APPLICATION FOR
FREE OF CHARGE SPACE IN
EXHIBITOR'S DISPLAYS
PROGRESSIVE ® INSURANCE NEW ENGLAND BOAT SHOW

Exhibitors are invited to apply for up to 200 square feet of Free of Charge (FOC) space within their own exhibits for the inclusion of an interactive activity. The activity should be fun and educational as well as engaging for visitors. Acceptable activities are something beyond what you normally do in your exhibit – teaching new skills, a new interactive feature or activities for children.

We have limited amount of FOC space available and encourage you to apply as soon as possible. **The deadline is December 1st , 2011.**

Criteria:

- Maximum of 200 sq. ft. can be applied for.
- FOC space is in addition to your existing space and cannot be used to make up the minimum space requirements.
- The primary aim of all interactive activities is for education and showcasing the industry.
- As we have limited FOC space, applications will be scored on the following basis: Fun, Relevance, Education, Engaging as well as location in the show.
- Activities must comply with the Show's Terms and Conditions.
- Exhibitors are solely responsible for the FOC space including staffing, equipment, management and occupancy.
- No brand/company can be brought to this activity that may conflict with any Show sponsor (check with NMMA staff).
- Once approved, NMMA will require a detailed plan of activity and information to maximize publicity.
- If successful, and confirmed for this FOC space, you will be charged normal space rates if this feature does not take place.

Exhibitor name: _____

Contact name: _____

Telephone: _____

Email address: _____

Space required: _____

MAX – 200 sq.ft.

What is the demonstration/activity? _____

Please use additional pages to let us know details plus any photos or illustrations

_____

_____

_____

How often will your activity take place? _____

Do you need the additional space on top of your original request for space ○ YES ○ NO

Sign: _____ Date: _____

Please fax/email - Joe O'Neal joneal@nmma.org Fax: 617-472-0159

SUBMIT