



WESTERN MICHIGAN IN-WATER
LAKE HOME & BOAT SHOW
MAY 19TH, 20TH, 21ST, 22ND



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HOME & SHOW

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THURSDAY MAY 19TH

Thursday evening vendors can begin setting up their displays at the marina. There will also be a VIP Early Access preview opening.

FRIDAY MAY 20TH

Businessman's Special

Men, we've got you covered! Play hooky all afternoon on the lake. Lunch and drinks followed by a first look at the newest boats on the water. *Test drives available.*

- Access to the newest boats
- Leisurely lunch by the lake
- Enjoy an afternoon on the water

Friday Date Night

Make it a night with dinner, dancing, live entertainment and more! Featuring the top vendors for the best in home furnishings.

SATURDAY MAY 21ST

Family Day

Bring your whole crew out and enjoy an entire day on the lake. The Western Michigan In-Water Boat Show has something for everyone.

We'll be holding demonstrations and workshops throughout the day as well as plenty of fun and activities for the kids.

We have live entertainment, delicious food, inflatables for the kids and so much more.

Bring the WHOLE family and join the fun!

SUNDAY MAY 22ND

Jazz Brunch on the Lake

Start your day off with Jazz and a delicious Sunday brunch served lakeside with breathtaking views of the Gold Coast.

After brunch, take a stroll along the marina and view the huge selection of the latest boats and lake toys available.

Local Realtors will be showcasing magnificent homes for sale along the shore.

Demonstrations, food, live entertainment and more throughout the day.

TWO HUGE SHOWS, ONE BIG WEEKEND!





WEST MICHIGAN GOLD COAST

100 miles of the most pristine sugar sand beaches of any fresh water lake in North America



NEW RESIDENTS NEED TO ESTABLISH
NEW PURCHASING PATTERNS
AND NEW BUSINESS RELATIONSHIPS



The largest concentration of
HIGH END HOMES
and consumers with high end tastes not familiar with local merchants



New residents purchase more in the
FIRST 5 MONTHS
after moving than permanent residents do in 5 years

GET EXPOSURE IN FRONT OF **QUALIFIED** CUSTOMERS AND PROSPECTS...

The "Gold Coast" is the high end capital of Western Michigan. Most of the homes along it's 100 mile shoreline are purchased by non-residents as vacation or retirement homes. These type of homes are bought and sold at twice the normal residential rate which creates a fresh crop of new homeowners with high end tastes who are not yet familiar with our local merchants and vendors.



Western Michigan also features a high concentration of new builds and remodeling of high end homes. Again, since most of these potential customers are not from our area, they're not yet familiar with any local contractors or vendors. These home owners are looking for builders, repairs, maintenance, landscaping, interior designers, appliances, furniture and more.

The Western Michigan Lake Home & Boat Show is the perfect opportunity for your business to acquire these new customers who have just purchased a home and are currently in the market to spend big. Get ahead of the competition and start building relationships with these potential customers by showcasing your business at the show.

NEW HOMEOWNERS SPEND **8-10 TIMES MORE** THAN ESTABLISHED RESIDENTS OVER A 2 YEAR PERIOD

When new residents were asked what type of purchases they intended to make within the first 90 days, this is how they responded:

Appliances	25%	Furniture	21%
Bathroom Items	60%	Lighting	44%
Bedding/Linens	40%	Mattresses	20%
Blinds/Drapes	49%	Satellite/Cable	28%
Carpeting/Rugs	30%	Security System	17%
Electronics	33%	Household Items	20%
Flooring	20%	Windows/Doors	19%

Home improvements made within the first 6 months:

Bathroom Remodel	25%	Painting	42%
Driveway/Repaving	35%	Patio/Decking	28%
Fencing	24%	Room Addition	20%
Kitchen Remodel	31%	Sprinkler System	21%
Landscaping	46%	Wall Covering	29%

THE WESTERN MICHIGAN IN-WATER BOAT SHOW IS HEAVILY PROMOTED ON TV, NEWSPAPER, SOCIAL MEDIA, RADIO, AND DIRECTLY TO THE HOMEOWNERS OF VACATION HOMES ON THE LAKE. WE DRAW THOUSANDS OF POTENTIAL CLIENTS AND WE WANT TO BRING YOU TOGETHER!





WESTERN MICHIGAN IN-WATER

LAKE HOME & BOAT SHOW



APPLICATION

Please complete this contract, make and retain a copy and return completed application with required deposit check made payable to: Western Michigan Lake Home & Boat Show; c/o Ludington Daily News 202 N Rath Ave, Ludington, MI 49431.

Company Name _____
 Address _____
 City/State/Zip _____
 Telephone _____ Fax _____
 E-mail _____ May we send you emails about the show? Yes No
 Authorized Signature _____ Title _____
 Exhibit Representative _____ Title _____

Application is made for the following Exhibit Space. (Management will make every effort to assign space, subject to prior applications.) The undersigned EXHIBITOR certifies that the printed matter on both the front and back of the Application & Contract for Exhibit Space constitutes the entire agreement between the parties and has been read and that the terms and conditions set forth therein are fully understood and shall constitute a binding contract when this instrument is signed by both parties.

Boat Display

In-Water Slip Space Qty _____
 Land Space Qty _____
 Total Display Cost \$ _____

Jet Ski Display

In-Water Slip Space Qty _____
 Land Space Qty _____
 Total Display Cost \$ _____

ATV / Golf Cart Display

Land Space Qty _____
 Total Display Cost \$ _____

Home Display

10' x 10' Outdoor Booth Qty _____
 Total Display Cost \$ _____

Bulk Discounts

2 Spaces	5% Discount
4 Spaces	10% Discount
6 Spaces	15% Discount
8 Spaces	20% Discount
10+ Spaces	25% Discount

Total Due

TOTAL ALL SPACES	\$ _____
50% deposit due with application	\$ _____
50% balance due by February 1, 2016	\$ _____

For show office confirmation use • Do not write below

Booth _____ Total Cost _____
 Dry-land _____ Deposit Received _____
 Water _____ Balance Due Net _____
 Accepted by (Show Management) _____ Date _____
 Accepted by (Vendor) _____ Date _____



RULES & REGULATIONS

SHOW MANAGEMENT - The Western Michigan Boat Show (WMBS) is produced and managed by Ludington Daily News, in cooperation with various local interests. All decisions regarding space assignment, nature and style of exhibits, floor management, hours and interpretation of rules and regulations shall be made by .

CHARACTER OF EXHIBITS - Only products and services directly related to recreational boating, including fishing and home, indoor and outdoor products are eligible for display. Booth exhibits are limited to an assigned predetermined and agreed upon area. All exhibits must be in good taste. EXHIBITORS shall conduct their business within their assigned space only. No explosives, fuels or highly combustible matter is permitted in any booth or exhibit space.

INDEMNIFICATION - EXHIBITOR agrees to indemnify, defend and save harmless WMBS, Ludington Daily News, its agencies and their respective managers, officers, sponsors, employees, agents, successors and assigns from any suit, claim, damages, demands, expenses, judgments and liabilities including reasonable attorney's fees, for personal injury or for property damage or for loss of use of property by whomsoever sustained on or about the Exhibitor's display or exhibition space or arising in any manner out of exhibitor's participation in the show. Furthermore,

EXHIBITOR agrees to indemnify, defend and save harmless WMBS, Ludington Daily News, and its agencies, and their respective managers, officers, sponsors, employees, agents, successors, and assigns from any loss or damage including reasonable attorney's fees, to Exhibitor's property utilized in connection with Exhibitor's participation in the show and the utilization of the staging area.

INSURANCE - The EXHIBITOR responsible for furnishing a proper certificate of insurance with liability, fire, theft, and damage coverage on exhibits while at the show. Proof of such coverage may be requested by Show Management and in a form acceptable to Show Management. EXHIBITOR must arrange said coverage with their insurance carrier and at their expense.

SUBLEASING - EXHIBITORS may not sublease, assign or apportion their space. No more than one firm may exhibit in a single space without written permission of Show Management.

SALE OF MERCHANDISE - The sale of goods for delivery at the show under a "cash and carry" program will be permitted subject to applicable show regulations. Boats and other large items are not included in this program.

WEATHER - The WMBS event will be held rain or shine.

EXHIBITOR'S MANUAL - All EXHIBITORS whose application for space has been approved and deposit received will be provided an EXHIBITOR'S Kit containing complete information on set-up, services, hotels, credentials and additional show policies and regulations.

AMENDMENTS - WMBS and the Show Committee shall have full power in the interpretation and enforcement of all rules and regulation, and the power to make such amendments thereto and such further regulations as considered necessary for the proper conduct of the show.

PAYMENT AND ALLOTMENT OF SPACE - (1) The Show Management reserves the right upon reasonable advance notice to change the location of an Exhibitor's booth. (2) It is explicitly agreed by the EXHIBITOR that if he cancels his contract, all payments for space charges will be retained as liquidated damages. (3) If an EXHIBITOR fails to install his product in his assigned exhibit space within the time limit set for opening exhibits or fails to pay the space payments at times specified, or fails to comply with any other provisions concerning his use of exhibit space, the Show Management shall have the right to take possession of said space and lease same to such parties and upon such terms and conditions as it may deem proper. In the event that it is found possible to lease said space, the Show Management reserves the right to utilize the said space in any manner deemed expedient in which case liquidated damages from the defaulting EXHIBITOR shall be deemed to be the rental price of the space.

PARKING AND PARKING PASSES - Auto and trailer parking for EXHIBITORS will be \$5 per car and \$15 per trailer per day. Parking passes can be purchased at a 10% discount up to February 1st, 2016 based on a first come first served basis.



BOAT SHOW PRODUCT LISTING

Company Name _____

Contact Name _____

Telephone _____ Fax _____

E-mail _____

Accessories and Public Service Exhibit

Please briefly describe the products or services to be **displayed at the show**. Misrepresentation of products or services may result in exhibit removal from the show.

Boats

Please describe only the boats which will be **displayed at the show**. Check (✓) this box if the boat is a premier model or a first time showing in this area. *Note: If you do not complete and return this form with your space contract, space cannot be assigned.*

Code	Make	Model	Year	Length LOA (Feet)	Beam (Feet)	Sq. Ft. LOA x Beam	✓



BOAT SHOW PRODUCT LISTING

Exhibit Name _____

Address _____

Telephone _____ Fax _____

Website _____

Please check only the items you will be exhibiting at the show:

NEW BOAT SALES

- Power
- Sail
- Other

PROPULSION / MACHINERY

- Electric
- Generators
- Inboard
- I/O
- Jet Drive
- Outboard
- Transmissions

TRAILERS

- Boat Trailers / Parts

ACCESSORIES & EQUIPMENT

- Air Conditioning / Refrigeration
- Anchors, Ground Tackle
- Bags, Coolers, Canvas Goods
- Batteries, Chargers
- Bicycles, Mopeds
- Boat Lifts
- Cleaners / Polishes
- Clothing, Footwear
- De-icing, Bubbler System
- Dock Lines, Rope Clamps
- Dive / Scuba Equipment

ACCESSORIES & EQUIPMENT (cont.)

- Docks, Dock Hardware
- Electronics, Navigational Systems
- Electrical Equipment
- Fiberglass Boat Building Products
- Fishing Equipment & Tackle
- Food/Novelties

- Galley Equipment
- Gift Items, Jewelry
- Golf Carts / Scooters
- Hardware, General
- Mattress, Foam / Spring
- Paints
- Propellers, Shafts
- Safety Equipment
- Sails
- Sanitation Equipment
- Sunglasses
- Swim Platforms
- Towers, Hardtops
- Visitor / Convention Information
- Water Skis, Accessories

SERVICES

- Art, Photos
- Associations, Clubs
- Boat Lettering
- Boat Repairs

SERVICES (cont.)

- Brokerage
- Canvas / Biminis
- Casinos / Resorts
- Charters
- Custom Embroidery
- Dockage / Storage
- Documentation Services
- Electronics Installation, Repair
- Engine Maintenance, Repair
- Finance, Banking
- Insurance
- Licensing Agencies
- Marinas

- Public Service
- Publication
- Real Estate, Land Development
- Sailmakers
- Screen Printing
- Seawall, Dock Construction
- Special Events
- Surveys, Appraisals
- Towing
- Upholstery

Please list boat information on product listing form.

Return this questionnaire with your contract to: Western Michigan Boat Show; c/o Ludington Daily News 202 N Rath Ave, Ludington, MI 49431. *Note: This questionnaire is part of your contract. If it is not completed and returned, you will not be listed in the show program. Sorry, no exceptions.*



BOAT SHOW PRODUCT LISTING

Exhibit Name _____

Address _____

Telephone _____ Fax _____

Website _____

Please check only the items you will be exhibiting at the show:

- | | | |
|---|---|---|
| <input type="checkbox"/> Air Filtration | <input type="checkbox"/> Garden Supplies | <input type="checkbox"/> Pocket Pets |
| <input type="checkbox"/> Appliances | <input type="checkbox"/> Gas/Propane | <input type="checkbox"/> Pools & Spas |
| <input type="checkbox"/> Architect | <input type="checkbox"/> Generators | <input type="checkbox"/> Precast Steps |
| <input type="checkbox"/> Asphalt/Paving | <input type="checkbox"/> Gourmet Food Products | <input type="checkbox"/> Propane |
| <input type="checkbox"/> Awnings & Canopies | <input type="checkbox"/> Granite & Stone | <input type="checkbox"/> Real Estate Services |
| <input type="checkbox"/> Bath Supplier | <input type="checkbox"/> Gutters | <input type="checkbox"/> Redesign/Decorating |
| <input type="checkbox"/> Bathrooms | <input type="checkbox"/> Health & Fitness | <input type="checkbox"/> Remodeler |
| <input type="checkbox"/> Bedding/Mattresses | <input type="checkbox"/> Heaters | <input type="checkbox"/> Roof Cleaning |
| <input type="checkbox"/> Blinds/Shutters/Shades | <input type="checkbox"/> Heating & Air-conditioning | <input type="checkbox"/> Roofing |
| <input type="checkbox"/> Builder/Remodeler | <input type="checkbox"/> Home Accents | <input type="checkbox"/> Safes |
| <input type="checkbox"/> Building Material Supplier | <input type="checkbox"/> Home Food Delivery | <input type="checkbox"/> Satellite TV |
| <input type="checkbox"/> Business Services | <input type="checkbox"/> Home Improvement | <input type="checkbox"/> Screens |
| <input type="checkbox"/> Cabinet Refacing | <input type="checkbox"/> Home Services | <input type="checkbox"/> Security/Alarm Systems |
| <input type="checkbox"/> Cabinets - Custom | <input type="checkbox"/> House Washing | <input type="checkbox"/> Shades & Awnings |
| <input type="checkbox"/> Carpet/Floor Covering | <input type="checkbox"/> Household Products | <input type="checkbox"/> Sheds & Gazebos |
| <input type="checkbox"/> Carpet/Upholstery Cleaning | <input type="checkbox"/> HVAC & Plumbing | <input type="checkbox"/> Shower Doors |
| <input type="checkbox"/> Central Vac Systems | <input type="checkbox"/> Inspection Services | <input type="checkbox"/> Smart Home |
| <input type="checkbox"/> Chimney Services | <input type="checkbox"/> Insulation | <input type="checkbox"/> Solar |
| <input type="checkbox"/> Cleaning Service | <input type="checkbox"/> Internet & Communications | <input type="checkbox"/> Staircases |
| <input type="checkbox"/> Closet Systems | <input type="checkbox"/> Jewelry | <input type="checkbox"/> Stamped Concrete |
| <input type="checkbox"/> Concrete | <input type="checkbox"/> Kitchens & Baths | <input type="checkbox"/> Steel Railing |
| <input type="checkbox"/> Consumer Products | <input type="checkbox"/> Kitchens/Baths | <input type="checkbox"/> Stoves/Fireplaces/Grills |
| <input type="checkbox"/> Cookware | <input type="checkbox"/> Landscaping & Hardscapes | <input type="checkbox"/> Sunrooms |
| <input type="checkbox"/> Decks | <input type="checkbox"/> Lawn & Garden | <input type="checkbox"/> Tax Preparation |
| <input type="checkbox"/> Drywall Contractor | <input type="checkbox"/> Lawn Service | <input type="checkbox"/> Tile, Sales |
| <input type="checkbox"/> Duct Cleaning | <input type="checkbox"/> Lighting Products | <input type="checkbox"/> Tools |
| <input type="checkbox"/> Electrician | <input type="checkbox"/> Log Homes | <input type="checkbox"/> Tree Service |
| <input type="checkbox"/> Energy Efficiency | <input type="checkbox"/> Mason Supplies | <input type="checkbox"/> Unclaimed Property |
| <input type="checkbox"/> Engineering Consultant | <input type="checkbox"/> Media | <input type="checkbox"/> Vacation & Leisure |
| <input type="checkbox"/> Epoxy Flooring | <input type="checkbox"/> Modular Homes | <input type="checkbox"/> Veterans Services |
| <input type="checkbox"/> Excavating | <input type="checkbox"/> Moving & Storage | <input type="checkbox"/> Waste Management |
| <input type="checkbox"/> Fencing | <input type="checkbox"/> Newspaper | <input type="checkbox"/> Water Filters |
| <input type="checkbox"/> Financial Services | <input type="checkbox"/> Non-Profit Association | <input type="checkbox"/> Waterproofing |
| <input type="checkbox"/> Fire Safety | <input type="checkbox"/> Overhead & Garage Doors | <input type="checkbox"/> Wells & Pumps |
| <input type="checkbox"/> Fireplace Mantels | <input type="checkbox"/> Painter | <input type="checkbox"/> Window & Door Supplier |
| <input type="checkbox"/> Floor Refinishing | <input type="checkbox"/> Patio & Garden Products | <input type="checkbox"/> Window Treatments |
| <input type="checkbox"/> Flooring | <input type="checkbox"/> Patio Furniture & Garden Decor | <input type="checkbox"/> Windows |
| <input type="checkbox"/> Flowers | <input type="checkbox"/> Pest Control | |
| <input type="checkbox"/> Furniture | <input type="checkbox"/> Pet Supplies | |
| <input type="checkbox"/> Garage Doors | <input type="checkbox"/> Playhouses | |

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