

# APPLICATION FORM TO EXHIBIT ON LAND

Complete this form in full – AND DATE IT

By submitting this form, the Exhibitor applies to Southampton International Boat Show Limited, Company no: 1247541 ("the Organiser") to take space and facilities at the PSP Southampton Boat Show 2012, subject to the terms and conditions of this application form, the PSP Southampton Boat Show 2012 Terms and Conditions om/exhibitwithus), the Rate Card and the terms of the Confirmation of Space Letter. A legally binding agreement is created when the Confirmation of Space Letter is issued.

#### NO APPLICATION WILL BE ACCEPTED WITHOUT A 20% DEPOSIT

Please make cheques payable to: - Southampton International Boat Show Ltd.

'EXHIBITOR'	(COMPANY NAME)
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**COMPANY NO.:** 

OF (EXHIBITOR'S FULL ADDRESS)

TRADING NAME: (IF DIFFERENT FROM COMPANY NAME)

**CONTACT NAME:** 

**TELEPHONE:** 

**EMAIL/WEBSITE:** 

WE WISH TO EXHIBIT THE FOLLOWING

NB: THIS <u>Must</u> be completed in order for us to process your application.

PRODUCT: (e.g. clothing)

BRAND: (e.g. Gill)

Smallest stand 3m x 3m

Type of space	Front	Depth	Total space	Sqm price	Total
Outside Open Space			sqm	£87.50	
Under Cover Open Space			sqm	£126.50	
Under Cover Shell Scheme Space			sqm	£277.00	
Small Boat Area - up to 2 Slots			slots	£293.00 per slot	
Small Boat Area - 3rd & 4th			slots	£1094.00 per slot	

## THIS IS HOW TO CALCUI ATE YOUR DEPOSIT PAYMENT

#### **EARLY COMMITMENT DISCOUNT OF 5%**

Pay on this schedule to benefit **PAYMENT GATES** 

20% Deposit no later than 24 Feb 2012

80% Final payment no later than 27 July 2012

5 HUW TO CALCULATE YOUR DEPOSIT PAYMENT				
A: Less BMF discount if applicable (see BMF discount entitlement card) %	£			
B: Cost of Stand space after BMF discount excluding VAT	£			
C: Less Early Commitment Discount if applicable (5%)	£			
D: Total Stand cost including all discounts	£			
20% of space cost	£			
PLUS VAT at 20%*	£			
Total payment required with application	£			

ANY SPECIAL REQUIREMENTS/REQUESTS, E.G. PREFERRED LOCATION OR SAME SPACE AS LAST YEAR.

PLEASE PRINT IN BLOCK CAPITALS				
Signed for a	and on behalf of Exhibitor:			
Signature:				
Date:				
Job Title:				

Please note that your deposit is non-refundable after you have accepted and confirmed your stand positioning. This does include cancellation of stands. Please refer to point 2.7 of the Terms and Conditions.

## **FOR ANY QUESTIONS PLEASE CONTACT THE SALES TEAM**

**Carol Taylor** Tel: 01784 223618



**Loretta Green** Tel: 01784 223643

Email: lgreen@britishmarine.co.uk

**Eileen Grigsby** Tel: 01784 223620

**Charlotte Coleman** 

Tel: 01784 223616 Email: ccoleman@britishmarine.co.uk

#### **MARKETING QUESTIONS**

Ashika Gauld

Tel: 01784 223649 Email: agauld@britishmarine.co.uk

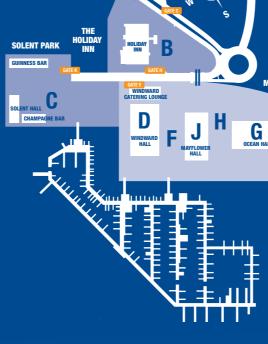
## **PR QUESTIONS**

Tel: 01784 223811

## **OPS QUESTIONS**

**Dan Taylor** 

Tel: 01784 223612 Email: dtaylor@britishmarine.co.uk



For all Exhibitor information go to www.southamptonboatshow.com/exhibitwithus

#### IT'S ALL ON THE WEBSITE

This information pack is available on a special Exhibitor's website, www.southamptonboatshow.com/exhibitwithus The site includes the Terms and Conditions which you must read in advance of signing your contract.

The site also holds other important information including:

- Information on exhibition space and the options available to you

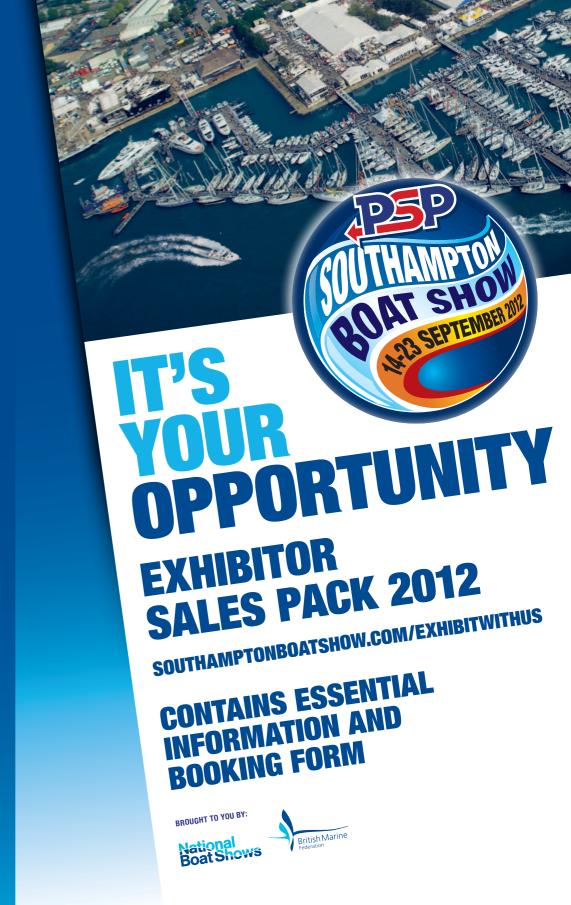
#### **6 SIMPLE STEPS TO EXHIBITING**

- 1) Read all documentation
- 2) Fill out application form
- 3) Post with 20% deposit payment 4) Receive details of available space
- 5) On acceptance of proposal, receive confirmation of space with 80% final invoice
- 6) On payment of final invoice receive allocation of free exhibitor passes



National Boat Shows Ltd **Marine House** Thorpe Lea Road Egham, Surrey TW20 8BF UK

Tel: +44 (0)1784 473377 Email: sales@britishmarine.co.uk





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# MAKE SURE YOU PSP SOUTHAMPTON BOAT SHOW 14-23 SEPTEMBER 2012

The PSP Southampton Boat Show is the UK's leading outdoor Boat Show, providing authentic experiences for boaters, families and the trade, both on and off the water. The Show is one of the most important events in the boating year and attracts high net worth individuals from the UK and around the world.

# **EARLY** COMMITMENT DISCOUNT

3 YEAR

**AVERAGE** 

**ATTENDANCE** 

118,265

**National Boat Shows is committed** to ensuring that exhibiting at the PSP Southampton Boat Show is easy, simple and cost effective. We acknowledge that when times are tough your marketing budget has to go that bit further. NBS is able to spread some of the financial commitment by offering all exhibitors an Early Commitment Discount (ECD) if you pay by a set of given dates: FIRST PAYMENT: 24 Feb - 20% Deposit FINAL PAYMENT: 27 July - 80% Final payment

# COMMERCIAL **OPPORTUNITIES**

The 2012 PSP Southampton Boat Show expects to deliver an audience in excess of 120,000. There are many opportunities to really make your presence felt with high impact promotional activities:

Associate sponsorship • Solus category opportunities •

Sampling opportunities •

Listing opportunities • Feature sponsorship

Website advertising •

Branding opportunities •

For more information call ADELINE PILFORD on 01784 223654 Email: apilford@britishmarine.co.uk

Over half of visitors are boat owners

32% of visitors plan to buy a boat in the next 12 months

- 87% of these visitors had their decision of what to buy altered by a visit to the show

Average at-Show spend, excluding boat purchases of £850

59% of visitors had their purchasing decisions altered by a visit to the Show

FOR HELP WITH YOUR APPLICATION AND ANY QUESTIONS, CALL ONE OF THE SALES TEAM ON 01784 223618

1/47)	2012 Nett Rates	MILLI 2.40 F.22	
RATE CARD (Excluding VAT)		£120.18	
	£126.50	£263.15	
Type of Space	£277.00		
Under Cover Open Space / SQM	£87.50	£83.13	
Under Cover Shell Scheme Space / SQM		£278.35	1
	£293.00	£1039.30	
Outdoor Open Space / SUM  Small Boat Area (up to 2 slots / 5m x 2.5m space) / slot  Small Boat Area (up to 2 slots / 5m x 2.5m space) / slot	et £1,094.00		1
Small Boat Area (up to 2 or all at normal outdoor open rate) / Si	£197.50	£187.63	4
Small Boat Area (3rd & 4th Slot 4th	2101	POA	
Marina Berth / LOA x Beam	POA		
Marina Bores			
Marina Hospitality Deck			

EARLY COMMITMENT DISCOUNT (ECD) Southampton International Boat Show Ltd. is pleased to offer a 5% Early Comm.

20% Deposit with application form received by 24 February 2012

80% Final payment received by 27 July 2012

# INFORMATION

Under Cover Open Space: Open areas on wooden flooring within well-lit temporary Halls on which Exhibitors construct their own stand. Stands must have appropriate flooring and include a stand identification sign and number. Stands must have walls of at least 2.5m high, and be a maximum of 3m high around the z.om nign, and be a maximum of our right a sound perimeter, and 4m high at the centre. Please note, only small boats and inflatables (dinghies, canoes etc.) Will be

Under Cover Shell Scheme Space: A unit system with wooden floors, of standard 3m depth and 3m frontage (plus multiples of 0.5m), and 2.5m high, with white lamine-faced walls and blue floor covering, complete with fascia, sign-written with company title and stand number (individual fascia signs are not permitted). Electrical installation is not included.

Outdoor Open Space: Clearly defined areas on hard vuluour upen space: Clearly defined areas on hard standing or well compacted grassland. Demarcation lines must be adhered to. If using a mobile display unit the overall length including tow-bar must be allowed for.

Small Boat Area: Each small boat space is 5m in length x 2.5m depth. Applications for small boat exhibits are accepted in units of one or more spaces up to 4 per Exhibitor. Small boat spaces may only be used for the display of small boats and no other products or services. Only one boat may be accommodated on each space (i.e. mum length of any boat to be no more than 5m).

Marina Berth: Mooring space to be calculated by the overall length times the maximum beam, E.g. length 10m x max beam  $3m = 30m^2$ . Fenders and anchors must be provided where necessary. If, upon arrival, the Exhibitor wishes additional cleats to be fitted to the pontoon, these may be available at extra cost through the Marina

Hospitality Deck: An area of pontoon deck in the Marina which is specifically designated for hospitality purposes.

Please note: units larger than the space allocated will have to be removed from the Show.

DISCOUNT ENTITLEMENT FOR FULL BMF MEMBERS See paragraph 3 of Terms and Conditions for details. Discounts do not apply to Marina Hospitality Decks. See paragraph 3 of Terms and Conditions for details. Discourts do not apply 6 To work out your discount entitlement, please follow the chart below. If unsure of discount scale please contact the Sales Team on: 01784 223618.

 Current Exhibitor
 2.50%
 5%
 10%

If in future you miss a year as an exhibitor, you will revert one year on the appropriate discount scale.

PLEASE ENSURE DEPOSIT PAYMENT IS SENT WITH THE APPLICATION FORM TO Please note that your deposit is non-refundable after you have accepted and confirmed your stand positioning. This does include cancellation of stands. Please refer to point 2.7 of the Terms and Conditions.

							@ £197.50 PER M <sup>2</sup>
מא	מא	89	89	63	63	89	33

Y COMMITMENT JUNT (ECD) OF 5%

RETAIN A COPY FOR YOUR RECORDS AND RETURN TO:

**APPLICATION FORM TO EXHIBIT ON THE** 

MARINA - BERTHS REQUIRED

Street 1DN 0 0118 1 Boat

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