



the *Boston*

# Sea Rovers

Show **March 9 & 10, 2013**



**EDUCATION, EXPLORATION, & CONSERVATION  
of the UNDERWATER WORLD.**



2013 Information Packet for:

**Exhibitors, Advertisers, Sponsors, and Workshop Providers**

## About the Boston Sea Rovers Show

Although the Boston Sea Rovers originated in 1954 as a dive club, it rapidly evolved into an organization that hosts a yearly show dedicated to raising public awareness of the underwater world. Many famous partnerships that have helped shaped the world of underwater exploration, science, photography and filmmaking have been formed at the Sea Rovers show over the past 59 years. It is the Boston area's premier dive show and attracts over 3,500 attendees yearly to see the many presentations, exhibit hall, and the world-renowned film festival. The average attendee is not only the diving public, but a combination of local and travelling divers. They are very much involved in diving and participate in the sport more than your average show attendee on the national scale.

The Boston Sea Rovers is a not-for-profit 501-C-3, all-volunteer, organization. The proceeds of the show are used solely to host the show and to support our outreach programs, such as the Scalli Internship, COMS and more. See our website for more details: [www.BostonSeaRovers.com](http://www.BostonSeaRovers.com)

## About Our Venue

In 2010, the Sea Rovers moved our show from Boston proper to a convenient location just a half hour north of Boston. The show is now located at the **DoubleTree by Hilton** (formerly Coco Key Resort), 50 Ferncroft Road, **Danvers, Massachusetts**. This move has attracted even more attendees for several reasons: ample free parking, affordable rooms and meals, and an easy commute - just to name a few. Not only do attendees love the new location, but also exhibitors have found it a breeze to get in and out of with ample time for setup and takedown. Considering how affordable room rates are and the variety of airlines that fly in and out of Boston, the Boston Sea Rovers show is a very cost effective way for any business to raise or maintain awareness with a dedicated diving crowd.

## What We Do For You

We know that among the many challenges facing the dive industry today, getting in front of new divers, and equally important... attracting people who aren't divers yet, is a big challenge. This is why the Boston Sea Rovers has not only formed many professional partnerships with dive-related businesses and organizations, but also with universities, schools, nature clubs, photography clubs, outdoor stores, and many others places from where we also attract a non-diving audience that is interested in the underwater world. While these people are attracted to the show because of our world-renowned presenters, they present the perfect opportunity for you to convert into new business. Combined with our offering of FREE discover scuba sessions throughout the weekend, we're having success converting these people into divers.

We don't just bring people to the exhibit hall, throughout the year we communicate with our mailing list of over 8,000 names informing them of the show's workshops, exhibitors, presentors, and more. Our website also proudly displays the logo and URL of all exhibitors and corporate sponsors. Beginning in 2013, sponsor logos and URLs will be included in our email correspondences to this mailing list.



*"The Annual Sea Rovers Clinic is a first rate learning experience with presentations from some of the diving industry's most notable speakers who share a veritable wealth of knowledge including underwater photography, dive and adventure travel and other topics designed to excite and educate all at the same time."*

**-Dan Orr, President, Divers Alert Network**



## Exhibitor Details

### WHAT'S INCLUDED:

- Electricity – 110 volts
- One 6-foot skirted table and 2 chairs
- Wireless Internet
- Colored fabric backdrop and side panels
- Company or organization overhead sign (as listed in program guide)
- Two exhibitor ID badges

Booths are 10'x8' in size. Telephone lines are available at an additional cost and can be obtained through the hotel if requested at least 3 weeks prior to the clinic. Not all booth sizes or locations may be available. Preferred or requested location assigned on a first-come, first-serve basis.

### 2013 SCHEDULE:

- March 8<sup>th</sup> – exhibit hall setup **9AM - 5PM**
- March 9<sup>th</sup> – exhibit hall open to public **8:45AM - 5PM**
- March 10<sup>th</sup> – exhibit hall open to public **9:15AM - 4PM**
- March 10<sup>th</sup> – exhibit hall breakdown begins at **4PM**

## Advertising Specifications

- Artwork should be a minimum of 300dpi at the requested ad size
- The following file formats are acceptable: TIFF, JPEG, PSD, PDF, EPS
- Color (cover) Ads: a color proof ad should be supplied to insure color accuracy
- Color (cover and full-page) Ads: a 1/8th inch bleed should be included
- Corporate Sponsor Logos: Logos need to be provided in an electronic format. The preferred formats are as follows: AI or EPS. We will also accept high resolution logos in the following formats: JPEG or TIF at 12" wide at 300dpi. Logos must be accompanied by a high quality black and white or color print version. You can submit your logo file online at: [www.bostonsearovers.com/logos](http://www.bostonsearovers.com/logos)
- Production Charges: Ads that need to be modified in any way (text, size, etc.) will be charged at a minimum cost of \$75/hour.
- The Boston Sea Rovers reserves the right to disapprove any advertising deemed inappropriate.

## Workshop Details

- Workshops will be promoted by the Boston Sea Rovers via the website and emails
- Workshops include a room of appropriate size for the expected audience, a screen and a whiteboard
- Projectors and other AV needs can be supplied at additional cost
- Refreshments may also be purchased at additional cost - this must be arranged prior to the show

*"As a business owner, I love coming to the Sea Rovers Show because I always leave with an abundance of qualified leads. That's not the only reason I make sure I'm here each year. I look forward to this weekend because it's one of the most enjoyable events in the entire dive industry."*

– Jenny Collister, President, Reef & Rainforest



## Sponsor Packages

If an effort to make things as easy as possible for you, the dive industry professional, we've created several pre-packed sponsorship bundles that include exhibitor space, advertising in the program guide and additional exposure through our website, emailings, and our Super Raffle, Raffle and Silent Auction. In 2012 we introduced the Super Raffle that featured three premium prizes – two were top-notch trips and one was a complete drysuit. Our regular Raffle also includes great trips and gear, and our Silent Auction table can highlight any product or offering you would like to get additional visibility. The Super Raffle and Raffle prizes will be publicized quite a bit this year before the show. The sooner we know about your donation of a prize, the more we can publicize it and gain you exposure. Please keep in mind, 100 percent of the proceeds from the raffles and auction go to support the Sea Rovers non-profit mission - to host our yearly show and to support the scholarship and outreach programs that we organize.



### Gold Sponsorship   Silver Sponsorship   Bronze Sponsorship

Qualifications for Sponsor Level

Booth Purchase of:	Single or Double Booth	Single or Double Booth	Single or Double Booth
Advertisement in Guide:	Full Page Color	Full Page Color	Half Page Color
Donation of Goods and/or Services Worth:	\$3,000 or greater	\$1,000 - \$2,999	\$300 - \$999
<b>Sponsor Will Receive</b>			
Promotion in Home Page slideshow on website	Yes	--	--
Invitation to Friday Night Speakers Party	Yes	--	--
Promotion in Email Blast	Yes	Yes	--
Promotion in website sidebar and on sponsor page	Yes	Yes	Yes
Sponsor Logo on Signage at Show	Yes	Yes	Yes
Sponsor Logo on Screen Saver Between Presentations	Yes	Yes	Yes
Two Additional Exhibitor Badges	Yes	Yes	Yes
Discount on Booth and Advertising Cost	10%	7%	5%

## Become a Sponsor

To attain the benefits of sponsorship, please contact one of our sales representatives today. The best way to do this is to visit our website at [www.BostonSeaRovers.com/sponsors/](http://www.BostonSeaRovers.com/sponsors/) and click on the 'Become a 2013 Sponsor' link at the top of the page.



*"As a long time exhibitor at the Boston Sea Rovers, DUI is very pleased to exhibit again in 2013. The high quality of the seminars attracts the perfect customer: serious recreational divers who are interested in high quality equipment. The new venue has decreased the costs of exhibiting and has the added benefit of exposing youngsters and their families to the underwater world."*

–Faith Ortins, Vice President Sales, DUI



# 2013 Boston Sea Rovers Contract

March 9<sup>th</sup> – 10<sup>th</sup>, 2013

**November 1, 2012** – Deposits due to guarantee space.

**December 31, 2012** – ALL final payments due.

Company Name:		
Address:		
City:	State:	Zip or Postal Code:
Telephone:	Fax:	Country:
Email:		
Representative Name:		
Representative Signature:		Date Signed:

## Exhibit Booth Reservation Form:

No booth space(s) will be held without at a minimum 50% deposit and signed contract. The discounted rate will be applied to contracts paid in FULL at the time of signing and no later than November 1, 2012. **\*\*\*IMPORTANT DETAILED CONTRACT INFORMATION ON BACK\*\*\***

Booth Type	2013 Full Rate	2013 Discount Rate	Quantity	Total
<input type="checkbox"/> Single Booth	\$1,000	\$855		
<input type="checkbox"/> Double Booth	\$1,600	\$1,410		
<input type="checkbox"/> Corner Booth	\$1,100	\$950		
<input type="checkbox"/> Non-Profit/Public Service Booth	\$475	\$450		
<input type="checkbox"/> Dive Club Booth	\$300	\$285		
<input type="checkbox"/> Additional Exhibitor Badges (each)	\$20	N/A		
<b>CALCULATE TOTAL AMOUNT DUE (Enter discounted booth rate only if making full payment) »</b>				

## Advertising Reservation Form:

**A 50% payment is due upon reservation of ad. Balance and artwork due by December 31, 2012.**

10% discount to non-profit agencies at BSR discretion. See detailed ad specs on previous page.

Advertisement Type	Rate	Total
<input type="checkbox"/> Full Page – Back Outside Cover	\$1,200	
<input type="checkbox"/> Full Page – Inside Covers ( <input type="checkbox"/> Front/ <input type="checkbox"/> Back )	\$1,000	
<input type="checkbox"/> Full Page – Inside Premium Location ( <input type="checkbox"/> First Page, <input type="checkbox"/> Last Page, <input type="checkbox"/> Centerfold )	\$750	
<input type="checkbox"/> Full Page	\$450	
<input type="checkbox"/> Half Page	\$325	
<input type="checkbox"/> Quarter Page	\$250	
<input type="checkbox"/> Horizontal Business Card	\$50	
<b>CALCULATE TOTAL AMOUNT DUE »</b>		

Select one:  Artwork included,  Use last year's artwork,  Artwork to follow

## Workshop Reservation Form:

Please go to: [www.bostonsearovers.com/submit-workshop](http://www.bostonsearovers.com/submit-workshop) to submit your workshop details.

Workshop Type	Rate	Quantity	Total
<input type="checkbox"/> Half-Day, 4 hours (deposit amount: \$150 per half-day workshop)	\$300		
<input type="checkbox"/> Full-Day, 8 hours (deposit amount: \$225 per full-day workshop)	\$450		
<b>CALCULATE TOTAL AMOUNT DUE »</b>			

## Exhibit Booth Contract Details

**1. APPLICATION:** At minimum, a non-refundable 50% deposit is required with your application in order to be considered for exhibit space. If you are paying by credit card, you must indicate whether you would like to provide a deposit or full payment at the time the contract is signed. Only exhibitors making payment in full upon signing of the contract and prior to November 1, 2012 will receive the discount. All payments must be made by December 31, 2012 or your booth will not be guaranteed. The Boston Sea Rovers will attempt to fulfill special requests, but cannot make any guarantees with regard to specific location on the exhibit floor or vendor grouping. **2. SPACE CANCELLATION:** If space is canceled at least 60 days prior to the opening day of the show and canceled space is resold, all funds except for the deposit will be returned. If the canceled space is NOT resold, no monies will be refunded. If space is canceled 30 days or less before the opening day of the show there will be no refunds. **3. INSTALLATION AND DISMANTLING:** Set-up time begins on Friday, March 9 at 8 am. Any space not claimed and occupied 30 minutes before the opening hour of the exhibit may be reassigned without refund. The exhibitor expressly agrees not to dismantle the exhibit before the final closing hour of the exhibit. Goods must be crated and packed for shipment by the exhibitor within one hour following the close of the exhibit. **4. LIABILITY AND INSURANCE:** Boston Sea Rovers or any officer or staff member will not be responsible for the safety of the exhibitor's property from theft, damage by fire, accident or other causes, but will use reasonable care to protect the exhibitors from such loss. No responsibility is assumed for goods delivered to the exhibit hall or for unpacked materials left in the hotel or exhibit area after the closing hour of the exhibit. Exhibitors wishing to insure their exhibit materials must do so at their own expense. **5. USE OF SPACE:** All sales activities MUST be confined to the limits of the booth. Products may be demonstrated within the confines of the booth. No exhibitor shall assign, sublet or share the space allotted without the knowledge and consent of the Boston Sea Rovers. Displays shall not be placed in such a manner as to block, shield or interfere in any way with other exhibitors, or common spaces. **6. NOISE MAKING EXHIBITS:** Exhibits that include instruments, radios, public address systems, projectors, etc., must be operated in such a manner so that the noise does not disturb adjacent exhibitors and their patrons, use of such devices is at the discretion of the Boston Sea Rovers. **7. FIRE PROTECTION:** Booth decorations must be fire and flame proof. Electrical wiring must conform to National Electrical Code Safety Rules. If inspection indicates that any exhibitor has neglected to comply with these regulations, or otherwise incurs a fire hazard, the right is reserved to cancel all or that part of the exhibit that is in violation at the discretion of the Boston Sea Rovers. Exhibitors MUST comply with all fire regulations. **8. CIRCULATION AND SOLICITATION:** Distribution of circulars or promotional material may be made only from within the booth assigned to the exhibitors presenting such materials. No firm or organization not assigned a space in the exhibit hall will be permitted to solicit business within the exhibit area. **9. BUILDING AND EQUIPMENT:** Exhibitors or their agents shall not injure or deface the walls or floors of the building, the booths, or the equipment of the booths. When such damage appears, the exhibitor is liable to the owner of the property so damaged, to the Boston Sea Rovers, or both. **10. LISTING IN OFFICIAL PROGRAM:** The contract and payment in full must be received no later than December 31 for the exhibitor to be listed in the official program guide. **11. BACKDROPS AND IDENTIFICATION SIGNS:** These are provided as part of the contract between the exhibitor and the Boston Sea Rovers. **12. DRAYAGE FEES:** Are not charged. Exhibitors are expected to provide their own carts or use hotel portage at cost. **13. SHARING FROM BOOTHS:** Sharing of exhibit space is prohibited without prior written consent of the Boston Sea Rovers organization. **14. SELLING FROM BOOTHS:** The selling of life support equipment from the floor is PROHIBITED. This shall include, but not be limited to Tanks, Regulators, Rebreathers, and Buoyancy Control Devices. **15. EXHIBITORS BADGES:** Two (2) exhibitors badges are included as part of the exhibit booth package. These grant admission to the exhibit floor as well as Daytime Seminars on Saturday and Sunday. They do not grant access to the Saturday Evening Film Festival. Discounted tickets to the Saturday Evening Program may be purchased separately. **16. ACCEPTANCE:** The Boston Sea Rovers reserves the right to deny any exhibitor/ individual said exhibit space that the Boston Sea Rovers deem not in the best interest of the Boston Sea Rovers for any reason not inconsistent with the applicable laws and regulations. By making application to the Boston Sea Rovers, the exhibitor hereby agrees to all of the previously stated conditions.

## Workshop Contract Details

I hereby agree to conduct the workshops I have specified on the previous page at the 59th Annual Boston Sea Rovers International Underwater Clinic, to be held on March 8-10, 2013. I understand that the Boston Sea Rovers are responsible only for advertising and promoting this workshop through media advertisements, mailings, and flyers. I further understand that student registration, deposits, and / or course payments are the full responsibility of the Workshop Instructor, Organizer, or an appointed representative. The Boston Sea Rovers will exercise no control over the content or the conduct of the workshop, nor will it bear any liability for the consequences of the application or techniques or procedures taught therein. A separate contract is necessary for each workshop. The Boston Sea Rovers reserve the right to have final approval of each workshop.

## Acceptance of Contract Details

Signed:	Date:
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## Payment Information

**Payment By Check:** Please make all checks payable to "Boston Sea Rovers" and mail to the attention of: Heather Knowles, Treasurer, Boston Sea Rovers, 15 Sable Road West, Salem MA 01970.

Check Enclosed: <input type="checkbox"/> Yes	I am providing full payment at this time: <input type="checkbox"/> Yes <input type="checkbox"/> No	Check Number:
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### Payment By Credit Card:

At this time I wish to make: <input type="checkbox"/> FULL PAYMENT or a <input type="checkbox"/> DEPOSIT			
Total Amount Authorized:	\$		
Credit Card Type:			
Card Number:			Expiration Date:
Name on Card:			
Credit Card Billing Address:			
	City:	State:	Zip/Postal:
Authorized Signature:			Date Signed:

**FOR ADDITIONAL INFORMATION:** David Caldwell – Exhibitor Chairman, Boston Sea Rovers  
 Email: sales@bostonsearovers.com  
 Or visit our website at <http://www.bostonsearovers.com>