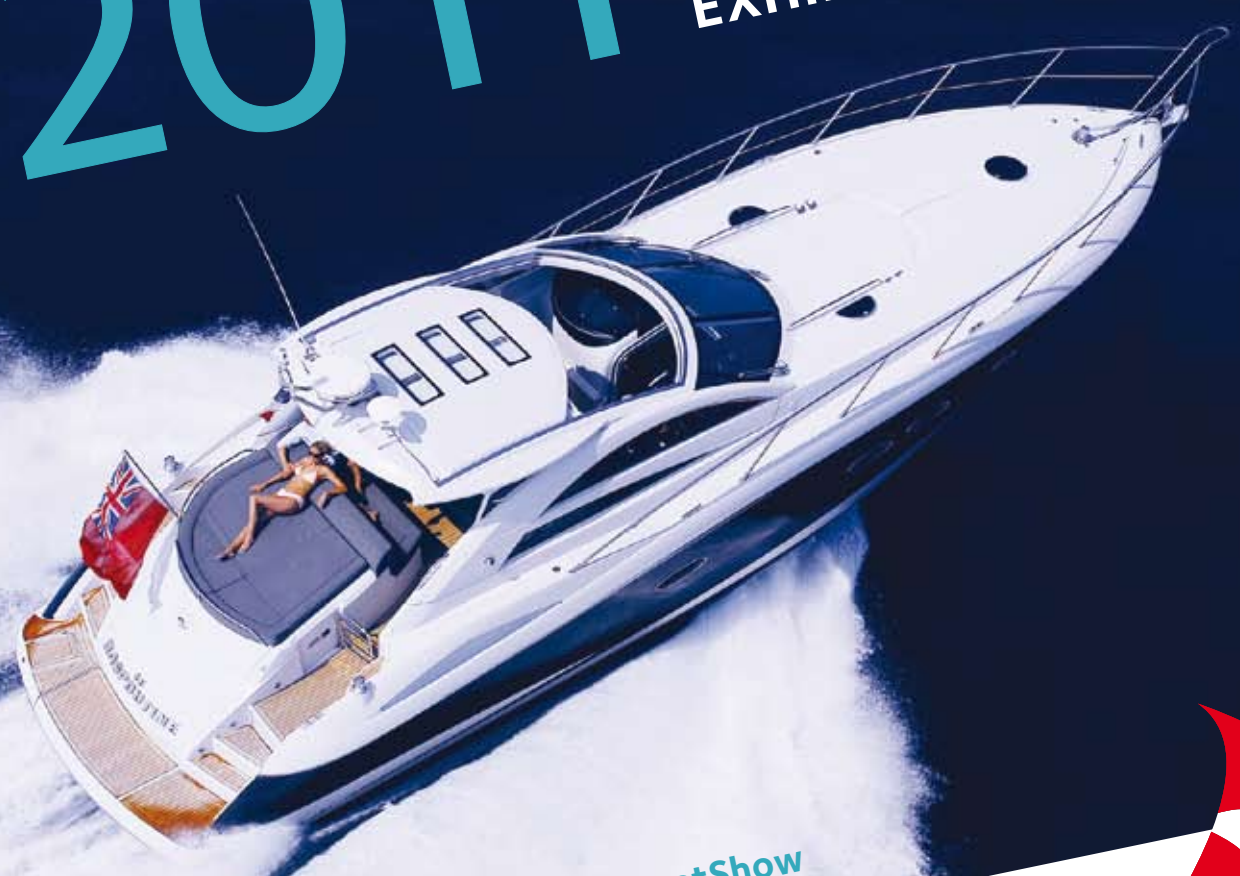


www.jerseyboatshow.com



Jersey Boat Show 2011

BANK HOLIDAY WEEKEND
30 APRIL - 2 MAY 2011
EXHIBITOR INFORMATION



Twitter @JerseyBoatShow

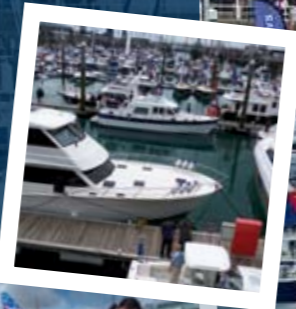
BARCLAYS WEALTH
Jersey
BOAT SHOW 2011



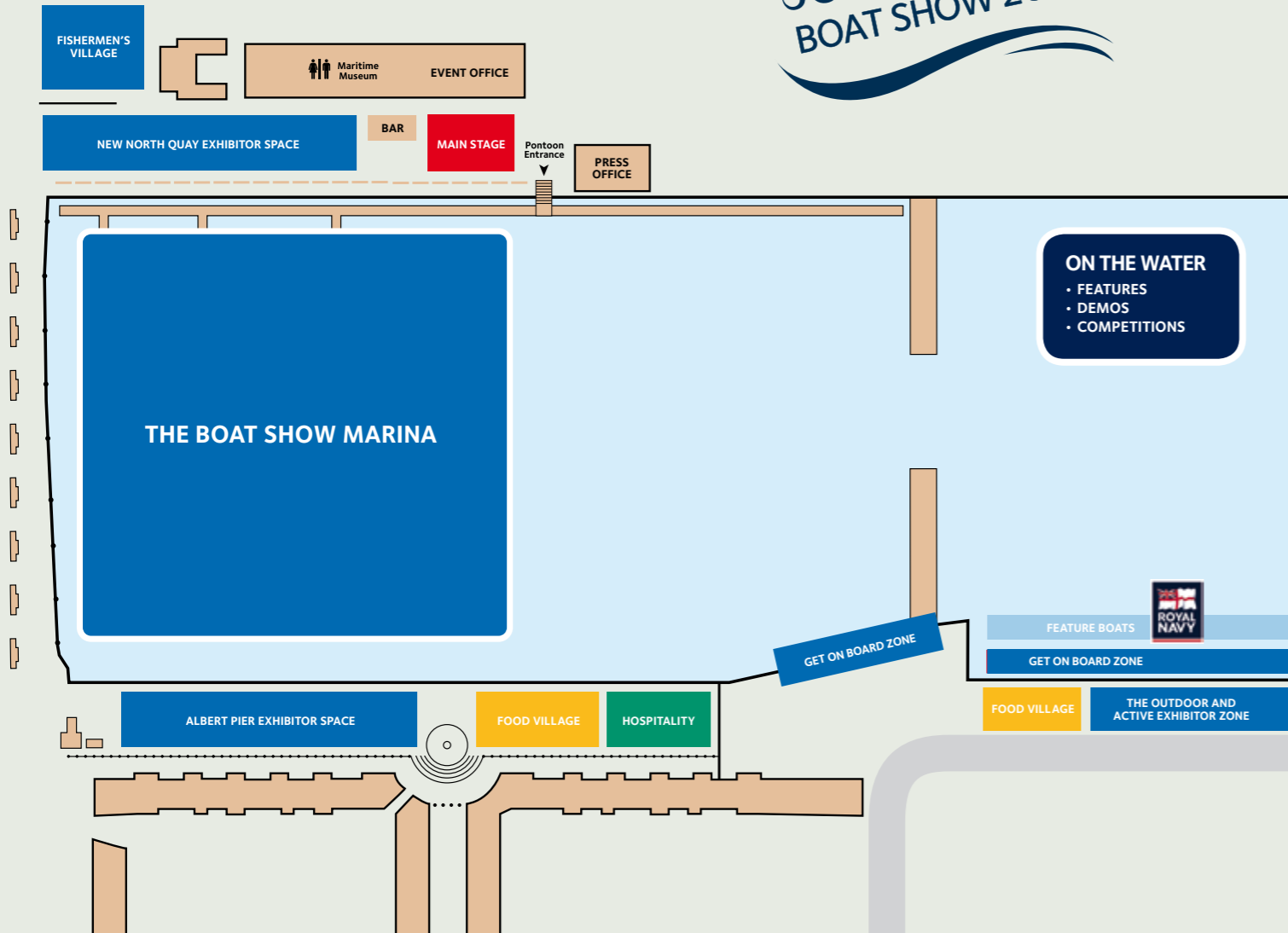
Jersey Boat Show 30 April - 2 May

The Jersey Boat Show gets the boating season off to a great start. The three-day event takes place right in the maritime heart of St Helier - the marina and on the heritage quays. Featuring power and sail, side by side, it also offers the best of Jersey - history, food, drink and entertainment. The 2011 Jersey Boat Show will continue to build on the strong foundations of the previous shows, offering more boats on the water and on land due to an increased arena.

The third Jersey Boat Show, in 2010, saw visitor numbers rise to over 30,000 people visiting the show over 3 days, with 5% of these being visitors from off the island. Along with our increase in visitor numbers came more boats afloat and more quayside exhibitors which all helped the Jersey Boat Show step up to a new level, the show has now become even more diverse, with greater appeal to a wider audience - a bigger window on the marine world and we hope you see the great potential in joining us as an exhibitor for 2011.



The Boat Show Arena



Exhibitor Benefits

- Jersey Boat Show offers a cost effective way to personally meet thousands of focused marine leisure customers and suppliers in a stimulating and entertaining environment.
- Jersey Boat Show provides an unmissable strategic opportunity for exhibitors to promote their products and services to their key audience in the largest event in the Channel Islands.
- Jersey Boat Show provides additional opportunities to market your business year round through the proactive efforts of the show website - www.jerseyboatshow.com - and all associated on- and off-island advertising campaigns, including print, radio and online promotions.

“One of the most well organised shows I’ve been too.”

Funky Puffin Exhibitor 2010

Jersey Boat Show Facts:

- The 2010 Jersey Boat Show attracted an estimated 30,000 visitors over three days.
- 94% of visitors rated the Jersey Boat Show as excellent or good.
- The Jersey Boat Show is now the single largest event for marine leisure enthusiasts in the Channel Islands.
- Jersey Boat Show offers excellent value for money when comparing exhibitor rates to number of potential clients attending the show.
- There is more exhibitor space available at the 2011 Jersey Boat Show!



Website & E-Newsletter



Sports Boat & Rib Magazine 4 page review of 2010 show

Jersey Boat Show Opening Times

Pontoons	Saturday - Sunday	10:00-18:00
	Monday	10:00-17:00
Quayside	Saturday - Sunday	10:00-19:00
	Monday	10:00-17:00

“For a three day show it was excellent – it seemed like everyone living on the island came down to the show. With such friendly people and the good weather it felt more like we were on a boating weekend than working at a boat show.”

Chris Sheldrake
Director Pursuit Boats UK – Exhibitor 2009

Closing date for applications: 31 January 2011

Any applications accepted after this date will incur a late administration fee of 15% of the total application cost.

Jersey Boat Show Booking Form: Marina Exhibition Space

Please complete the form overleaf if you are also booking Landside Exhibition Space.

Please complete this booking form, making a copy for your records, and post the original to Jersey Boat Show, Maritime House, La Route du Port Elizabeth, St Helier, Jersey JE1 1HB enclosing a deposit cheque of 50% of total cost (including GST) payable to: The Treasurer of the States.

COMPANY DETAILS (Please complete in BLOCK CAPITALS)

Name of Company

Postal Address

Telephone

Fax

Email

Preferred Method of Contact

Fax

Post

Email

Contact Person

Type of Products exhibited

MARINA EXHIBITION SPACE

TOTAL m²

COST (excluding GST)

Power Boat (£9.50 /m²)

Sailing Boat (£9.50 /m²)

Boats to be Exhibited

1) Length:

Beam:

5) Length:

Beam:

2) Length:

Beam:

6) Length:

Beam:

3) Length:

Beam:

7) Length:

Beam:

4) Length:

Beam:

8) Length:

Beam:

ADDITIONAL REQUIREMENTS

QUANTITY

COST (excluding GST)

On Marina Shore Power per boat (£7.00)

SUMMARY OF COSTS

COST (excluding GST)

If you are also booking Landside space, please complete this section on the Landside Exhibition Space Booking Form

Total Marina Exhibition Space

Total Marina Additional Requirements

Subtotal

Jersey Goods and Service Tax (GST) +3%

TOTAL COST

Apply promotional code

Less 50% Deposit (cheque enclosed)

Total Balance Due on or before 24 March 2011

AGREEMENT

On behalf of the Company, I have read and agree to abide by the Terms and Conditions of the Jersey Boat Show 2011

Name

Position

Signature

Date

For further enquiries regarding this booking, please contact the Boat Show Sales Team.
Telephone: +44 (0)1534 447745. Email: sales@jerseyboatshow.com

Jersey Boat Show 2011 Exhibitor Price List

MARINA EXHIBITION SPACE

St Helier Marina /m² £9.50

The rates are calculated on the total number of square metres each vessel occupies: LOA x Beam. Tidal constraints apply - access is gained three hours either side of high water.

LANDSIDE EXHIBITION SPACE

Albert Pier and New North Quay
Standard marquee (3m x 3m) £365.00
Landside uncovered open space (3m x 3m) £200.00

Additional Costs:

Small boat area 1 (3m x 3m)	£100.00
Small boat area 2 (3m x 6m)	£150.00
Carpet (3m x 3m)	£75.00
Electricity per 13 amp outlet	£65.00
Water (4m ³)	£10.00
1x table and 2 x chairs	£15.00

Stands will be pre-constructed and are bookable in 3m x 3m sections, up to a maximum of 9m x 3m, subject to availability. Each marquee stand will contain standard event flooring, carpet can be provided at an additional cost. All other materials including display panels, hanging rails and lights are not included and must be supplied by the Exhibitor.

Exhibition space at the Show is limited. It will be allocated on the basis of space requirements and the appropriate sales and marketing mix for the Show. Jersey Boat Show reserve the right to refuse space applications.

Landside uncovered open space, suitable for exhibition trailers, spas and privately owned structures or marquees (if previously agreed with organisers).

Small boat area - hard standing boat spaces for boats on trailers, maximum of 3 areas (9m x 3m) can be purchased, applications for additional space will be considered based on space available.



Jersey Boat Show Booking Form: Landside Exhibition Space

Please complete the form overleaf if you are also booking Marina Exhibition Space.

Please complete this booking form, making a copy for your records, and post the original to Jersey Boat Show, Maritime House, La Route du Port Elizabeth, St Helier, Jersey JE1 1HB enclosing a deposit cheque of 50% of total cost (including GST) payable to: The Treasurer of the States.

COMPANY DETAILS (Please complete in BLOCK CAPITALS)

Name of Company		
Postal Address		
Telephone	Fax	Email
Preferred Method of Contact	<input type="checkbox"/> Fax	<input type="checkbox"/> Post <input type="checkbox"/> Email
Contact Person		
Type of Products exhibited		

LANDSIDE EXHIBITION SPACE	QUANTITY	COST (excluding GST)
Standard marquee stand 3m x 3m (£365.00)		
Landside uncovered open space 3m x 3m (£200.00)		

ADDITIONAL REQUIREMENTS	QUANTITY	COST (excluding GST)
Small boat area 1 3m x 3m (£100.00)		
Small boat area 2 3m x 6m (£150.00)		
Carpet 3m x 3m (£75.00)		
Electricity per 13 amp outlet (£65.00)		
Water 4m ³ (£10.00)		
1x table and 2 x chairs (£15.00)		

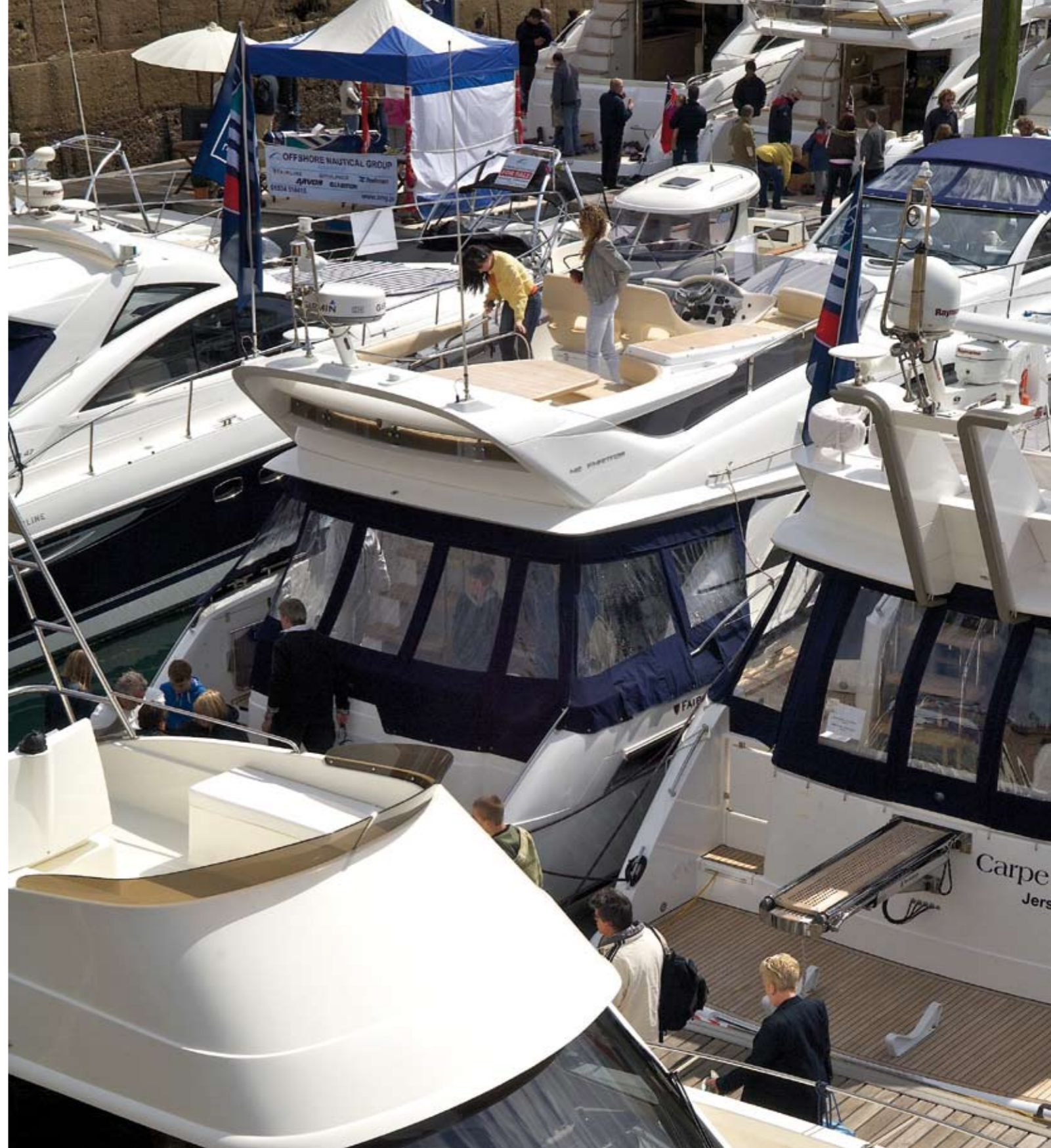
SUMMARY OF COSTS	COST (excluding GST)
If you are also booking marina space, please complete this section on the Marina Exhibition Space Booking Form	
Total Landside Exhibition Space	
Total Additional Requirements	
Subtotal	
Jersey Goods and Service Tax (GST) +3%	

TOTAL COST
Apply promotional code
Less 50% Deposit (cheque enclosed)
Total Balance Due on or before 24 March 2011

AGREEMENT
On behalf of the Company, I have read and agree to abide by the Terms and Conditions of the Jersey Boat Show 2011

Name	Position
Signature	Date

For further enquiries regarding this booking, please contact the Boat Show Sales Team.
Telephone: +44 (0)1534 447745. Email: sales@jerseyboatshow.com



Jersey Boat Show Exhibitors have included:



Jersey Boat Show 2011

Terms and Conditions: General Conditions

1. Definitions

In these conditions the following terms will have the meaning shown:

1.1. The 'Agreement' means the binding agreement between the Exhibitor and the Organiser based solely on these terms and conditions and incorporating any other terms and conditions incorporated in this document.

1.2. 'Deposit' is 50% of the price required to rent the Space. With a further two instalments of 25% & 25%.

1.3. 'Exhibit' refers to the exhibition or stand places on the Space by the Exhibitor and includes displays, boats, structures, Permitted Vehicles, goods for sale or any other items belonging to, or under the control of the Exhibitor.

1.4. The 'Exhibitor' is any person(s) or organisation(s) submitting a Form to the Organiser, whether or not the Form is accepted.

1.5. The 'Event' is the Jersey Boat Show 2010.

1.6. The 'Form' is the application form (either online or paper) provided by us to enable the Exhibitor to specify the Space required, which must be submitted to the Organiser with deposit to enable the Space to be allocated to the Exhibitor.

1.7. 'Obstructions' are any items on the walkways including but not limited to flag poles, signs, gangplanks and ropes.

1.8. The 'Organiser' is Jersey Harbours.

1.9. 'Payment Dates' mean the dates on which the balance of Rent must be received by the Organiser as specified in the Rate Card.

1.10. 'Permitted Vehicles' are those agreed in writing between the Exhibitor and Organiser to be allowed on the Site.

1.11.' Rate Card' is the sheet giving details of discounts, Payment Dates etc.

1.12. The 'Services' includes one or more of the following : lifting or mechanical handling, power, water and waste disposal (as relevant) to the Space.

1.13. The 'Site' refers to the whole area (including water space) under the supervision of the Organiser of the Event.

1.14. The 'Space' is the area allotted to the Exhibitor by the Organiser for the purposes of this Exhibit including water space.

2. Applications

2.1 All applications must be made on the Form (either online or paper), which is contained within this document.

2.2 The supply of the Form (either online or paper) does not constitute an offer of a Space.

2.3 The Form (either online or paper) must be completed with all relevant details by the Exhibitor (or his agent) and sent to the address. No Space can be reserved unless a Form and Deposit have been received.

2.4 The submission of the Form (either online or paper) constitutes acceptance of these conditions.

2.5 This Agreement is deemed to be created when the Organiser receives a completed Form (either online or paper) with Deposit (unless no Space is available).

3. Payments

3.1 All cheques should be made payable to the 'Treasurer of the States'. Electronic BACS on online payments can also be made.

3.2 The Deposit is payable on return of the Form (either online or paper). The deposit will only be returned to the Exhibitor if the Organiser cannot allocate a Space.

3.3 The Exhibitor must pay rent for size of the Space, as set out in the Form and reduced by any discounts and/or enhanced by any privileges as shown on the Rate Card if paid before or on the Payment Dates.

3.4 If Space is allocated to the Exhibitor after the Payment Dates, payment is due within 7 days of allocation of a Space and no reductions/ enhancements referred to in clause 3.3 shall apply.

3.5 Total balance due on or before 24 March 2011.

4. Late Payment

4.1 If, after allocation, the Exhibitor does not pay rent before or on the Payment Dates, the Organiser may:

4.1.1 Withdraw the discount as described on the Rate Card; and/or

4.1.2 Terminate this agreement by giving written notice to the Exhibitor pursuant to clause 6.

5. Termination by the Exhibitor

5.1 The Exhibitor may terminate the Agreement on written notice to the Organisers any time before the Event, provided that:

5.1.1 If the Organiser cannot re-allocate the Space, the Exhibitor will pay the full rent less the amount already paid to the Organiser within 7 days; and

5.1.2 If the Organiser re-allocates the Space, the Exhibitor will forfeit all sums paid at the date of termination.

6. Termination by the Organiser

6.1 The Organiser may terminate the Agreement if:

6.1.1 The Exhibitor materially breaches any term of this Agreement and this breach cannot be remedied within a period of 7 days;

6.1.2 The Exhibitor repeatedly breaches this Agreement. A repeated breach means two or more minor breaches;

6.1.3 The Exhibitor or any principals or officers are convicted of a criminal offence;

6.1.4 The Exhibitor commits any act or omission indicative of insolvency;

6.1.5 The Exhibitor fails to pay rent before or on the Payment Dates.

6.2 If the Organiser does terminate under Clause 6, the Organiser retains the right to re-allocate the Space;

6.2.1 If the Organiser cannot re-allocate the Space, the Exhibitor will pay the full rent less the amount already paid to the Organiser within 7 days; and

6.2.2 If the Organiser re-allocates the Space, the Exhibitor will forfeit all sums paid at the date of termination.

7. Transfer, Sharing and Sub-Letting of the Space

7.1 The Exhibitor shall not be allowed to transfer, share or sub-let the Space allocated to it during the Event. If The Exhibitor is found to be sub-letting a fine of £500 will be imposed.

8. Access to the Space

8.1 The Organiser will give the Exhibitor access to the Space for a period of 1 day before the Event to erect and 0.5 day to remove its Exhibit.

8.1.1 If the Exhibit is not set up 30 minutes before the public is admitted the Organiser may remove it at the Exhibitor's cost.

8.1.2 If the Exhibit is not taken down immediately after the end of the Event the Organiser may remove it at the Exhibitor's cost. Exceptions may be made, with prior consultation with the Organiser,

8.2 Except for Permitted Vehicles, all vehicles will be required to leave the Site or be positioned in an area designated by the Organiser during the Event.

8.3 The Organiser may remove any offending vehicle at the Exhibitor's risk and cost.

8.4 No vehicle movement will be permitted from 45 minutes before the Site opens to the public until 45 minutes after it closes, except in such areas as may be designated by the Organiser.

8.5 The Organiser will send further information regarding the position of the Exhibitor's stand and set up once allocation has occurred. Allocations will take place on 31 March 2011.

9. Use of Space

9.1 The Exhibitor must state on the Form the content of the Exhibit and use of the Space.

9.2. The Exhibitor warrants that the information contained on the Form is truthful and not misleading.

9.3. The Exhibit must be on view to the public, and in the charge of a responsible, competent and knowledgeable person at all times while the Event is open to the public.

9.4. The Exhibitor must maintain the Space in good order and clean condition.

9.5. The Exhibit should be open during the opening hours of each day of the Event and covered and closed at the end of each day.

9.6. The Exhibitor must observe the activity parameters as set by the emergency services from time to time.

10. Floating Exhibits

10.1. All craft and other floating Exhibits shall be registered and/or licensed with the appropriate navigation authority and comply with all relevant regulations/requirements before being brought to the Site.

10.2. Only activities permitted under the terms of any such licence or regulations may be carried out.

10.3. The mooring or disposition of such craft shall be authorised by the Organiser.

10.4. Fuel for the floating Exhibits shall be used with the greatest vigilance and care and precautions must be taken against the risk of fire.

10.5 All craft are required to be in their allocated position no later than three hours after AM HW on 29 April 2011.

11. Insurance

11.1 The Exhibitor will be responsible for insuring property owned by him, and take best precautions to insure against the safety of his staff, constructors or visitors to the Space and for his and their property with a reputable insurance company.

11.2. The Exhibitor shall not do or permit any act that may jeopardise the Organiser's insurance of the Event.

12. Liability

12.1 The Organiser shall at no time be held responsible for the loss, damage, or destruction to any Exhibit of property of the Exhibitor or his staff, contractors or visitors, however caused.

12.2. The transportation, lifting and/or installation of the Exhibitor's property shall be at his risk and the Organiser shall not accept liability for any loss or damage for such property whether or not they are in receipt of payment for any such service.

13. Cancellation, Postponement or Abandonment

13.1 The Organiser shall not be liable to the Exhibitor for any costs incurred by the Exhibitor and the Organiser shall be entitled to retain the whole or part (as decided reasonable by the Organiser to cover its expenses incurred in relation to the Event) of sums paid to the Organiser if:

13.1.1 The Event, or any part of it, is postponed or abandoned by the Organiser (whether for reason or reasons outside of the control of the Organiser, or due to insufficient bookings); or

13.1.2 Any licence, supply agreement or provision of facilities to the Organiser is cancelled or failed or curtailed due to strikes, lockouts or circumstances beyond the control of the Organiser.

14. Data Protection

14.1 The Organiser shall process all data provided on the form and in any other communication in accordance with the purposes set out in the Organiser's registration and in a manner consistent with the Data Protection (Jersey) Law 2005.

14.2. In accordance with the Law, any data recorded under the Exhibitor's name may be inspected on application to the Organiser.

14.3. The Organiser may contact the Exhibitor in relation to future events unless otherwise requested in writing by the Exhibitor.

15. Electrical Supply

15.1 It is intended that electrical supply will be provided to Exhibitors who request such supply on the Form where logistically possible.

15.2 The Organiser will provide such Exhibitors with a supply of electrics equivalent to 13 amps (1 socket per user, as requested).

15.3 The Exhibitor must provide as much information as possible to the Organiser as to its electrical requirements not later than 24 March 2011.

15.4 The Organiser will use reasonable endeavours to comply with early requests and attempts will be made to comply with last minute requests.

15.5 The Exhibitor must obtain written permission from the Organiser if it wishes to use a generator in the course of its Exhibit.

15.6 The Exhibitor must ensure that all electrical equipment and appliances used in its Space have been tested and conform to the relevant health and safety requirements.

16. Security

16.1 The Organiser will arrange for a private security provider to be present for the duration of the Event.

16.2. Notwithstanding clause 16.1, the Exhibitor is responsible for the safety of their Exhibits and other property and persons and the Organiser accepts no liability for any theft, losses or damage to the Space, Stand, Exhibits or other property belonging to the Exhibitor or in their control or care.

17. Media and Advertising

17.1 The Organiser reserves the right to permit audio or television broadcasting transmissions, filming, photography and audio recordings at any time during the Event.

17.2. Written consent must be obtained from the Organiser should the Exhibitor wish to use any public address or audio system, or conduct any live performances at the Event, and this consent should not be unreasonably withheld.

17.3. Any consent given is conditional upon whether the public address or audio system or live performances may cause inconvenience and/ or nuisance to any other Exhibitors or the public.

17.4. An Exhibitor must not display or distribute advertisements or other printed matter in areas other than upon its own Space. The Organiser has the right to prohibit or remove such materials at any time in their discretion, at the Exhibitor's expense.

18. Copyright, Design and Patent Protection and Trade Marks

18.1. The Exhibitor must not copy, photograph or draw any other Exhibitor's Exhibits or other property or products at the Event without the prior consent of the Exhibitor.

18.2. Nothing in the Agreement will give the Exhibitor the right to use any trade mark which the Organiser, or any associated companies, own or use in relation to the Event for any purpose except for advertising the Exhibitor's presence at the Event.

19. Expulsion of People

19.1. The Organiser reserves the right to expel, or to prohibit or restrict entry by, any persons, including exhibitors or caterers, whose presence at the Event is not in the interests of the Organiser, other Exhibitors and/or the public.

20. Time of Essence

20.1. Time will be of the essence in respect of each term or condition of the Agreement whereby the Exhibitor is required to do something by a specified date or within a specified time.

21. Disputes over admission or allocation of Space

21.1 Exhibition space at the Show is limited. It will be allocated on the basis of space requirements and the appropriate sales and marketing mix for the Show.

21.2. Any dispute between the Exhibitor and Organiser over admissions and allocation of space shall be referred to the Harbour Master if it cannot be resolved by informal means.

21.3 Allocation of space will be completed on 31 March 2011.

21.4 Jersey Boat Show reserve the right to refuse space applications.

22. Entire Agreement Clause

22.1. Space is let to the Exhibitor on these terms and conditions alone.

22.2. The Organiser will not be bound by an additional or contrary terms wherever they may come from.

23. Agents

23.1. Any agent entering into this agreement on behalf of a principal or parent company must provide the Organiser with a letter from that person confirming the Organiser's agreement to pay all monies due.

23.2. If the principal defaults, the agent will remain liable to pay all sums due under this Agreement.

24. Health and Safety

24.1. The Exhibitor must comply at all times with the Health and Safety at Work (Jersey) Law 1989 and other applicable regulations throughout the Event. At all times during the event all walkways must be kept clear of Obstructions.

24.2. The Exhibitor shall ensure that the design of the Exhibit complies with all rules and regulations and does not breach health and safety rules.

24.3. The size and dimension of the Exhibits should be presented to the Organiser by 24 March 2011.

24.4. The Organiser retains the right to veto any design of the Exhibit that it deems unsafe or inappropriate.





“As it was our first time at the Jersey Boat Show, we didn’t know what to expect and were delighted with the location of the stand and the exhibition itself – not too big and not too small.”

Janie Corbett
Guernsey Tourism – Exhibitor 2010

Reserve your place

For further enquiries regarding the Jersey Boat Show 2011, please contact the Boat Show Sales Team.
Telephone: +44 (0)1534 447745.
Email: sales@jerseyboatshow.com

BARCLAYS WEALTH

Jersey
BOAT SHOW 2011

