

SAME LOW PRICES AS LAST YEAR!

2011 SPACE PRICES, DATES & TIMES

2011 SPACE RATES

In-Water Space (LOA X Beam) **\$3.10/sq. ft.**
Electrical hookup included.

Dry-Land Space (Minimum 400 sq. ft.) **\$2.95/sq. ft.**
Electrical service not available in all areas

Accessory Booths (per 10' X 10' booth) **\$650.00**
Basic electricity included; Larger booths are charged by square footage

Brokerage Pier #5 **Same rates as In-Water Space above**
(Based on availability.) \$2,000 maximum rate per boat; 20% discount for 3 or more boats on Pier #5

SET-UP DATES & TIMES

Monday, August 22 (No tent displays.) Noon - 8pm
Tuesday, August 23 (No tent displays until after 12 noon.) 8am - 8pm
Wednesday, August 24 8am - 8pm
Thursday, August 25 (Limited move-in) 8am - noon
(All exhibits must be in place by noon. No set-up permitted after show opening.)

PUBLIC ATTENDANCE DATES & TIMES

Thursday, August 25 Noon - 8pm
Friday, August 26 Noon - 8pm
Saturday, August 27 11am - 8pm
Sunday, August 28 11am - 6pm

DISMANTLING DATES & TIMES

Sunday, August 28 6pm - 8pm
Monday, August 29 8am - 6pm
All accessory booths must be removed by noon and all boats must be removed from floating docks by noon.
Tuesday, August 30 8am - 4pm
All dry-land displays must be removed by 4pm.

SPACE DESCRIPTIONS

In-Water Space - All boats are displayed stern-to-dock on specially designed floating piers. Docks are 10 feet wide for generous traffic flow with a freeboard of 33 inches for easy boarding of most boats. All exhibitors must provide adequate docklines (6) and fenders (4) for each boat. Dockside fresh water and electrical service (limit 110-volt, 20-amp) is included in your space cost.

Additional floats for making special "islands," etc., are \$210 per 10' X 10' unit. (Limited availability.)

Dry-Land Bulk Space - All dry-land bulk space is on a blacktop surface. Bulk space is available in a variety of sizes as indicated on the show floor plan. Electrical service is not available in all areas. Show management will also attempt to work with exhibitors needing special configurations whenever possible.

Accessory Booth Space - All booths are standard 10' X 10' units housed in accessory display tents. Unit price includes 8' high backdrap and 3' high draped siderails. All accessory booths are located on blacktop surface. Electrical service (one, 15-amp outlet per booth) is included in your space cost. Additional outlets are available at extra cost.

Space Cost Includes - General cleaning, general decoration, general security, free listing in show program, free forklift service and dockside fresh water.

Space Cost Does Not Include - Unloading, launching or rigging boats, crane or travelift service, extra dock floats or individual exhibit cleaning.

GENERAL INFORMATION

Launching and Travelift Services Two launching ramps (limit 25' boats) are operated by the Port Authority near the show site. The prevailing launching fee is charged. Travelift service and qualified rigging labor services are available near the show site at two full service marinas at prevailing rates. Travelift services should be arranged in advance since both yards handle many show boats as well as their own display boats. Each can best service you with advance planning. Show management will assist you in arranging for any such services you may require.

Admissible Exhibits Only products directly related to the recreational boating industry including fishing products, brokerage service, insurance, financing, waterfront property, charters, sailing schools and the like are eligible for display. Boats, motors and equipment may be current models, new non-currents or pre-owned/brokered. (Certain restrictions apply to any pre-owned equipment.)

Allotment of Space While no exhibitor has a proprietary right to space, consideration in assignment of all space is given to the previous exhibitor, exhibit content and nature, and the order in which applications for space are received. Show management will provide space as indicated on the Space Plan with the exhibitor's preference honored whenever possible, but reserves the right to assign or change space assignment when it is in the best interest of the show or the space utilization.

Installation of Exhibits Exhibitors are responsible for the installation and dismantling of their own displays. Or, they may contract with whomever they wish to do so. Exhibitors displaying boats on dry-land are required to provide safe steps and/or boarding devices. Exhibitors displaying in-the-water must keep any boarding devices, signs or other display materials from protruding more than 18" in from the edge of the dock. Nothing may be placed on the docks or in aisles which may present a safety hazard or obstruction.

Insurance Attention is called to the insurance requirements as stated on the Application for Space covering all risks (fire, theft, public liability) on exhibits while at the show. Exhibitors must arrange said coverage with their insurance carrier and at their expense. Proof of such coverage may be requested by show management.

Amendments Additional terms, conditions and regulations are published on the reverse side of the Application and Contract for Exhibit Space in the Exhibitor's Show Service Kit. Show management shall have the full power in the interpretation and enforcement of all terms and rules and may amend or make additional rules as considered necessary to the proper and safe conduct of the exposition, its exhibitors and the general public.

EXHIBITOR USE OF MUSIC/INDEMNIFICATION - Exhibitor agrees that it shall not perform nor have performed for it or on its behalf, either live or by mechanical means of playing by radio, television, VCR, DVD, or any other means, any copyrighted musical composition at the show, unless EXHIBITOR shall first have obtained authorization from the owner of the copyrights of all audio and video material to be performed, or from an agent of the owner legally authorized to grant permission, or license for the public performance of the copyrighted audio and video material. EXHIBITOR shall provide Lake Erie Marine Trades Association (LEMETA), no later than ten (10) days prior to the date of the show, with a copy of each such document authorizing EXHIBITOR to publicly perform copyrighted audio and video material at the show. If EXHIBITOR has not provided copies of such documents to LEMETA as provided herein, EXHIBITOR agrees that it shall not perform or have performed on its behalf, by any means, any copyrighted audio and video material at the show. EXHIBITOR shall indemnify, defend and hold harmless LEMETA, its officers, directors, agents, and employees from and against any and all actions, claims, liabilities, damages, or expenses, including judgments, interest and attorney's fees which LEMETA may, at any time, or from time to time, subsequent to the date of this Agreement, sustain or incur, or become subject to relating to EXHIBITOR's breach of any of its warranties and representations contained herein or the performance or other use of any copyrighted audio or video material or from inviting any customer or guest onto any watercraft for the purpose whatsoever.

The **Biggest and Best** is **Back!**

MICHIGAN CITY *in-water*
BOAT SHOW

AUGUST 25-28, 2011 Washington Park,
Michigan City, Indiana





...and
so are
the buyers!

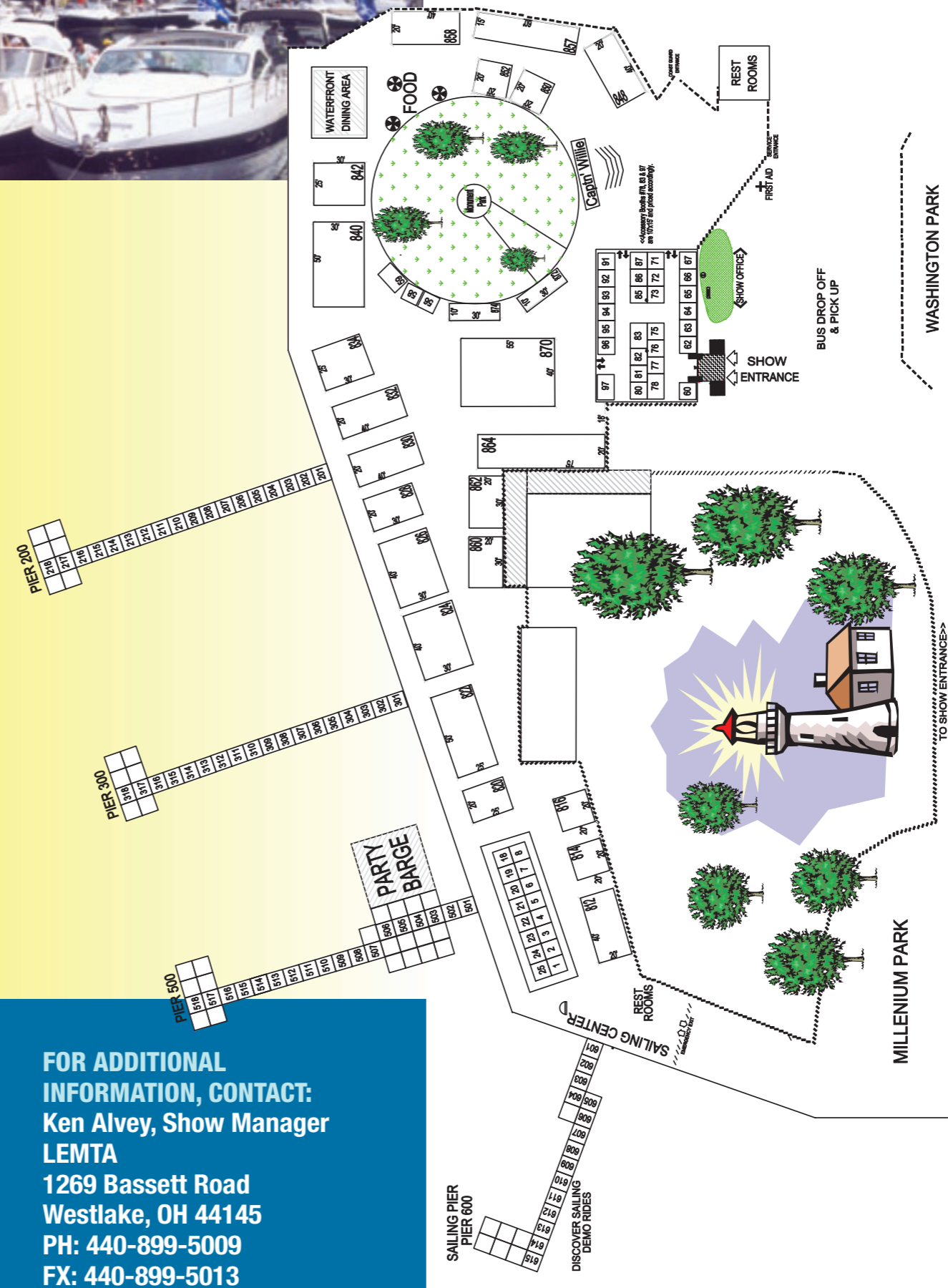


Last year's Michigan City In-Water Boat Show closed with an 11% increase in attendance as compared to 2009. Visitor spirits were up, checkbooks were out, and boats were sold.

Take this **opportunity** to build on that **momentum** and close the 2011 season with a bang at the **region's biggest & longest-running in-water boat show.**

The lakefront will be packed all weekend with thousands of high-income prospects from Indiana, Illinois, Wisconsin, and Michigan.

To exhibit, just pick out a spot on the layout and return the included contract. Options include in-water spaces for boats, customizable lots on land, and accessory booths under tents.



MICHIGAN CITY *in-water*
BOAT SHOW

AUGUST 25-28, 2011

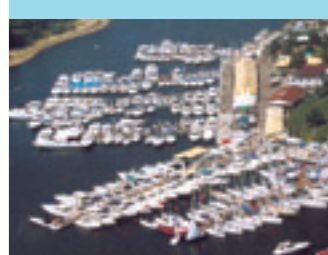
Washington Park, Michigan City, Indiana

Join us!



FOR ADDITIONAL
INFORMATION, CONTACT:
Ken Alvey, Show Manager
LEMTA
1269 Bassett Road
Westlake, OH 44145
PH: 440-899-5009
FX: 440-899-5013
EM: info@lemta.com
michigancityboatshow.com

LEMTA has produced hundreds of boating events across the Great Lakes over the past 50 years, including these upcoming shows:



Aug. 25-28, 2011
Michigan City
In-Water Boat Show
Washington Park
Michigan City, Indiana



Sept. 14-18, 2011
North American
In-Water Boat Show
Cedar Point
Sandusky, Ohio



January, 2012
Mid-America
Boat & Fishing Show
I-X Center
Cleveland, Ohio



April/May, 2012
Catawba Island Boat Show
Catawba Island Club
Port Clinton, Ohio