Portland BOAT SHOW®

PRESENTED BY PROGRESSIVE

January 13 – 17, 2027

Portland Expo Center

Portland, Oregon

EXHIBITOR MANUAL

Briefly written to advise you of your rights, restrictions, and requirements.
Please read carefully and save for future reference.

MARKETPLACE | EVENTS

2027 PORTLAND BOAT SHOW®

January 13-17, 2027
Portland Expo Center

2025 N. Expo Rd.
Portland, Oregon 97217

Portland Expo Center Phone: 503-736-5200

Show Hours

Wednesday, January 13 .....11:00 am to 8:00 pm

Thursday, January 14 .....11:00 am to 8:00 pm

Friday, January 15 .....11:00 am to 8:00 pm

Saturday, January 16 .....10:00 am to 8:00 pm

Sunday, January 17 .....10:00 am to 5:00 pm

Show Office: 503-736-5247

Produced by:
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pnwsportsmensshow.com

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Show Preparation

Final Payment: November 13, 2026

Final payment was due on or before November 13, 2026, or with payments by December 15, 2026. No exhibitor passes will be given out until payment has been received in full.

Move-In Days: January 11-12, 2027

Booth (10x10) exhibitor move-in begins on Monday January 11th at 12:00pm. If the need for early arrival occurs, please contact Show Management.

Bulk exhibitors: please refer to the move-in letter that follows shortly after this manual.

It is very important that you adhere to the move-in schedule, so as not to cause a problem for the other exhibitors or yourself. Anything brought into your display on Wednesday, opening morning, must be hand carried.

*Please refrain from leaving combustible materials overnight during move-in.

*We will reconfirm all these dates and times. We will also be sending an updated move-in schedule in December.

Show Days: January 13-17, 2027

- Wednesday, January 13 11:00 am to 8:00 pm
- Thursday, January 14 11:00 am to 8:00 pm
- Friday, January 15 11:00 am to 8:00 pm
- Saturday, January 16 10:00 am to 8:00 pm
- Sunday, January 17 10:00 am to 5:00 pm

Exhibitor's Hours: January 13-17, 2027

The Building and Show Office will be open to the Exhibitor one (1) hour prior to daily public hours. Should the Exhibitor require admittance to the Building earlier, special permission must be granted by stopping in the Show Office before closing **the night before**. Please be advised that when the Building is open to the public, all areas are available to them. Booths and Bulk space should be manned for protection of product.

Move-Out Days: January 17-18, 2027

You may begin moving out of the Expo Center on Sunday at approximately 6:00 pm after the public has cleared the building and the aisle carpet has been removed. You may work in the Building as late as you wish that night. All Exhibitors must be totally out of the Building by 8:00 pm, Monday, January 18th.

All boats must be moved to the lower lots on the east side of the Expo. They must be completely removed from the Expo grounds by midnight, January 19th.

Shipping/Receipt of Exhibits

Goods delivered by commercial carrier will be received at the Expo Center from 9:00am-4:00pm on the following dates: Monday, January 11, 2027, Tuesday, January 12, 2027, & Wednesday, January 13, 2027

Shipments sent to the Expo Center prior to these dates will be refused – with a request to re-deliver per carrier rules. Shipments should be addressed as follows:

Exhibitor's Name and Space Number
C/O Portland Expo Center
2025 N Expo Rd.
Portland, OR 97217

All shipments must be **prepaid.** You must be present when shipment is received to avoid additional charges. Show Management will not receive or be responsible for shipments. For details, see Freight Handling Charges on their website here. Please contact Trade Show Supply House directly with question at (360) 624-4498 or orders@thedecorator.net.

Ordering Show Services

Decorator

The show will be using blue and silver drapes and blue aisle carpet. If an Exhibitor requests a special color other than the one Show Management furnishes, a charge will be made by the Decorator to the Exhibitor. To obtain information and pricing for rental of carpet, furniture, banner hanging, cleaning of displays, drayage and shipping you will need to log into their website here.
If not ordered in advance, by **December 29, 2026**, services and equipment will be subject to “floor order" rate. Please contact Trade Show Supply House directly with questions at (360) 624-4498 or orders@thedecorator.net.

Electrician

Each booth and bulk space includes one fused 120-volt duplex receptacle outlet with a capacity of up to 5 amps at no charge. For additional electrical services, order through the Expo Center portal here. For questions, contact Edlen directly at (503) 736-5260. If not ordered in advance, by **December 29, 2026**, services and equipment will be subject to “floor order" rate.

Batteries - If you intend to power equipment via a battery/power cell, battery powered A/C inverter or similar equipment, please note that restrictions apply. Any device that is not UL listed, is not self-contained, can accept a 2 or more pronged plug and/or is intended to power anything larger than a small electronic device, such as a tablet or cell phone, is not allowed on the show floor. Limitations include output greater than 60 watts at 30 volts and/or has a maximum output greater than 3.1 amps.

Lighting

For specialty lighting (i.e. Spotlight, Flood Lights, etc.) needs please contact Hollywood Lights at 503-232-8855.

Internet/Wi-Fi

Show Management has purchased Free Exhibitor Wi-Fi for the show from the Portland Expo Center:
Basic (3Mbps) Tradeshow Wi-Fi - This service is a secure WPA2 encrypted network, no splash page required. One time login, (each day the device will automatically reconnect).

Network SSID Name: **Boat Show**
Password (WPA2): **Onthewater2027**

On-Line Exhibitor Purchase - Wired Internet
The Expo Center will install individual wired internet lines if you desire. You must order online through the Expo Center portal here. For questions, please call exhibitor services at the Expo Center 503-736-5260. Your order must be placed by **December 29, 2026**.

Basic (3Mbps) Wired Internet (**Must be purchased before December 29, 2026, to receive “advance” price**) **$120.00 per day.** This service allows one (1) single device to receive up to (3Mbps full duplex). Can not be coupled to a switch or router.

Business Class (10Mbps) Wired Internet (**Must be purchased before December 29, 2026, to receive “advance” price**) **$400.00 per day.**
This service allows up to (10Mbps full duplex) for up to a total of (10) devices. Each wired device would get up to (10Mbps). First wire is included.
Additional wires can be installed at $100.00 each, flat fee - run of show.

Exhibitor Insurance

As per the Terms and Conditions section of the show contract (see item 18) each exhibitor shall secure and maintain Liability Insurance. Shahinian Insurance Services Inc. is pleased to offer discounted exhibitor liability coverage while participating in any of the Marketplace Events shows. This program is affordable and easy to purchase. To secure coverage, please call Shahinian Insurance Inc., 800-457-2231.

Exhibitor Passes, Tickets, & Promotions

Master Passes

The Master Pass allows the Exhibitor to enter the Building ONCE EACH DAY. The gate attendant will punch your pass when you enter the Building. If you wish to leave the Building and then return, have the attendant stamp your hand upon leaving. This stamp will be your re-entry ticket. If Master Passes are used by a person other than those immediately connected with the staffing of exhibits, that master pass will be immediately withdrawn.

The following number of passes will be issued:

- Five (5) Master Passes for the first 100 square feet of exhibit space.
- One (1) additional Master Pass for each 300 square feet of exhibit space thereafter, maximum Master Passes not to exceed 20.
- Exchange Passes not to exceed 50 per dealer (maximum of 10 Master Passes). Passes can be picked up at the Show Office between 9:00am and 6:00pm during move-in.

Will-Call Instructions

- Passes/Tickets must be in a sealed envelope (furnished by your company). No loose passes or tickets will be accepted.
- Each envelope is for a single pick-up, and ALL contents will be given to the person requesting the envelope.
- The person's name and company receiving the ticket(s) is printed on the envelope.
- No passes/tickets will be held in the Show Office after Move-in. You are responsible for distribution. The Show will not be held responsible for passes/tickets once they have been picked up and signed for.
- WILL-CALL is located at the lobby of HALL D

"Be My Guest" Tickets

This special ticket is available to the Exhibitor for use in pre-show promotions or at the Show when an interested customer would like to return to your display to further discuss your products, services, etc. Tickets may be purchased in advance by sending a check to our main office or at the Show Office for the cost of $5.00 each, *NO REFUNDS.*

Pre-Show Promotion

To get the most out of shows today you cannot just rent space, set up your booth and wait for people to come to you. You must promote your presence prior to the show. While there are many good reasons to use pre-show promotions, here are two critical reasons:

- **The typical show attendee has changed.** A recent survey found that 76% of today's show attendees come to shows with specific agendas of what they are looking for and who they plan to see. Keep in mind that attendees need to justify their investment of time and money.
- **Your competitors are promoting.** One out of five people you see on the show floor are there because of an exhibitor's promotion. Research conducted by the Tradeshow Bureau found that close to 18% of visitors are there from an exhibitor's invitation!

What's the best way to attract customers? Sending out personal invitations to a targeted list with guest tickets enclosed!

Exhibits

Booth Space

Standard booths are 9’ to 10’x10’ and furnished with one 500-watt electrical outlet. A booth consists of cloth drapes on aluminum bars, 8’ high in back with 3’ high sides. Total height at the rear shall not exceed 10’, including sign, without the permission of Show Management.

When constructing a booth, be sure any part showing into your neighbors’ booth looks professional. Any portion of your booth that looks unfinished will have to be fixed or Show Management will have the Decorator fix it at your expense.

Bulk Space

No space dividers or drapes are furnished. The cost of adding drapes will be at the Exhibitor’s expense.

Proper Aisle Flow

The aisles are the property of the Show Management and must be free for easy flow of traffic through the entire Show. The aisles must not be obstructed at any time.

Sound

Noise level from any demonstration or sound system must be kept to a minimum. The right to use amplified sound is an exception to the rules and Show Management reserves the right to determine at what point sound constitutes interference with other exhibitors. No live performance of any kind shall be allowed at the show without written permission from Management.

Exhibiting Success Tips

Regardless of your company’s reputation, the quality of your product or service, or the size of your booth, the people working your booth make or break your company’s success at a show. Here are 10 tips to help you put your best foot forward and make the most from your exhibiting experience.

- **Know exactly why you are in the booth.** Are you there to get leads, generate sales, meet with current customers, do demonstrations?
- **Set activity and results goals.** Having a clear goal provides focus, motivation, energy, and makes time pass quickly.
- **Watch your non-verbal communications**. Don’t stand behind or lean on tables or counters with your arms or legs crossed or your hands in your pockets. Try to maintain a positive, open-bodied posture.
- **Stand up while in the booth**. It is impolite to be sitting when a customer walks into your booth, and it makes you seem unapproachable.
- **Put a smile on your face**. It’s almost impossible not to look at a smiling person in the face. It also makes you feel better.
- **Greet people as they pass by**. In some cases, the person in the aisle might not know what is in your booth. By greeting them, it forces them to at least see your booth. If they have an interest, they will stop.
- **Don’t hang with the gang**. How easy do you find it to approach a gang of strangers, especially when you know that they are salespeople?
- **Invite people into your booth.** Sometimes visitors just need an invitation to cross the carpet line.
- **Don’t start “pitching” your products/service right away.** Ask a few questions to qualify visitors before wasting their time and yours.
- **Keep your presentations short, interactive, and benefit focused.** Always remember, time and short visitor attention spans are your key enemies at a show.

Parking

Exhibitor Parking

Exhibitors may park at the Portland Expo Center: Exhibitor five (5) Day Parking Pass: **$75.00 per space.** This parking pass allows for an efficient entry into the Expo Center parking lots. You will need to show the cashier your parking pass so the pass number can be recorded. This pass allows for vehicle re-entry if there is space available in the Expo lots.

Parking Passes can be purchased in advance online here.

The Expo Center Parking Pass can be purchased in the lobby of D Hall outside of Show Office during Move-In:

Monday, January 11	Noon to 6 pm
Tuesday, January 12	8 am to 6 pm
Wednesday, January 13	All exhibitor parking passes must be purchased at Expo Center parking entry gates.

Trailers (Restocking) – Trailer Band Policy

All restock trucks and trailers are required to park in the Force Ave lot behind the Expo buildings, the cost will be **$75.00 per occupied space.** This is an unsecured lot and is poorly lit, so please plan accordingly.

Dead End/Bone Yard Storage

Behind the Expo Center – First Come/First Serve until lot is full – dead end storage only (empty boat trailers, cargo trailers, or any other transport equipment vehicle). This lot will be locked for the duration of the show.

Overnight Parking:

There is no overnight parking at the Portland Expo Center. There are two additional RV Parks offering full hook up services very close to the Expo Center.

Move in

Door attendants will be manning the roll-up doors during move-in to assist in getting you to your exhibit areas. When you arrive at the Expo Center, proceed to the Show Office in the lobby of Hall D and sign for your Master Passes. If you need help finding your booth, we will be happy to direct you.

The Show Office will be open at 9:00am on Monday, January 11, 2027. The Show Office telephone number at that time will be 503-736-5247. The Decorator and Electrical service desks are located next to the Show Office. When you get to your booth, make sure that everything you have pre-ordered is in the booth. If anything is missing, immediately go to the service desk—we do not want to delay your move-in in any way.

It is the Exhibitor's responsibility to see that no boats are brought in with water in them.

If you are using stabilizing jacks, you are required to put wooden blocks under any part touching the floor to avoid damaging the floor.

Do not bring children during move-in and move-out. You are responsible if your children are injured or if they damage another person's merchandise.

No pets are allowed in the building during move-in and move-out.

No vehicle will be allowed in the Building after 2:00pm Tuesday, January 12, at which time the building will be swept and the aisle carpet laid. It is mandatory that all packing cases be removed by this time.

A SCHEDULE FOR MOVE-IN WILL BE SENT OUT BY THE MIDDLE OF DECEMBER. REMEMBER WE ARE ALL WORKING AROUND THE DECORATOR AND EXPO STAFF TO INSURE A SMOOTH MOVE-IN

Move out

DO NOT MOVE OUT UNTIL THE SHOW IS OVER! The public pays to see an entire Show. No exhibits or part of the exhibit may be removed until AFTER 5:00pm Sunday, January 17, 2027.

You may begin moving out Sunday after the doors are secured, the public is out of the building, and the aisle carpet has been removed. Truck entrances will be opened at approximately 6:00pm.

At no time may vehicles block truck entrances. This is especially important on closing day as some displays must be removed before any vehicles and/or trailers can come into the Building.

GENERAL MOVE-OUT WILL COMMENCE AT 8:00AM MONDAY, JANUARY 18, 2027,
ALL MATERIALS MUST BE OUT OF THE BUILDING BY 8:00PM MONDAY, JANUARY 18.

All boats must be moved to the lower lots on the east side of the Expo. They must be off the Expo grounds by midnight, Tuesday, January 19.

If you have freight and need shipping labels, contact the Decorator before move-out. It is recommended that the dealers stage their units in the lower parking lot during move-out. This not only clears the building but saves time in the aisles and in front of the roll-up doors.

Facility

Sweeping

The Expo Center crew will sweep the Building each night after closing. They will not sweep into any Exhibitor's display. All debris, such as cartons and other materials, should be placed in the aisle before leaving for the night.

Liquor and Food

In compliance with Marketplace Events license agreement with the Portland Exposition Center, (Section 8.b) The MERC Commission's food – beverage and catering service contractor, Levy, is solely authorized to provide all food – beverage and catering services to all events with the Expo Center. Levy's manager **must approve all exhibitor or Licensee requests** for the sampling or sale of products distributed from exhibit booths or any areas within the Expo Center. Exhibitors who have the need or desire to distribute food or beverage samples shall order these items from Levy.

Please download and read the Alcohol Policy, fill out the request form & submit the proper COI

Please download and read the Food Sampling Policy, fill out the request form & submit the proper COI

As a reminder, no food or beverages of any kind may be brought into the Expo Center without prior expressed written consent of Levy. This includes coolers, meals, snacks and especially alcohol.

Sampling of food or beverages must also be pre-approved by Levy and served in predetermined sample sizes. All approved sampling must be relevant to the show and the exhibitor's business.

For those exhibitors wishing to sell food or beverage items, you must contact Levy prior to the event. A subcontracting agreement will then be forwarded to you requiring a percentage of sales going to Levy, insurance, indemnification, pricing and payment terms.

Please contact Levy if you have any questions or if they can be of further service to you at 503-731-7821.

Music

Exhibitors may not play music in any form without the proper license of copyrighted music. Exhibitors shall protect, defend, indemnify, and hold harmless the Show Management and the Expo Center from and against any and all claims, damages, losses, and expense, including attorney's fees arising out of or resulting from performance of live or recorded music or other copyrighted works with exhibit, or the officers, contractor, licenses, agents, employees, guests, invitees or visitors of an exhibit.

Facility

Souvenirs

No helium balloons or gummed stickers will be allowed in the Building. To avoid possible injury, we ask that you do not distribute yardsticks, or any other item in this category.

Merchandise Removal

If you are selling items that can be hand carried, please see that your customer receives a Bill of Sale. This will serve as proof of ownership in the event the person is questioned by a door attendant.

Security

The Management will provide security during the life of the Show. No person will be permitted into the Building after the closing hour. Management and Expo Center cannot guarantee Exhibitors against loss of any nature (see your insurance policy). It is your responsibility to see that small and valuable exhibit materials are packed away or covered each night.

Move-out is an especially difficult time to watch everything, so please do not leave your materials unattended and try to take with you anything that is easy to carry out.

First Aid

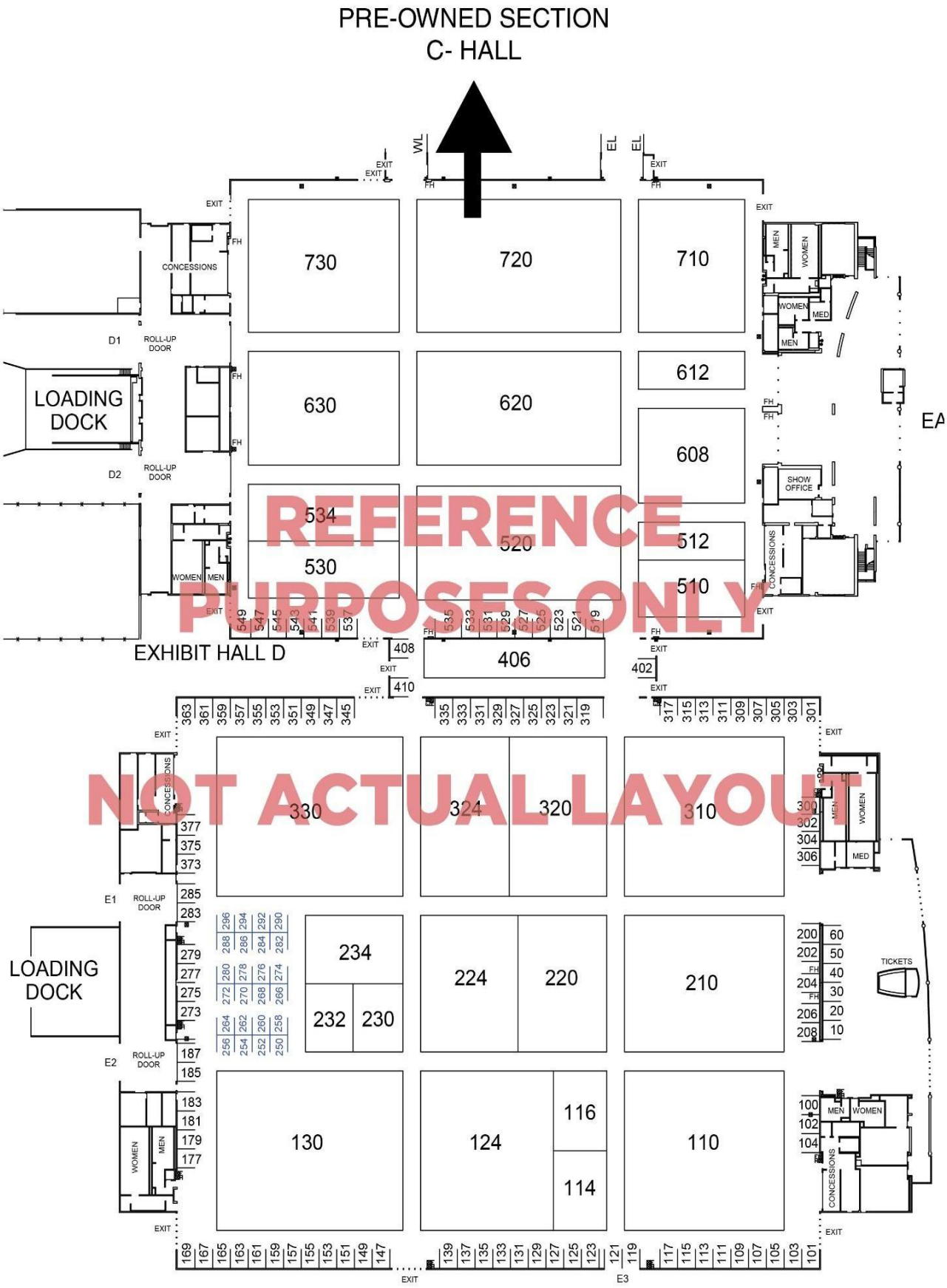
There will be an EMT on duty during regular public show hours. The first aid room is in the Lobby of Hall D. Please report ANY injuries immediately to the EMT or Show Management.

Liability

The Exhibitor is entirely responsible for the leased space and agrees to reimburse the Expo Center for any damage to the floors, walls, or equipment occurring in the leased space. Automobiles, trucks, and similar conveyance shall have a drip pan and/or protective material under them to safeguard the floor from dirt, oil stains, etc. If you are using stabilizing jacks for your units, please use a block of wood under each to distribute the weight over a wider area. Failure to do so will damage the floor.

- No sprays on tires it makes the floors slippery!
- No plastic shrink wrapping of boats inside the building. It is strictly prohibited by county and building codes!
- Do not use clear plastic packaging tape when putting down carpet in your display areas. You will be charged for any time and manpower for the removal of the adhesive that does not come up when the tape is taken off. We recommend the use of Gaffers tape for use on carpet and ease of removal.

Floor Plan


PRE-OWNED SECTION
C- HALL
EXHIBIT HALL D
LOADING DOCK
LOADING DOCK
CONCESSIONS
ROLL-UP DOOR
D1
D2
E1
E2
E3
730
720
710
630
620
612
608
534
530
520
512
510
406
330
324
320
310
234
232
230
224
220
210
130
124
116
114
110
SHOW OFFICE
TICKETS
REFERENCE PURPOSES ONLY
NOT ACTUAL LAYOUT

CITY OF

PORTLAND, OREGON

FIRE PREVENTION DIVISION

PLEASE SIGN AND RETURN THIS FORM WITH YOUR CONTRACT TO MARKETPLACE EVENTS

"YOUR SAFETY IS YOUR RESPONSIBILITY"

DISPLAYING OF VEHICLES, RECREATION VEHICLES, TRAILERS, BOATS, ATV's, MOTORCYCLES, OR SIMILAR, IN BUILDINGS

The following requirements apply:

1. Shall not obstruct exits; fire extinguishers, fire hose cabinets, or fire alarm pull boxes.
2. Shall have a properly mounted working smoke detector in every enclosed structure, more than 100 square feet of inside space.
3. Security to be on-duty 24 hours, until all vehicles are removed from the building. Security are to make 30-minute patrols of all vehicles for fire and have quick access to a telephone to report a fire.
4. A door or window to each vehicle is to be left open.
5. Vehicles equipped with liquefied petroleum gas containers, shall have such containers emptied and reduced to atmospheric pressure **BEFORE** bringing them into the building. The 10% valve shall be in the open position.
6. Any vehicle with a gasoline or alcohol stove must have such stove completely emptied and reduced to atmospheric pressure, prior to display.
7. Each vehicle fuel tank shall not be more than one-quarter full and shall be equipped with a gas cap or cover either locking or taped in place. Gasoline or other fuels shall not be drained from, or added to, any vehicle within a building.
8. Battery cables shall be disconnected and taped or the cables or batteries removed.
9. Vehicles with battery cut-off switches can have the switch in the off position, with the switch handle either removed or taped in the off position.
10. Vehicles with batteries that run the vehicle motor, shall have the battery cables either removed or the cut-off switch in the off position. The batteries that supply the inside lights, stove, etc., that cannot be disconnected or the vehicle cannot run on electrical service that is supplied by the building, shall have the building supplied power and this cut-off switch turned off at the close of each show day.
11. Vehicle keys are to be on-site during event or the vehicle door left unlocked.

YOUR SIGNATURE BELOW SIGNIFIES THAT YOU HAVE READ THE ABOVE REQUIREMENTS AND UNDERSTAND THAT YOUR FAILING TO ADHERE TO THESE REQUIREMENTS MAY RESULT IN A FINE BY THE FIRE MARSHAL.

COMPANY NAME: DATE:

SIGNED BY:

PRINT NAME: