email: gcasey@edlen.com or click the following link: ordering.edlen.com. If not ordered in advance, services andequipment will be subject to "floor order" rates.

Electrical Lighting

For specialty lighting (i.e. Spotlight, Flood Lights, etc.) needs please contact Hollywood Lights at 503-232-8855.

Telephones & Internet

Individual telephone lines are done through the Expo Center. You may contact them at 503/736-5200. We would appreciate you advising the Show Office of your exhibit telephone number so we may forward any calls that come in for you. The Show Office is in the lobby of Hall D and the phone number is 503/736-5247. It is for incoming calls only and not for exhibitors' use. The Show Office will not page for individuals or firms during public show hours.

Receipt of Exhibits

Goods delivered by commercial carrier will be received at the Expo Center from 9:00am-4:00pm on the following dates:

Monday, January 8, 2024
Tuesday, January 9, 2024
Wednesday, January 10, 2024

Shipments sent to the Expo Center prior to these dates will be refused – with a request to re-deliver per carrier rules.

Shipments should be addressed as follows:

Exhibitor's Name and Space Number
C/O Portland Expo Center
2060 North Marine Drive
Portland, OR 97217
All shipments are to be **PREPAID**.

If you have an item to display requiring special handling due to size, weight, etc., and feel there will be problems during your move-in, contact Show Management now.

Exhibitor Passes, Tickets, & Promotions

Master Passes

The Master Pass allows the Exhibitor to enter the Building ONCE EACH DAY. The gate attendant will punch your pass when you enter the Building. If you wish to leave the Building and then return, have the doorman stamp your hand upon leaving. This stamp will be your re-entry ticket. If Master Passes are used by a person other than those immediately connected with the staffing of exhibits, that master pass will be immediately withdrawn.

The following number of passes will be issued:

- Five (5) Master Passes for the first 100 square feet of exhibit space.
- One (1) additional Master Pass for each 300 square feet of exhibit space thereafter—maximum Master Passes not to exceed 20.
- Exchange Passes not to exceed 50 per dealer (maximum of 10 Master Passes).

Passes can be picked up at the Show Office between 9:00am and 6:00pm during move-in.

Will-Call Instructions

1. Passes/Tickets must be in a sealed envelope (furnished by your co.). No loose passes or tickets will be accepted.
2. Each envelope is for a single pick-up and ALL contents will be given to the person requesting the envelope.
3. The person's name and company who is to receive the ticket(s) is to be printed on the envelope.
4. No passes/tickets will be held in the Show Office after Move-in. You are entirely responsible for their distribution. The Show will not be held responsible for passes/tickets once they have been picked up and signed for.
5. WILL-CALL is located at the lobby of HALL D

"Be My Guest" Tickets

This is a special ticket available to the Exhibitor for use in pre-show promotions or at the Show when an interested customer would like to return to your display to further discuss your products, services, etc. Tickets may be purchased in advance by sending a check to our main office or at the Show Office for the cost of $5.00 each—*NO REFUNDS.*

Pre-Show Promoting

To get the most out of shows today you cannot just rent space, show up, set up your booth and wait for people to come to you. You must promote your presence prior to the show. While there are many good reasons to use pre-show promotions, here are two critical reasons:

1. **The typical show attendee has changed.** A recent survey found that 76% of today's show attendees are coming to shows with specific agendas of who they plan to see and what they are looking for. Keep in mind attendees need to justify their investment of time and money.
2. **Your competitors are promoting.** One out of five people you see on the show floor are there because of an exhibitor's promotion. Research conducted by the Tradeshow Bureau found that close to 18% of visitors are there as a result of an exhibitor's invitation!

What's the best way to attract customers? Sending out personal invitations to a targeted list with guest tickets enclosed!

Exhibits

Exhibit Specifications

Booth Space

Standard booths are 9' to 10'x10' and furnished with one 500 watt electrical outlet. A booth consists of cloth drapes on aluminum bars, 8' high in back with 3' high sides. Total height at the rear shall not exceed10', including sign, without the permission of Show Management.

When constructing a booth, be sure any part showing into your neighbors' booth looks professional. Any portion of your booth that looks unfinished will have to be fixed or Show Management will have the Decorator fix it at your expense.

Bulk Space

No space dividers or drapes are furnished. The cost of adding drapes will be at the Exhibitor's expense.

Proper Aisle Flow

The aisles are the property of the Show Management and must be free for easy flow of traffic throughout the entire Show. The aisles must not be obstructed at any time.

Sound

Noise level from any demonstration or sound system must be kept to a minimum. The right to use amplified sound is an exception to the rules and Show Management reserves the right to determine at what point sound constitutes interference with other exhibitors. No live performances of any kind shall be allowed at the show without express written permission from Management.

Exhibiting Success Tips

Regardless of your company's reputation, the quality of your product or service, or the size of your booth, the people working your booth make or break your company's success at a show. Here are 10 tips to help you put your best foot forward and make the most from your exhibiting experience.

1. **Know exactly why you are in the booth.** Are you there to get leads, generate sales, meet with current customers, do demonstrations, or what?
2. **Set activity and results goals.** Having a clear goal provides focus, motivation, energy, and makes time pass quickly.
3. **Watch your non-verbal communications**. Don't stand behind or lean on tables or counters with your arms or legs crossed or your hands in your pockets. Try to maintain a positive, open-bodied posture.
4. **Stand up while in the booth**. It is impolite to be sitting when a customer walks into your booth, and it makes you seem unapproachable.
5. **Put a smile on your face**. It's almost impossible not to look at a smiling person in the face. It also makes you feel better.
6. **Greet people as they pass by**. In some cases, the person in the aisle might not know what is in your booth. By greeting them, it forces them to at least take a look at your booth. If they have an interest, they will stop.
7. **Don't hang with the gang**. How easy do you find it to approach a gang of strangers, especially when you know that they are salespeople?
8. **Invite people into your booth.** Sometimes visitors just need an invitation to cross the carpet line.
9. **Don't start "pitching" your products/service right away.** Ask a few questions to qualify visitors before wasting their time and yours.
10. **Keep your presentations short, interactive, and benefit focused.** Always remember, time and short visitor attention spans are your key enemies at a show.

Move-In & Move-Out

Exhibitor Parking

Exhibitors may park at the Portland Expo Center. Exhibitor five (5) Day Parking Permits: $60.00 per space. This permit entitles you to park in any designated parking space in both the front and the back parking lots, with in-and-out privileges. Without this permit, you must pay $12.00 per space every time you come through the gate.

The Expo Parking Permit will be available at certain times to be purchased in the lobby of D Hall outside of the Show Office or at the main Expo Office during move-in. Otherwise, you may purchase them at any parking entrance.

Overnight Parking

Overnight parking for exhibitors is available at the North end of the Force Ave parking area with the purchase of an exhibitor Parking Permit for the duration of the Show ($60.00 PER SPACE). No utilities are furnished. This applies to ALL vehicles—including trade-in units—being left on the premise overnight. There is no security in the parking lot. Management will not be responsible for anything left in the lot.

Move-in

Doormen will be manning the roll-up doors during move-in to assist you in getting to your exhibit areas. When you arrive at the Expo Center, proceed to the Show Office in the lobby of Hall D and sign for your Master Passes. If you need help finding your booth, we will be happy to direct you.

The Show Office will be open at 9:00am on Monday, January 8, 2024. The Show Office telephone number at that time will be 503/736-5247. The Decorator and Electrical service desks are located next to the Show Office. When you get to your booth, make sure that everything you pre-ordered is in the booth. If anything is missing, go immediately to the service desk—we do not want to delay your move-in in any way.

It is the Exhibitor's responsibility to see that no boats are brought in with water in them.

If you are using stabilizing jacks, you are required to put wooden blocks under any part touching the floor as not to damage the floor.

Do not bring children during move-in and move-out as you personally will be responsible if your children are injured or if they damage another person's merchandise.

No pets are allowed in the building during move-in and move-out.

No vehicle will be allowed in the Building after 2:00pm Tuesday, January 9, at which time the building will be swept and the aisle carpet laid. It is mandatory that all packing cases be removed by this time.

*****A SCHEDULE FOR MOVE-IN WILL BE SENT OUT BY THE MIDDLE OF DECEMBER. REMEMBER WE ARE ALL WORKING AROUND THE DECORATOR AND EXPO STAFF TO INSURE A SMOOTH MOVE-IN*****

Move-In & Move-Out

Move-out

DO NOT MOVE OUT UNTIL THE SHOW IS OVER!!! The public pays to see an entire Show. No exhibits or part of the exhibit may be removed until AFTER 6:00pm Sunday, January 14, 2024.

You may begin moving out Sunday after the doors are secured, the general public is out of the Building and the aisle carpet is rolled up. Truck entrances will be opened at approximately 6:30pm.

At no time may vehicles block truck entrances. This is especially important on closing day as some displays must be removed before any vehicles and/or trailers can come into the Building.

GENERAL MOVE-OUT WILL COMMENCE AT 8:00AM MONDAY, JANUARY 15, 2024, AND ALL MATERIALS MUST BE OUT OF THE BUILDING BY 8:00PM MONDAY, JANUARY 15.

All boats must be moved to the lower lots on the east side of the Expo. They must be off the Expo grounds by midnight, Tuesday, January 16.

If you have freight and need shipping labels, contact the Decorator before move-out. It is recommended that the dealers stage their units in the lower parking lot during move-out. This not only clears the Building, but saves time in the aisles and in front of the roll-up doors.

Facility

Sweeping

The Expo Center crew will sweep the Building each night after closing. They will not sweep into any Exhibitor's display. All debris, such as cartons and other materials, should be placed in the aisle before leaving for the night.

Liquor and Food

In compliance with O'Loughlin Trade Shows license agreement with the Portland Exposition Center, (Section 8.b) The MERC Commission's food – beverage and catering service contractor, Levy, is solely authorized to provide all food – beverage and catering services to all events with the Expo Center. Levy's manager **must approve all exhibitor or Licensee requests** for the sampling or sale of products distributed from exhibit booths or any areas within the Expo Center. Exhibitors having the need or desire to distribute food or beverage samples shall order these items from Levy.

- As a reminder, no food or beverages of any kind may be brought into the Expo Center without prior expressed written consent of Levy. This includes coolers, meals, snacks and especially alcohol.
- Sampling of food or beverages must also be pre-approved by Levy and served in predetermined sample sizes. All approved sampling must be relevant to the particular show and the exhibitors business.
- For those exhibitors wishing to sell food or beverage items, **You must contact Levy prior to the event.** A subcontracting agreement will then be forwarded to you requiring a percentage of sales going to Levy, insurance, indemnification, pricing and payment terms

Please contact Andi at Levy if you have any questions or if they can be of further service to you at **503/731-7821.**

Music

Exhibitors may not play music in any form without the proper license of copyrighted music. Exhibitors shall protect, defend, indemnify, and hold harmless the Management and the Expo Center from and against any and all claims, damages, losses, and expense, including attorney's fees arising out of or resulting from performance of live or recorded music or other copyrighted works with exhibit, or the officers, contractor, licenses, agents, employees, guests, invitees or visitors of an exhibit.

Souvenirs

No helium balloons or gummed stickers will be allowed in the Building. Also, to avoid possible injury, we ask that you do not distribute yardsticks, or any other item in this category.

Merchandise Removal

If you are selling items that can be hand carried, please see that your customer receives a Bill of Sale. This will serve as proof of ownership in the event the person is questioned by a doorman.

Security

The Management will provide security during the life of the Show. No persons will be permitted into the Building after the closing hour. Management and Expo Center cannot guarantee Exhibitors against loss of any nature (see your insurance policy). It is your responsibility to see that small and valuable exhibit materials are packed away or covered each night.

Move-out is an especially difficult time to watch everything, so please do not leave your materials unattended and try to take with you anything that is easy to carry out.

Liability

The Exhibitor is entirely responsible for the space leased by him and agrees to reimburse the Expo Center for any damage to the floors, walls, or equipment occurring in the space leased by him. Automobiles, trucks, and similar conveyance shall have a drip pan and/or protective material under them to safeguard the floor from dirt, oil stains, etc.

If you are using stabilizing jacks for your units, please use a block of wood under each to distribute the weight over a wider area. Failure to do so will damage the floor.

*No sprays on tires—it makes the floors slippery!

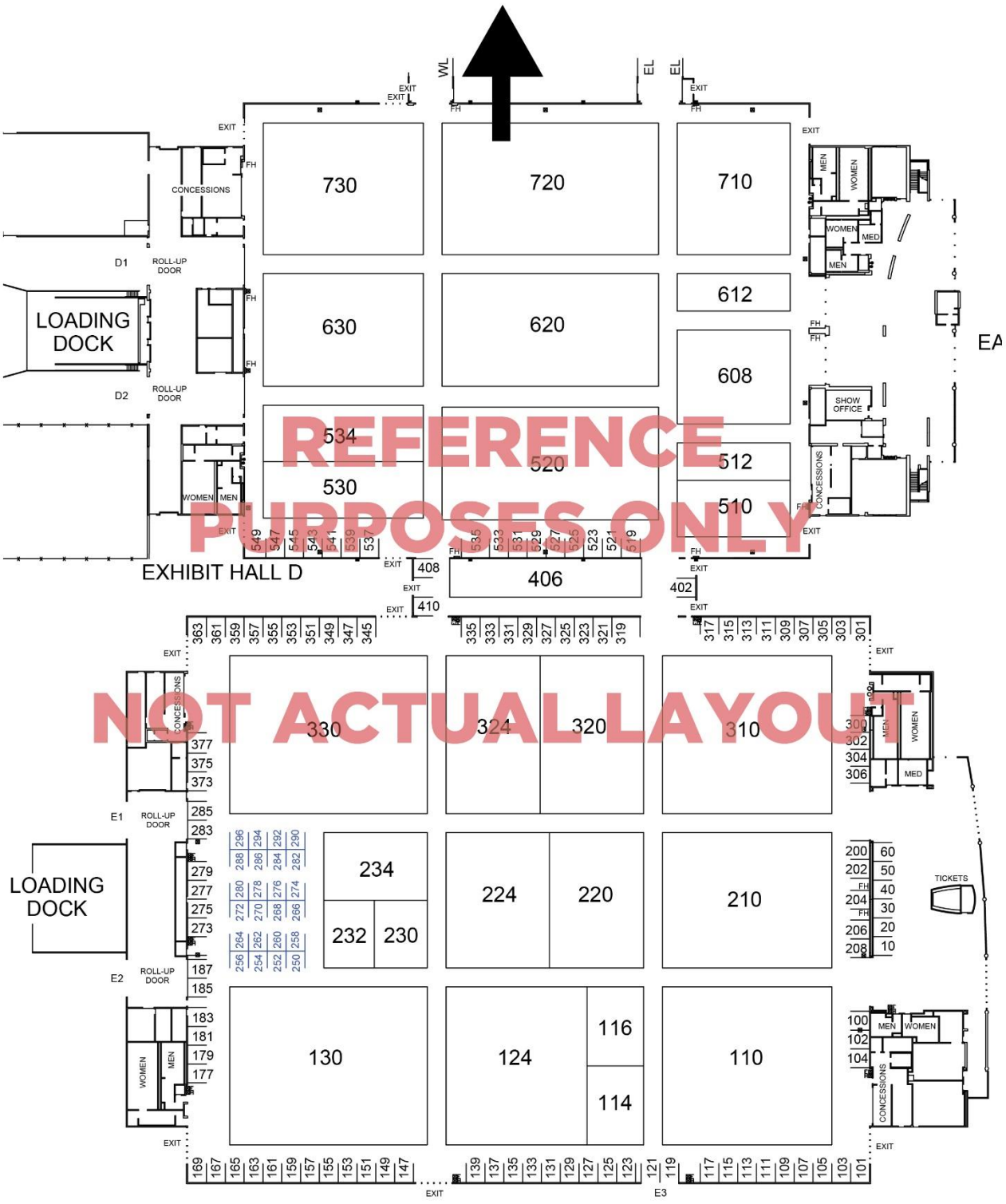
*No plastic shrink wrapping of boats inside the building. It is strictly prohibited by county and building codes!!!

*Do not use clear plastic packaging tape when putting down carpet in your display areas. You will be charged for any time and manpower for the removal of the adhesive that does not come up when the tape is taken off.

First Aid

There will be an EMT on duty during regular public show hours. The first aid room is located in the Lobby of Hall D. Please report ANY injuries immediately to the EMT or Show Management.

PRE-OWNED SECTION
C- HALL



REFERENCE PURPOSES ONLY
NOT ACTUAL LAYOUT

CITY OF

PORTLAND, OREGON

FIRE PREVENTION DIVISION

PLEASE SIGNANDRETURN THIS FORM WITH YOUR CONTRACT TO O'LOUGHLIN TRADE SHOWS

"YOUR SAFETY IS YOUR RESPONSIBILITY"

DISPLAYING OF VEHICLES, RECREATION VEHICLES, TRAILERS, BOATS, ATV's, MOTORCYCLES, OR SIMILAR, IN BUILDINGS

The following requirements apply:

I. Shall not obstruct exits, fire extinguishers, fire hose cabinets, or fire alarm pull boxes.

2. Shall have a properly mounted working smoke detector in every enclosed structure, more than 100 square feet of inside space.

3. Security to be on-duty 24 hours, until all vehicles are removed from the building. Security are to make 30 minute patrols of all vehicles for fire and have quick access to a telephone to report a fire.

4. A door or window to each vehicle is to be left open.

5. Vehicles equipped with liquefied petroleum gas containers, shall have such containers emptied and reduced to atmospheric pressure **BEFORE** bringing them into the building. The 10% valve shall be in the open position.

6. Any vehicle with a gasoline or alcohol stove must have such stove completely emptied and reduced to atmospheric pressure, prior to display.

7. Each vehicle fuel tank shall not be more than one-quarter full, and shall be equipped with a gas cap or cover either locking or taped in place. Gasoline or other fuels shall not be drained from, or added to, any vehicle within a building.

8. Battery cables shall be disconnected and taped or the cables or batteries removed.

9. Vehicles with battery cut-off switches, can have the switch in the off position, with the switch handle either removed or taped in the off position.

10. Vehicles with batteries that run the vehicle motor, shall have the battery cables either removed or the cut-off switch in the off position. The batteries that supply the inside lights, stove, etc., that cannot be disconnected or the vehicle cannot run on electrical service that is supplied by the building, shall have the building supplied power and this cut-off switch turned off at the close of each show day.

11. Vehicle keys are to be on-site during event or the vehicle door left unlocked.

4/00

YOUR SIGNATURE BELOW SIGNIFIES THAT YOU HAVE READ THE ABOVE REQUJREMENTS AND UNDERSTAND THAT YOUR FAILING TO ADHERE TO THESE REQUIREMENTS MAY RESULT IN A FINE BY THE FIRE MARSHAL.

COMPANYNAME: (PRINT)_____ DATE_____

SIGNED BY:_____

PRINT NAME:_____