

**READING**

# **BOAT SHOW**

**at the Reading  
Expo Center**

**February 20-21-22, 2009  
Take advantage of 1st Show Pricing!**



**Produced by Ballantine Management Group**  
Producers of the Lehigh Valley Boat Show

**1st Annual  
READING  
BOAT  
SHOW**



**BALLANTINE MANAGEMENT GROUP**  
[www.bmgevents.com](http://www.bmgevents.com)





**Ballantine Management Group is proud to announce the  
1st Annual Reading Boat Show  
February 20-21-22, 2009 at the Greater Reading Expo Center.**

The Ballantine Management Group has extensive experience producing events up and down the East Coast for many years, including the last five in Eastern Pennsylvania at the PA Expo Center, Allentown, PA. During that time, BMG has produced many successful shows, including the Lehigh Valley Boat Show. Our success and experience in the area combined with this being a first time show, has generated an enormous amount of excitement that we feel will translate into a successful 1st Annual READING BOAT SHOW at the Greater Reading Expo Center. Don't miss the opportunity to get prime space for a show that BMG envisions growing from year to year.

For additional information please do not hesitate to contact David Kerper at [dkerper@bmg1.com](mailto:dkerper@bmg1.com) or 610-336-9100.

Respectfully Yours,

Ballantine Management Group

**Booth Package Includes:**  
**A (10' x 10') exhibit booth w/ 8' high draped backdrop and 3' high draped side rails.**  
**A Table & Two Chairs.**  
**A Free listing in the show program—**  
**An informative directory distributed to show attendees**  
**with value-added advertising discounts and sponsorship opportunities available.**  
**Discount coupons for your customers and prospects.**  
**Our Total Marketing Commitment, which translates to QUALITY TRAFFIC for YOU!**

**Located in beautiful Berks County, the Greater Reading Expo Center provides access to more than 500,000 people, including neighboring Lehigh, Montgomery, and Bucks Counties. A strong regional highway network including the Pennsylvania Turnpike, I-78, Route 422 and Route 222 supplies direct access to most of the major markets along the Mid-Atlantic Corridor.**

*The Greater Reading Expo Center, Reading, PA is conveniently located...*

- Within the northeast corridor and an easy drive to New York City, Philadelphia, Washington DC, Baltimore, and other major metropolitan cities
- Near over 2,400 hotel, motel, and bed-and-breakfast rooms
- Within 60 miles of the Philadelphia, Allentown, Harrisburg, and Wilmington airports

Map is not to scale

**Ballantine Management Group**  
 2371 Carl D Silver Pkwy • Fredericksburg VA 22401  
 Phone: 610.336.9100 Fax: 540-548-5555  
[www.bmgevents.com](http://www.bmgevents.com)

*Sales Contact: David Kerper 610.336.9100*



# Ballantine PRODUCTIONS

A Ballantine Management Group Company

# P R E S E N T S

The Ballantine Productions staff combines over 40 years of experience in Event Marketing, Facility Management and Show Management. Our Complete Show Package delivers high quality customer service to our exhibitors, great entertainment and products to our attendees, and diverse shows.

What makes BMG different is our Total Marketing Commitment. For our exhibitors this means providing an unparalleled pool of qualified potential buyers to our shows. For attendees, this means offering a truly unique, informative, interactive marketplace where connections are made, new product solutions are found, trends are identified and the future is exposed.

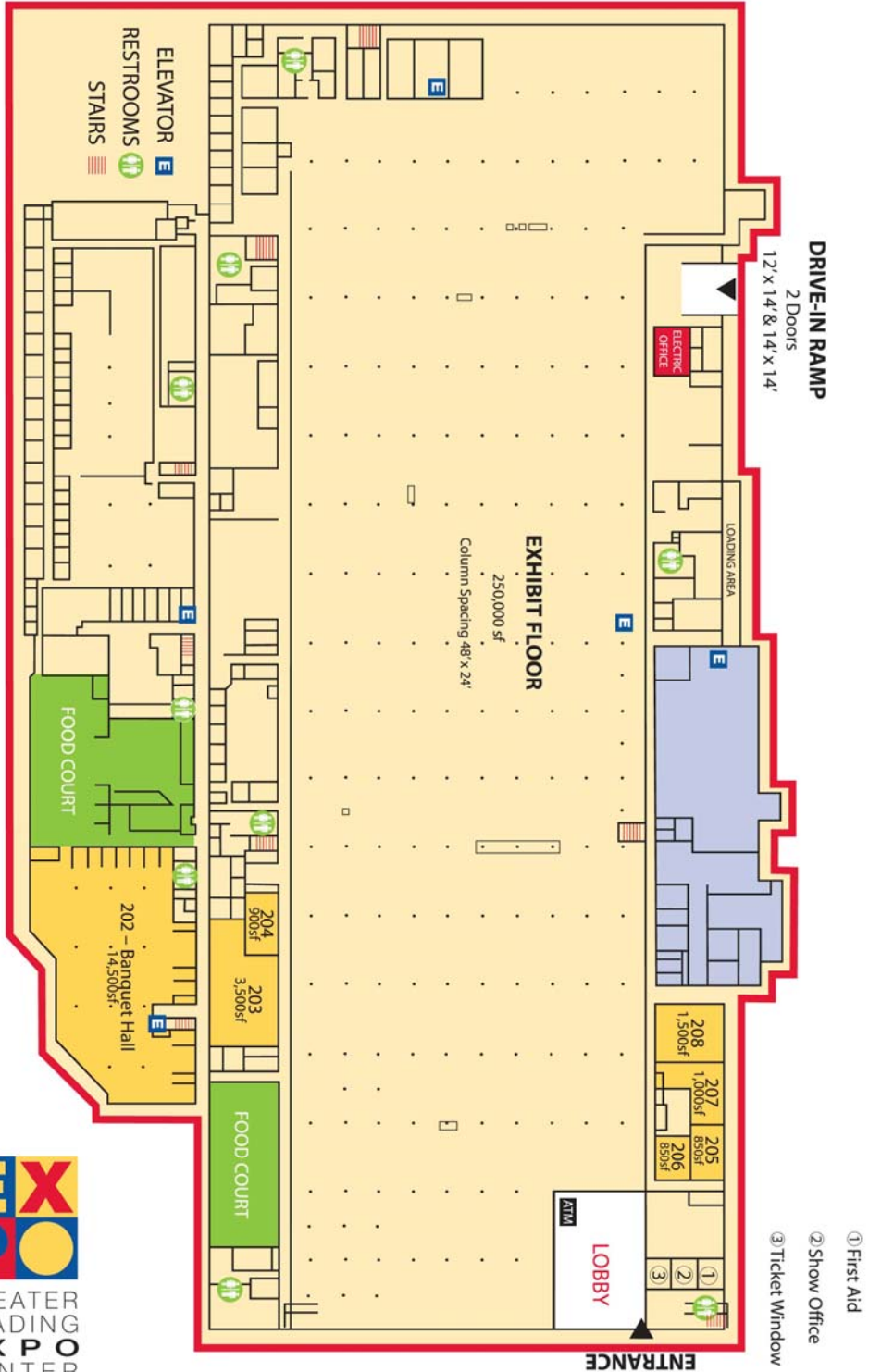
Below is Ballantine Management Group's Portfolio of Events that have been produced or in the planning stage.

<p><b>Boat Shows</b></p>   	<p><b>RV &amp; Camping Expos</b></p>  
<p><b>RV &amp; Boat Fall Super Sales</b></p>  	<p><b>Hand Craft and Gift Shows</b></p>  
<p><b>Spring &amp; Fall Hand Crafted Only Shows</b></p>  	<p><b>Spring &amp; Fall Home Shows</b></p>  
<p><b>Hunting and Fishing Shows</b></p> 	<p><b>Golf Shows</b></p>  
<p><b>Facility Manager Expos</b></p> 	<p><b>Man Shows</b></p> 
<p><b>Construction Expos</b></p> <p>Contractors Supply &amp; Safety Compliance Expo</p>	<p><b>Business to Business Expos</b></p> 



# READING BOAT SHOW

## 2009 READING BOAT SHOW FLOOR PLAN





**February 20-21-22, 2009**

**GREATER READING EXPO CENTER  
Reading, PA**



A Ballantine Management Group Production

BALLANTINE MANAGEMENT GROUP  
www.bmgevents.com

**2009 Reading Boat Show Application / Contract for Exhibit Space**

<b>BULK BOAT SPACE PRICING</b>	
Before July 30, 2008	
<b>\$1.75 PER SQUARE FOOT</b>	
AFTER August 1, 2008	
<b>\$1.95 PER SQUARE FOOT</b>	
<b>BOOTH SPACE PRICING</b>	
10 X 10.....	\$350.00
10 X 20.....	\$600.00
10 X 30.....	\$950.00
20 x 20.....	\$1,200.00

RETAIN A COPY AND MAIL THE ORIGINAL WITH YOUR CHECK MADE PAYABLE TO:  
**BALLANTINE MANAGEMENT GROUP**  
INCLUDE "READING BOAT 09" ON THE CHECK.

Mailing Address:  
**BALLANTINE MANAGEMENT GROUP**  
2371 Carl D. Silver Parkway, Fredericksburg VA 22401  
Or Fax to **540-548-0552**

PLEASE TYPE OR PRINT CLEARLY

Company Name (as it should appear in printed materials)-email BMG a Logo \_\_\_\_\_

Street \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Contact name and title \_\_\_\_\_

Contact person's E-mail address \_\_\_\_\_

Boat Brands/Products Displayed (required) \_\_\_\_\_

**Payment Information -**

**Make Checks and Money Orders out to Ballantine Management Group**

SHOW LOCATION/ DATE	AMOUNT OF SPACE REQUESTED	PRICE	COST
Reading Expo Center, Feb 20-21-22			
Bulk Space Before July 30— \$1.75 sq ft		X \$1.75	=
Bulk Space After August 1— \$1.95 sq ft		X \$1.95	=
BOOTH SIZE 10x10, 10x20, 10x30, 20x20		\$ _____	=
		<b>GRAND TOTAL</b>	<b>=</b>

This document constitutes your application and contract for the use of exhibit space(s) at the Reading Boat Show to be held at the Greater Reading Expo Center, February 20-21-22, 2009. BMG reserves the right to refuse an application/contract and space to any show. Space will be assigned at the discretion of BMG, BMG guarantees no one that they will be placed in their preferred location requested. BMG reserves the right to change the floor plan (including, but not limited to aisle space) dates and hours without notice, to provide a more attractive and successful show. BMG reserves the right to remove/expel the above applicant without refund with cause. Ballantine Management Group has the absolute discretion to exercise these rights at any time. No space assignment will be made unless this application is accompanied by a 50% (non-refundable) deposit or full payment, unless Show Management has agreed upon other payment arrangements in writing. All monies received are non-refundable. A \$25 returned check service charge will be assessed for each dishonored check the bank returns to BMG.

I have read the RULES & REGULATIONS and CONTRACT fully and understand ALL terms and conditions.

Signature \_\_\_\_\_ Company \_\_\_\_\_ Date: \_\_\_\_\_

# RULES & REGULATIONS

## 1.EXHIBITOR COVENANTS

- a) The Exhibitor agrees to (i) obey all laws, by-laws, ordinances and regulations governing use of the facility and operation of the Show, (ii) abide by the rules and regulations of the city, fire and police departments and of any other government or regulatory body having authority to regulate the facility and the Show, and (iii) obey all laws, including those pertaining to health and safety, consumer protection and protection of visitors to the Show.
- b) The Exhibitor agrees to abide by all rules and regulations governing the Show established from time to time by Ballantine Management Group. ("BMG"), including rules and regulations set forth in the Exhibitor Manual.
- c) The Exhibitor agrees to observe, to the extent applicable, all union contracts and labor relations agreements in force (i) between BMG and contractors providing services to the facility, and (ii) governing companies operating in the facility in which the Show is taking place.
- d) The Exhibitor agrees to obtain, at its own expense, any licenses or permits which are required for the operation of its trade or business during the term of the Show and to pay all taxes, including all applicable sales taxes, of any nature or kind that may be levied against it as a result of the operation of its trade or business in its contracted space.
- e) The Exhibitor agrees not to conduct or be associated with any promotional contests held at or in connection with the Show unless (i) the Exhibitor satisfies BMG that the contest is being operated in accordance with applicable law; and (ii) the prior written consent of BMG is obtained.
- f) The playing, performing, reproduction, broadcasting or other use at the Show of any music, materials, devices, processes and dramatic rights (the "Work") that is the subject of any third party copyright, trademark, industrial design, patent or any other intellectual property right, by the Exhibitor or its agents, representatives or employees is prohibited without the express written consent of BMG. The Exhibitor agrees to indemnify and save harmless BMG and the facility (and their respective officers, directors, employees, insurers, agents, representatives and those for whom the Exhibitor is responsible in law) against any and all claims, losses, liabilities and damages (including legal fees and expenses) costs and charges arising from or as a result of any unauthorized use of any Work by the Exhibitor, its agents, representatives, employees and those for whom the Exhibitor is responsible in law.
- g) The Exhibitor agrees to occupy the contracted exhibit space during Show hours and to sell, promote or advertise only the products and services described in this license agreement.

## 2.BMG RIGHTS

- a) BMG reserves the right, in its sole and unfettered discretion to: (i) determine the eligibility of Exhibitors and exhibits for the Show, (ii) reject or prohibit exhibits or Exhibitors which BMG considers objectionable, inappropriate, disruptive or offensive to BMG, other Exhibitors or Show attendees; (iii) change or modify the layout of the Show and/or relocate exhibits or Exhibitors; (iv) cancel, in whole or in part, the Show or (v) change the date, location and duration of the Show; without any liability to BMG.
- b) BMG shall have the right to establish and amend or modify any regulations governing use of the facility and the Show.

## 3.ASSIGNMENT AND SUBLETTING

- a) The space contracted for is to be used solely by the exhibitor whose name appears on the contract. Exhibitors are granted the first right of refusal for future shows and can only secure their space with a signed contract and payment to BMG. Space assignment is at the sole discretion of BMG. BMG will take into consideration the requests of individual Exhibitors. The Exhibitor shall not assign any rights or sublets space under this license agreement without the prior written permission of BMG, which permission may be withheld in BMG's sole discretion.

**4.INDEMNIFICATION** The Exhibitor agrees to indemnify and hold harmless BMG and the facility, their respective officers, directors, agents, representatives and employees, against all claims, losses, liability, damages (including legal fees and expenses), costs and charges of every kind resulting from (i) its occupancy of the exhibit space and/or its environs, (ii) the use of equipment or devices furnished to or used by the Exhibitor or other persons in connection with the Show, and (iii) personal injuries, death, property damages or any other damage sustained by the Exhibitor, BMG, the facility, Show sponsors or a visitor to the Show and their respective directors, officers, agents, representatives and employees or those for whom the Exhibitor is responsible in law.

## 5.LIABILITY AND INSURANCE

- a) The Exhibitor shall obtain and maintain at its own expense a comprehensive general liability and all risk property insurance policy acceptable to BMG for the period commencing on the first move-in date and terminating on the last move-out date. The policy shall name BMG as loss insured and insure the Exhibitor against all claims of any kind arising from or in any way connected with the Exhibitor's presence or operations at the Show. The policy shall provide coverage of at least \$1,000,000 for each separate occurrence. At the request of BMG, the Exhibitor shall provide BMG with a copy of such policy.
- b) The Exhibitor is responsible to insure its own exhibit, personnel, display and materials from any damage or loss through theft, fire, accident or other cause and accepts all risks associated with the use of the exhibit space and its environs. The Exhibitor shall not make any claim or demand or take any legal action, whatsoever, against BMG, the Show sponsors or the facility in which the Show is held, for any loss, damage or injury howsoever caused, to the Exhibitor, its officers, directors, agents, representatives, and employees or their respective property. The management, while taking precaution against loss will not guarantee it.

c) Neither BMG nor the facility will assume liability for loss for damage, through any cause, of equipment, products, goods, exhibits or other materials owned, rented or leased by the Exhibitor.

## 6.BOOTH DISPLAY

- a) Booth construction and signage must be exhibited in accordance to the rules and regulations pertaining to the Exhibitor's booth type and as outlined in the Exhibitor Manual. • Signs in linear booths may not exceed the 8 ft. height of the pipe & drape. • Signs must be one-sided, and not face into another exhibitor's booth. • No hand written signs are allowed – use profession signs only.
  - b) The Exhibitor agrees that no display will be dismantled or goods removed during the term of the Show, but will remain in tact until the end of the final closing hour on the last Show day. The Exhibitor also agrees to remove its display and equipment from the Show site by the final move-out day, and in the event of a failure to do so, or failure to return the allocated space to the same condition as at the move-in date, the Exhibitor agrees to pay for any additional costs and expenses incurred by BMG.
  - C) The aisles, passageways and overhead spaces remain strictly under control of management and no signs decorations, banners, advertising matter or similar devices will be permitted without written special permission of management. However, this does not qualify or limit the free responsibility of the exhibitors to save BMG its officers or agents and/or the venue harmless and free from all damage or other liability, as set out in a prior section of this instrument. All exhibits must remain within the confines of the exhibitor's space and no exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view, occasion injury or disadvantagefully affect the display of other exhibitors.
- Restrictions: Management reserves the right to restrict exhibits that may have been falsely entered, or may be deemed unsuitable. This reservation applies to noise, persons, things, conduct, printed matter or anything that may be deemed objectionable to the show as a whole; It also applies to exhibits or advertising in all areas of the venue.
- Booth Manning: Show Management expects space to be manned at all times during the show. No other persons will be permitted in the building after closing hours.

## 7.CANCELLATION AND TERMINATION

- a) The Exhibitor shall have the right to cancel this license agreement by notice in writing to be delivered to BMG no later than sixty (60) days preceding the opening date of the Show. All deposits received by BMG up to the date of notice of cancellation are non-refundable and non-transferable. In the event that the Exhibitor (i) notifies BMG less than sixty (60) days preceding the opening date of the Show that it wishes to cancel this license agreement; or (ii) fails to make payments in accordance with the payment schedule set out here in; or (iii) except as otherwise permitted here in, fails to appear at the Show; BMG reserves the right to (iv) cancel this license agreement without notice and all rights of the Exhibitor hereunder shall cease and terminate; (v) retain any payment made by the Exhibitor as liquidated damages (and not as a penalty) for breach of this license agreement; (vi) re-rent the said space; and (vii) bring action against the Exhibitor for payment of the full cost of the space originally licensed from BMG.
- b) If the Exhibitor violates or breaches any other terms or conditions of this license agreement, all payments made by the Exhibitor and all amounts due to BMG shall be deemed earned by BMG and all deposits received shall be non-refundable and nontransferable. In the event of any violation or breach of the terms and conditions of this license agreement, BMG shall have the right to immediately occupy the space of the violating and/or breaching Exhibitor and utilize it in any manner as BMG deems appropriate, including, but not limited to, re-licensing its use to another exhibitor. The Exhibitor shall not be entitled to any off set or mitigation of the amount due under this license agreement as a result of the use of or payment for the space by another exhibitor in the Show.
- c) Each covenant by the Exhibitor contained herein is material and of the essence of this license agreement and violation of any term or condition hereof by the Exhibitor shall be a default of the entire agreement entitling BMG to immediately and without notice revoke the privileges granted to the Exhibitor and take possession of the space of the defaulting Exhibitor. Any such revocation of the license granted herein shall be without prejudice to BMG to make any claim for damages or enforcement of the payment of any amounts due pursuant to the terms hereof.

## 8.FORCE MAJEURE

In the event that (i) the facility in which the Show is to be held or is held is destroyed or becomes unavailable for occupancy or (ii) BMG is unable to permit the Exhibitor to occupy the facility or the space, or (iii) if the Show is cancelled or curtailed, for any reasons beyond the control of BMG, including but not limited to, casualty, explosion, fire, lightning, flood, weather, epidemic, earthquake or other Acts of God, acts of public enemies, riots or civil disturbances, strike, lock-out or boycott, BMG will not be responsible for any loss of business, loss of profits, consequential or special damages or expenses of whatever nature that the Exhibitor may suffer.

## 9.MISCELLANEOUS

- a) Waiver by BMG of any breach of any term or provision of this license agreement by the Exhibitor shall not be deemed a waiver of any subsequent breach of the same or any other provision here of.
- b) No alterations or variations of the terms of this license agreement shall be valid unless made in writing and signed by each of the parties here to.
- c) This license agreement shall be governed by and construed in accordance with the laws of the governing jurisdiction in which the Show is held.