



BOAT SHOW FACT SHEET

DATES: February 3-5, 2017

SHOW LOCATION: The Rhode Island Convention Center, Providence

ATTENDANCE: Up to 10,000 highly-qualified boating, fishing and outdoor enthusiasts.

DEMOGRAPHIC: Primarily male, age 35-64, with the heaviest concentration in the 45-64 age group. Secondary target is families with young kids. Attendees are well-educated adults with varied interests and active lifestyles. The majority of attendees live within a 75-mile radius of Providence. ***Over 80% of attendees own a boat and 55% plan to purchase a boat in the next 2-3 years.***

EXHIBITORS: Powerboats, sailboats, inflatables, canoes, kayaks, surf boards, engines, equipment & accessories, fishing gear, electronics, marine services, travel, and more.

SEMINARS: Multiple tracks and topics covering fishing, navigation, cruising, seamanship, how to get started in boating, and more.

SPECIAL EVENTS: Hands-on clinics, seminars, demonstration pool, Sea-to-Table cooking demos, ArtSea exhibits, youth activities, Anchor Bar, Reel Island and Island Time pavilions.

MARKETING: \$100k marketing campaign, featuring TV, radio, print and online advertising; public relations; social media, and e-marketing campaigns.

TICKET PRICING:

Adult one-day admission	\$15
Adult two-day admission	\$25
Family Pack	\$30 (two adults and up to 4 kids 16 and under)
Children (12 and under)	Free

SHOW HOURS:

Friday, Feb. 3	12:00pm – 8:00pm
Saturday, Feb. 4	10:00am – 8:00pm
Sunday, Feb. 5	10:00am – 3:00pm

SPACE COSTS:

TYPE	BULK SPACE	CORNER BOOTH	STANDARD BOOTH
RIMTA Member	\$5.40 sq. ft.	\$900	\$750
Non-Member	\$6.30 sq. ft.	\$1,050	\$900
Non-Marine	\$7.80 sq. ft.	\$1,500	\$1,200

[Click here to download the Space Application.](#)

Booth Space: Includes pipe & drape (8 ft. back drop and 3 ft. side rails) and carpet. Price does not include table or chairs. Booths are typically 10' wide x 9' deep, but may differ from this depending on building geometry.

Bulk Space: Includes carpet and pipe & drape if required.

NON-PROFIT RATES: A limited amount of exhibit space is available for marine non-profits on a first-come, first-serve basis. A letter of intent and proof of non-profit status is required. Fee for a 10' x 10' space is \$375. Booth cost includes carpet but not table or chairs.

PAYMENT TERMS:

25% Deposit	Due with Show Contract
25% 2 nd Payment	Oct. 31, 2016
Final Payment	Dec. 1, 2016

SPACE ALLOCATION POLICY: Space will be allocated first to previous year exhibitors who have submitted a Space Contract and 25% deposit to RIMTA by July 31, 2016. Space will be allocated based on when the contract and payments are received, with preference given to exhibitors and RIMTA members. After July 31, 2016, unassigned space will be allocated to new exhibitors and returning exhibitors who wish to relocate. The show producer reserves the right to allocate space in such a way to benefit the logistics and appearance of the show.

INSURANCE: All show exhibitors are required to provide proof of general liability coverage from an insurance company in good standing with a minimum policy limit of \$1,000,000.

MOVE-IN AND MOVE-OUT TIMES

Specific Set-Up and Move-Out days and times will be confirmed with each exhibitor directly through the exhibitor portal. The information shown here is a general guideline:

Set-Up Hours:

Tuesday, Jan. 31 (Boats* & Pre-function Only)
Wednesday, Feb. 1 (Boats* & Booths)
Thursday, Feb. 2 (Boats* & Booths)

Move-Out Hours:

Sunday, Feb. 5 (Boats* & ALL Booths)
Monday, Feb. 6 (Boats*)

****Bulk space exhibitors MUST confirm Set-Up and Move-Out times directly with Chuck Moffitt or Ray Leblanc prior to January 28th, 2017. For any questions or concerns regarding Set-Up and Move-Out please contact Chuck Moffitt or Ray Leblanc at 401-846-1600 ext. 6.***

TRANSPORTATION: Located in the center of Providence, the Providence Boat Show is right off I-95 and only 15 minutes from T.F. Green Airport. The Convention Center is connected to a parking garage and a state-of-the-art shopping mall, Providence Place, with over 150 shops, boutiques and restaurants.

[For directions and rates click here.](#)

MEET THE TEAM

Boat Show Chair:	John Tregenza	(401) 348-8148
Show Director:	Tricia Yeoman	(401) 440-3430
Sales:	Kathleen Papp	(401) 396-9619
Sponsorship:	Wendy Mackie	(401) 396-9619
Show Office:	Kathleen Papp	(401) 396-9619
Marketing	Susan Daly	(401) 862-0356
Public Relations:	Cynthia Goss	(203) 453-2731