



*Presented by*



SEPTEMBER 12 - 15, 2024  
NEWPORT, RHODE ISLAND

# Newport International Boat Show September 12-15, 2024 Exhibitor Manual

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Please read the following information carefully.  
Many of the questions you may have will be answered in this instructional booklet.

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## A

### Anchors

Each boat afloat must have a suitable anchor and at least 150 feet of anchor line. It may be necessary to anchor boats temporarily during stage-in, stage-out, or during adverse weather conditions.

## B

### Boat Launching

There are public, concrete launching ramps in Newport, Rhode Island. A few we recommend are:

- Fort Adams State Park, adjacent to the Mule Barn (deep water)
- Wellington Avenue, next to Ida Lewis Yacht Club (shallow water)

## C

### Catering / Receptions & Parties

For inquiries or more information regarding dockside receptions & on-site parties, contact The Bohlin sales office at 401.619.7199 or email directly at [info@bohlinnewport.com](mailto:info@bohlinnewport.com)

### Cleaning Services

#### In-Water Displays:

Fresh water outlets are on most docks. Please bring your own hoses; in some areas you will need two - 50 ft. hoses to reach the faucet. All cleaning materials must be stored off the docks and not under dock ramps during show hours. (You will be notified ahead of time if there are any drought restrictions in place)

Boat Cleaning: The following companies provide daily boat cleaning. Call for rates:

- The Boat Nanny: 401.862.5109 / [info@boatnanny.com](mailto:info@boatnanny.com)
- Ocean Link: 401.683.4434 / [info@oceanlinkinc.com](mailto:info@oceanlinkinc.com)
- All Class Detailing: 1-877-9-DETAIL / [sales@allclassdetailing.com](mailto:sales@allclassdetailing.com)

#### Booth/Land Displays:

Please bring your own vacuum and cleaning materials or schedule cleaning services with Capital Convention Contractors who can provide daily booth cleaning for a fee. [Click here](#) for Capital Convention's online exhibitor kit.

## D

### Deliveries

The NIBS Show Decorator, Capital Convention Contractors, is there to answer any exhibitor question before or during the show. Capital recommends shipping exhibit materials up to 30 days prior to the event move-in to their Advance Freight Receiving Warehouse. If you are shipping direct to the show site, please note we will not except any shipments on site until the Sunday before the show – September 8<sup>th</sup>, 2024.

[Click here](#) for the Capital Conventions Show Manual.

## Dining

### Local Favorites

22 Bowen's Wine Bar & Grille	401.841.8884	<a href="http://www.newportrestaurantgroup.com">www.newportrestaurantgroup.com</a>
The Mooring Restaurant	401.846.2260	<a href="http://www.newportrestaurantgroup.com">www.newportrestaurantgroup.com</a>
The Smoke House	401.848.9800	<a href="http://www.newportrestaurantgroup.com">www.newportrestaurantgroup.com</a>
Clarke Cooke House	401.849.2900	<a href="http://www.clarkecooke.com">www.clarkecooke.com</a>
The Black Pearl	401.846.5296	<a href="http://www.blackpearlnewport.com">www.blackpearlnewport.com</a>
Diego's	401.619.2640	<a href="http://www.diegosnewport.com">www.diegosnewport.com</a>

Visit [www.discovernewport.com](http://www.discovernewport.com) for additional restaurant listings.

## E

**Electrical Needs & Services** (specific to the following site locations) - Visit the [Exhibitor Toolkit](#) for details.

NEWPORT YACHTING CENTER	BANNISTER'S WHARF
OLDPORT MARINE	BOWEN'S WHARF
	PERRY MILL

### Booth / Land Displays:

Limited electricity (120 volt/15 Amp) is available. **Please come prepared with your own extension cords and adapters.**

### In-Water Displays:

Limited (not guaranteed), electricity is available (120 volt/30 Amp). **Exhibitors must provide their own splitters.**

**IMPORTANT: If additional electrical service is needed**, please indicate your request on the Electrical Service Order Form, found on the Exhibitor Toolkit

### Exhibitor Guest Ticket Program

Our exhibitor guest ticket program is quick, efficient, and trackable. This program begins on June 18 via the Event Pass ticketing system. Visit the [Exhibitor Toolkit](#) for details.

## F

### Freight

[Click here](#) for Capital Convention's online exhibitor kit.

### Furniture Rental

[Click here](#) for Capital Convention's online exhibitor kit.

## H

### Hotel

[Click here](#) to view all the hotel options through onPeak for your trip to Newport, RI. Through this partnership, we are able to offer you the most competitive nightly rates at favorable hotels as well as make this booking process experience smooth and effortless. We are also able to provide airline discounts during the Newport Show, [click here](#) for details.

## I

## Injury Reporting

There are several Emergency Medical Technicians (EMTs) on site. Please report any injury or medical emergency to staff located throughout the show site. If necessary, dial 911. They will relay information and will dispatch the nearest EMT to your location.

## M

### Marketing Assets

For all promotional and marketing assets, [click here](#).

## N

### Newport for New Products (NFNP)

The Newport For New Products is a great program to showcase your new boat or product introductions. June 14<sup>th</sup> is the application deadline to receive recognition in a special insert in the September issue of *Cruising World*, *Sailing World* and *Yachting Magazine*.

To submit an application or for more information, [click here](#).

## P

### Parking Info

A limited number of Exhibitor Parking Passes for the Easton's Beach lot, located at 175 Memorial Blvd. Newport, RI, are available to exhibitors on a first-come, first-served basis. [Click here](#) to purchase. A parking pass is \$60 and good for all four days of the show. Due to the limited quantity, the parking passes purchased are non-refundable. The Easton's Beach Parking passes do not include overnight parking but note, overnight parking is available at the Gateway Center Parking Garage, located north of the show site on America's Cup Avenue. Oversized trucks and trailers must be communicated to the NIBS Show team in advance of the show. Easton's Beach Parking lot has daily continuous free shuttle service to and from the NIBS site from 8 a.m. to 8 p.m. for all exhibitors.

### Pets

Animals are not allowed on the Show site at any time – before, during, or after set-up hours and show hours, other than certified service animals.

### Printing Services

PDQ Printing:	401.849.3820	<a href="mailto:info@pdqri.com">info@pdqri.com</a>
FedEx/Kinko's:	401.848.0580	<a href="mailto:usa3795@fedex.com">usa3795@fedex.com</a>

### Promotions, Raffles and Give-A-Ways

We encourage exhibitors to promote their products through give-a-ways, promotions and raffles. There is a lottery law in Rhode Island that govern such promotions with a value of over \$500.00. The promotion must be registered in advance with the State of Rhode Island. *After your application is processed through the State of RI*, please email a copy of the confirmed paperwork to Newport International Boat Show- [nibsoffice@informa.com](mailto:nibsoffice@informa.com).

**RI Office of Sweepstakes - Games of Chance:** 401.222.3040 / [cgu@risp.state.ri.us](mailto:cgu@risp.state.ri.us)

### Public Relations Program

Utilizing public relations is one of the best communication tools to drive business, awareness and buzz at the show for exhibitors, attendees, and the overall brand of the Show. To help support you in doing this, see the last few pages for your hands-on resource guide to start your communication plan today including a template for press releases and a few tips on how to maximize your public relations exposure at NIBS.

## S

### Safety Regulations

- Smoking is not allowed in tented areas or near fuel dock and tanks.
- For your child's safety, baby strollers are not allowed on the docks at any time.
- Exhibitors should use their discretion when allowing children to board the boats.
- Boat shoes or bare feet are recommended.

### Sales Tax Policy – State of Rhode Island

In the state of Rhode Island, boats are not taxable, neither are publications or services. If your company falls into one of these categories, you are not required to collect sales tax. In addition, non-profit, exhibitors offering insurance or financial services, and exhibitors not making retail sales at the show are not required to collect sales tax. You must, however, check the tax-exempt box within the [Exhibitor Toolkit](#) to indicate that you have acknowledged this.

Any company selling taxable products and has a valid Rhode Island Sales Tax Permit must provide a photocopy of the Sales Tax Permit to the Show Office and display it in their booth during the Show. For those selling taxable products but do not have a valid Rhode Island Sales Tax Permit, the Show Office is happy to help you obtain a **Temporary Sales Tax Permit (P-498)**. [Click here](#) for the online tax form and information.

### Security

All show sites will have "round-the-clock" Security Guards from stage-in, through the show days, until stage-out. The show site covers over 13 acres and security cannot be everywhere at every moment. With that in mind, we suggest that vendors put away or cover up merchandise at the close of each day or take away valuables.

### Shipyard Services

There are many local shipyards available for launching, mast-stepping and unstepping services.

Safe Harbor Newport Shipyard & Marina	Newport, RI	401.846.6000
Conanicut Marine Services	Jamestown, RI	401.423.1556
East Passage Yachting Center	Portsmouth, RI	401.683.4000
Safe Harbor Jamestown Boatyard	Jamestown, RI	401.423.0600
Hinckley Yachts	Portsmouth, RI	401.683.7100
New England Boat Works	Portsmouth, RI	401.683. 4000

#### Safe Harbor Marinas:

Cove Haven	Barrington, RI	401.246.1600
Cowesett	E. Greenwich, RI	401.884.0544
Sakonnet	Portsmouth, RI	401.683.3551
Wickford Cove	Wickford, RI	401.884.7014

## T

### Trade Badges

Trade badges are available online [click here](#) to order. This is for members of the Marine Industry or as an alternative for exhibitors whose staff members will not be working their display. Both options need to include a business card and a photo identification card. Trade badges are \$50 and valid for **all four days** of the Show. Please email us at [nibsoffice@informa.com](mailto:nibsoffice@informa.com) if you have any questions.

### Trailer Parking

Email [nibsoffice@informa.com](mailto:nibsoffice@informa.com) for questions.

## **Trash Disposal**

The Show Operations Staff will be on-hand to make sure all sites are kept clean and provide you with assistance when needed. Exhibitors who want to dispose of any large items such as pallets of magazines, etc., at the close of the show, must come to the Show Office to let us know. There will be a \$40 fee for this service. The show provides dumpsters for disposing of cardboard at 2 locations. Once the show is open, please note and utilize the recycling bins for standard needs (paper, plastic, cans, etc.)

## **U**

### **U.S. Coast Guard**

The US Coast Guard checks for registration numbers, please make sure they are prominently placed while you are making boat deliveries.

## **W**

### **Water Damage**

We are an outdoor show so plan for the possibility of rain. Newport Exhibition Group is not responsible for any damage of any nature, to any person or thing resulting from a storm, wind or water, nor from fire.

### **Wi-Fi**

Exhibitors may purchase Wi-Fi for usage during the show. We sell on a “per device” basis. [Click here](#) for the details and to order. Please note, we have an IT team on-site to resolve any issues if connection issues do arise. We ask you to report any of these issues to the Show Office and we will facilitate as needed.

# PUBLIC RELATIONS PROGRAMS

## *Press Coverage = Free Advertising*

Publicity about the show and exhibitors is mutually beneficial. A wide spectrum of industry press and general press helps promote both your company and the show overall. In terms of affordability, Public Relations is one of the best communication devices available to any business.

### **Potential press releases include:**

New Boat or Product Launch	Demos
New Service	Christenings
Achievements/Awards	Anniversaries
Activities	Celebrity appearances
Speakers	

### **Ideas to assist your company's PR program:**

#### **General Business Ideas:**

- ❑ Develop a publicity plan for online and print. Your plan should include a calendar that lists editorial deadlines for specific issues in specific publications you plan to target for at least six months or a year in advance.
- ❑ Form a good working relationship with members of the press whose territory is relevant to your business. Be willing to provide expert advice and offer your services as an industry source.

#### **Social Media**

**Facebook:** [facebook.com/newportboatshow](https://facebook.com/newportboatshow)

**Twitter:** [twitter.com/newportboatshow](https://twitter.com/newportboatshow) (@newportboatshow)

**Instagram:** [instagram.com/thenewportboatshow](https://instagram.com/thenewportboatshow)

#### **Specific Ideas for the Newport International Boat Show:**

- ❑ Adapt our "pre-scripted" press release and submit it to local and industry related newspapers. Please see Page 9.
- ❑ Send us your "press releases and photos. We will post it on our [website](#).
- ❑ Invite a celebrity or newsworthy spokesperson to your booth for a special appearance, a book signing, or a private reception.



**\*\*\* SAMPLE PRESS RELEASE \*\*\***

**Instructions:**

1. Insert your company's information
2. Tweak the press release
3. Print on your letterhead
4. Mail it to your media contact list---- or e-mail it

\*\*\*\*\*

**FOR IMMEDIATE RELEASE:** month / day, 2024

**CONTACT:** {Insert your company contact name, phone number, email address & website}

**“Your company” TO EXHIBIT AT THE  
53<sup>rd</sup> ANNUAL NEWPORT INTERNATIONAL BOAT SHOW**

{Insert city, state, month, day, 2024}-“Your company” will be displaying {insert product/service} at one of the largest in-water boat shows in the world, the 53<sup>rd</sup> Annual Newport International Boat Show in downtown Newport, RI, September 12-15, 2024.

{Name and describe your company’s product...anything new? fill in this paragraph with product/service highlights...what makes it different?...what makes it better than the competition?...what is the product niche?...}

“Exhibiting at the Newport International Boat Show is an important part of our marketing plan each year,” stated {company contact} for “your company”. There are three main benefits of attending the show. First, we are able to promote {product/ service} to the marine trade, press and most importantly the end-user. Secondly, we have the opportunity to engage in a dialogue with our customers who offer valuable feedback. And finally, at the show we have the opportunity to sell our {product/service} to a large and very targeted audience.”

The Newport International Boat Show, September 12-15, 2024, 10 AM to 6 PM Thursday-Saturday and Sunday 10AM to 5PM, covers 13 acres of waterfront along American’s Cup Avenue, including the Newport Yachting Center, Perry Mill, Oldport Marine, Bannister’s Wharf and Bowen’s Wharf. Highlights of the show include over 400 in-water boats (a combination of power and sail), booths demonstrations, speakers and workshops. Thursday, Opening Day, tickets are \$40 per person. Friday, Saturday or Sunday tickets are \$33 per person/day. Children under 10 are FREE when accompanied by an adult. Advance Tickets are available online. Trade Passes are only available on-site. For more information visit [www.newportboatshow.com](http://www.newportboatshow.com).

“Your Company” will be displaying in Tent X, Booth #XX, Dock X.  
{Add your company’s boilerplate, i.e., name of company, when company was founded, by whom, product like, specialties, etc.}

## STAR AWARDS OF THE SHOW

The Newport International Boat Show will honor four companies whose display exudes pride and professionalism. All exhibits are viewed by an independent group of judges and assessed on cohesive branding throughout, eye-catching and inviting set-up, well-dressed, friendly, knowledgeable staff, brochures and business cards readily available, neat, clean environment, etc.

Winners of the Star of the Show Award also receive \$1,000 off the following year's display space cost.

The four categories are:

- Best Booth Display
- Best In-Water Sailboat Display
- Best In-Water Powerboat Display
- Best Land Display
- Star of the Show

A panel of judges will vote on the following criteria:

- A unified look
- Company name, product or service is clearly identifiable.
- Display is inviting, staff is informative and friendly.
- Collateral is easily accessible, etc.

A press release and photo of each winner will be distributed to trade, consumer and local media, including the winner's local media.

### **Congratulations to the 2023 Awards Winners!**

**BEST IN-WATER POWERBOAT DISPLAY:** Yachting Solutions / Nimbus

**BEST IN-WATER SAILBOAT DISPLAY:** Tartan Yachts

**BEST BOOTH AWARD:** Seahorse Docking

**BEST LAND DISPLAY:** Bitter End Yacht Club

**STAR OF THE SHOW AWARD:** Seahorse Docking

**HONORABLE MENTIONS FOR SUSTAINABILITY:**

Ocean Plastics

Clean Ocean Access (COA)

All exhibitors are eligible to win (2023 winners are exempt).

# SHOW SITES

The Newport International Boat Show is held at the following locations:

**Newport Yachting Center Marina** (20 Commercial Wharf)

General Manager - Chuck Moffitt  
Office: 401.846.1600, ext. 228  
Mobile: 401.640.5879  
Marina Manager – Luke Peckham  
Office: 401.846.1600, ext. 226  
Mobile: 401.714.1020

**Perry Mill** (337 Thames Street)

Larry Phillips  
401-227-9252

**Oldport Marine** (Sayer's Wharf)

Manager – Matt Gineo  
401.847.9109

**Bannister's Wharf**

Marina Manager - Jim McCarthy  
Office: 401.846.4500  
Mobile: 401.855.1334

**Bowen's Wharf**

Marina Manager - Rob Huntingford  
Office: 401.640.4104  
Mobile: 401.363.1199

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**Parking Information and Addresses:**

**Easton's Beach Parking**

175 Memorial Blvd.  
Newport, RI. 02840

**Gateway Center Parking Garage** at the Newport Visitor's Center

23 America's Cup Avenue  
Newport, RI. 02840

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**Show Staff Information:**

**Main NEG Office Line:** 401.846.1115

**Main NYC Marina Office Line:** 401.846.1600

**Mobile Phones:**

Show Director	Lisa Knowles	401.255.8460
In-Water/Stage-In Contact	Chuck Moffitt	401.640.5879
In-Water/Stage-In Contact	Luke Peckham	401.714.1020
Mktg. & Comm. Mgr.	Jocelyn Emory	774.526.3012
Account Executive	Sam Dimatteo	401.965.2367

Partnership Director  
Sales Assistant  
Parking Manager

Gail Alofsin  
Michea Kiely  
A.J. McGowan

401.640.4418  
401.965.2367  
401.617.775