



Nautical Mile Magazine's **COASTAL EXPO** **2022**

Lee Civic Center
February 4-5-6

Live Music on 2 Stages - Full Bar
Axe Throwing - National K9 Dock Jumping
Two 80' Tents with guitar players
\$10,000 Food Truck Competition
Outdoor Nautical Market - Metal Art
Marine Gadgets - Fishing Seminars
Nautical Art & Antiques - Exotic Wood Crafts
Boating and Fishing Gadgets - Live Mermaid

Sarasota

Ft. Myers

Naples

2022 EXHIBITOR PACKAGE and APPLICATION

APPLICATIONS:

Vendors & exhibitors - page 10

Boat dealers - page 11

Food vendors - SOLD OUT

Sponsors - page 13

Welcome!

Nautical Mile's Coastal Madness
February 4-5-6, 2022
Lee Civic Center, Ft. Myers
11831 Bayshore Road
North Fort Myers, FL 33917

100+ acres, indoor and outdoor event.

VENDOR MEETING Friday morning at the fishing seminar stage 8:30. Q&A, last minute info, credentials, etc.

SW Florida's annual

COASTAL
LEE CIVIC CENTER
FEBRUARY 4-5-6 **EXPO**

Host/Contact:
Nautical Mile Magazine
Jim Griffiths (239) 980-5803
thenauticalmile@gmail.com

SPONSOR

Make-A-Wish®
 SOUTHERN FLORIDA

25% of event sponsorships go directly to "Make-A-Wish"

2022 Event Sponsorship Package
\$2,500

- **Guest passes**
- **Food tokens**
- **Full page ad in event program (Need 8X10 file by January 10)**
- **Logo on signage at the show**
- **Logo in applicable advertising and promotional materials**
- **Advertising prior to show in Nautical Mile Magazine**
- **Banner with your logo onsite supplied by us**
- **Show space as needed**

Sponsorships are customized to each sponsor's space needs or requirements. Sponsors have (reasonable) unlimited access to outdoor space, and a triple-booth or up to 500 sq ft open space indoors. Boat dealer sponsors get all the space they want outdoors and/or up to 1,500 sq ft indoors.

Sponsors fill out the application on page 13 and include the space you will need in the "Requests" box.



\$100 per entry. Tents, tables or trucks welcome. Food trucks have a high percentage of no-shows at events. Cut-off to be determined as applications come in. Est 20-25 trucks.

For attendees to participate and vote they can't fill up at one vendor. It's a contest- we need for you to serve samples, not full meals. You'll make up for it in quantity. Small portions allow people to try more different items. More people means more votes. It's your speed and presentation, and the secret sauce, that will win the prize, not the size of the portion. No Judges; all attendees vote all weekend.

To participate, food vendors agree all servings will be \$10 or less.

We have a full bar, over 200 exhibitors, live boat races in lakes, a swimsuit model dunk tank, and live music to keep people onsite for a second round of food. Attendees can return for free all weekend to vote again each day.

If you have another event that weekend, food vendors may attend one or all three days. Fenced property, night security.

No second place, and no judges..... every attendee gets to vote, winner take all.

The winner gets promoted on a highway billboard, a check for \$10,000 Sunday afternoon, news coverage, the annual Coastal Madness Showdown trophie, and a free booth at any show we host for life. (Check payable to your company name)

Trucks may leave night, but must be in place, and must remain in place, during gate hours.

Alcohol available only by the facility.

No dessert/Snack truck/vendors. Food trucks may add dessert items to their menu.

Standard \$1 million liability policy required with the event listed as "Additionally insured":

**Nautical Mile/LCC
11831 Bayshore Rd. N. Fort Myers, FL 33917**

100% refund with a 7-day notice.

Exhibitor basics:

100+ acres, fenced, night security, lakes, 50,000 sq ft A/C building, 2,300 parking spots.

Insurance: Only needed if you have a booth with reasonable risk, such as boats or the sale of knives.

Updates: The email address on your application will be added to our newsletter for info and updates.

Gate hours: Friday 9-5, Saturday 9-5, Sunday 9-4.

Load-In / Set-up: Wednesday 9-5, Thursday 9am - 8pm, and Friday morning from 6-8am.

Check-Out: Sunday afternoon. You're welcome to remove items Monday till 4pm. Indoors will remain locked Sunday night.

Communications: Please DO NOT send text or Facebook messages. For greater accuracy please communicate with our office via email: theNauticalMile@gmail.com

Display area: Please be considerate of your neighbor. Display inside of your booth area and keep items from blocking surrounding exhibitors. Please eliminate the possibility of attendees tripping or bumping into display items. No soliciting outside of your booth area.

Electricity: Indoors only. Request it on your application. \$15.

Space assignments: Spaces will be assigned as applications come in. If you have a positioning preference, please send our office an email or note request on your application.

Booth sharing: Permitted only if everything is under one roof. The contract signature accepts responsibility for all participating in their space.

Cancellations/Refunds: We DO NOT "hold" money: 100% refund on booth space if the show is canceled for any reason. Full refund with a 7-day notice, 50% refund the week of the show. Refunds do not apply to sponsors or advertisements.

Exclusivity: If you represent a specific field of business, please check our website for "CLOSED PROFESSIONS" before submitting an application.

Office: The area as you enter the main building is the vendor office during the event and vendor check-in prior to the show.

Night security: The facility will have night security Wednesday, Thursday, Friday and Saturday evenings. (maybe Sunday eve)

Credentials: Issued upon arrival.

Event Sponsors: \$2,500. Name and/or logo on various promotional materials, a banner at the event supplied by us, misc signage around the facility, and booth space for your business. Detailed sponsor info on page 2.

*Cancellation refund does not apply to sponsors.

SW FLORIDA'S Coastal Madness IS OWNED, MANAGED AND HOSTED BY NAUTICAL MILE PUBLICATIONS, Inc.

GASTE HOURS

Friday 9-5, Saturday 9-5, Sunday 9-4.

SET-UP SCHEDULE

* If you can carry or roll it in, you're welcome to set up as early as 6AM Friday morning.

Please have your display ready for the gates to open at 9am.

Load-In: Wednesday 9-5, Thursday 9-8, Friday 6-8am.

Vendor meeting Friday morning at the main stage, 8:30. Gates open at 9.

Night security: Wednesday, Thursday, Friday, Saturday (maybe Sunday) nights.

Exit: Please have everything out Monday by 4PM.

UPDATES AND COMMUNICATION

So we can maintain a record of conversations, email will be used for communications.

Vendor email addresses will be automatically added to our company newsletter for updates.

theNauticalMile@gmail.com

ABOUT THE FACILITY

The Lee Civic Center has over 100 acres of land nestled around five lakes with 2,300 parking spaces. It was constructed to accommodate any type of event under its massive roof. The main Civic Center building is air conditioned, has close to 50,000 square feet of total floor space, high ceilings, oversized bathroom facilities, multiple in/out doors, and oversized exhibit entry doors. The Lee Civic Center offers quality entertainment throughout the entire year, including gun shows, concerts, trade shows, and the Southwest Florida and Lee County Fair. You can drive into the building to your booth to load and unload.

FACILITY HOUSE RULES

No Alcoholic Beverages: The facility opens a full(s) bar at their discretion. No beer, wine, hard liquor, or any other alcoholic beverage to be sold, given away, used or consumed anywhere on the facility grounds.

Pets and emotional support animals ARE NOT PERMITTED on the property. Only "SERVICE" animals as defined by the *Americans with Disability Act* are permitted, however, OUTDOOR vendors may bring pets. Please keep them at your booth.

Non-Smoking/Tobacco/Vaping Free Facility: All buildings located at the facility are no-smoking/tobacco/vaping free.

SPACE ASSIGNMENTS

Spaces are assigned as applications come in. Spaces may be modified if desired to the best of our ability during set-up. If you have a request to be next to (or not next to) another vendor please submit request via email. **theNauticalMile@gmail.com**

BOOTH SHARING **Only if everything in under one roof**

Booth sharing with a friend or business is accepted. The contract signature accepts responsibility for all participating in their space. Note: Two 10X10 booths tied together is not a "shared" space.

ABOUT YOUR HOST

Nautical Mile has been a staple for coastal information in SW Florida since 2003. Their monthly magazine caters to SW Florida's coastal enthusiasts with an extensive following. They have a history of over-delivering, hosting memorable events, and they maintain almost 100% client retention annually. As your host, they promise to make this your favorite event!

PROMOTIONS & ADVERTISING

We ask people at our shows how they heard about it and most feedback is traditional advertising such as TV, radio, billboards & newspaper. Our promotional budget is \$20,000 and our buying agents are excellent at their job. In addition to what we purchase, attractions like a swimsuit model dunk-tank, a \$10,000 food truck competition, plus adding a worthy non-profit as a beneficiary, attracts live news reports. SW Florida Jet's Pizza locations help by putting a brochure (20,000) on every pizza box up and down Florida's Gulf coast which has been very productive exposure. We also invest in an extensive mailing list to coastal businesses and even display 11X17 door posters. We're printing 10,000 event programs weeks prior to the event for added exposure which "hit the streets" mid January.

SHOW PROGRAM

The show program will be magazine-style with a list of event features, a map of the grounds, local boating and fishing information and a schedule for the fishing seminars with guest speaker biographies. Most will be placed in local stores, restaurants, and on counter tops of high traffic retail locations weeks prior to the show. 10,000 are scheduled to print mid January. Program advertising: Full page ads only @ \$250, first come first serve. Deadline to have an advertisement in the program will be January 10. 8X10 PDF file, no bleed.

FISHING SEMINARS

A 200+ chair area for fresh and saltwater fishing seminars is free to attend as part of the event. They will be on the hour with multiple speakers per day all 3 days of the event. Separate seminar areas for kayak fishing and fly casting/tying are being set up. * MirrOlure is the presenting sponsor of the fishing seminars.

NON PROFITS

"Not-for-profit" and 501 businesses are invited to display at no charge. Fill out the application and put "\$Non-Profit" in the total. Please call prior to filling out an application. (239) 980-5803

VENDOR PARKING / ACCESS

See map on page 9. Indoor vendors park behind the main building. Outdoor vendors park in the west vendor lot. The facility charges \$6 for attendee parking. Show them your credentials to waive your parking fee.

TABLES / CHAIRS

Indoor vendors will have access to 8' tables and chairs as needed free of charge. Outdoor exhibitors provide their own tents, tables, chairs and display accessories.

UNSAFE DISPLAY

Avoid items such as uncovered extension cords and display items which can be a hazard to attendees. Items deemed as unsafe will be determined at staff discretion and vendors agree to comply with all requests to maintain a safe environment before, during, and after the show.

CREDENTIALS

Show credentials will be issued at the welcome booth during set-up days/hours and at Friday morning's vendor meeting at 8:30. Any vendor allowing friends to use their badge as a gate-pass is considered theft.

WILL CALL

Will-Call will booth/table will be set up near the front gates. This is where your staff can get credentials during the show. Honor system.

PHOTO/VIDEO CONSENT

Staff, vendors and spectators photo and video the show for business and personal use. By participating, exhibitors agree to being visible in public footage.

INDOOR / OUTDOOR

The main building has almost 50,000 square feet under roof and A/C with oversized access doors. Indoor vendors will have access to tables chairs @ N/C. Indoor booth and floor space sells fast, first-come first-serve. Electric: \$15.

Outdoors has acres of land with lakes and paths for practically unlimited vendor space. Outdoor vendors bring their own tables, chairs and tents, and have no access to electric.

VENDOR EXPECTATIONS

Within reason, vendors are expected to be present at their booth during show hours. This Expo is a family oriented public show and its vendors are expected to behave in a professional manner. The show will not tolerate loud or rude behavior, now will it allow the display and product or service of an offensive nature.

Sunday afternoon starts to slow down and we understand people want to start breaking down early. Please respect that people paid to come in and they expect to see active vendors.

Carts and hand-trucks rolling through aisles are a risk. During show hours please do not transport inventory or supplies other than anything you can carry in your arms, or have someone walk with you to watch for kids.

PROPER DISPLAY AREA

Please be considerate of your neighbor. Display inside of your booth area and keep items from blocking surrounding exhibitors. Please eliminate the possibility of attendees tripping or bumping into display items. DO NOT solicit outside of your booth area.

INSURANCE

Some exhibitors are required to provide general liability insurance which is decided by our office. A vendor such as clothing or jewelry is covered, but a boat dealer with people climbing in & out of boats, or a vendor such as knife sales need to submit a liability policy.

Your insurance company will need this:

Additionally Insured

Nautical Mile Expo / LCC

11831 Bayshore Road, N. Ft. Myers, Fl. 33917

Mail certificate to: Nautical Mile, PO Box 486, Bokeelia, Fl. 33922

Or: Scan or take a phone-photo of certificate and email to: **theNauticalMile@gmail.com**

INDEMNIFICATION

Exhibitor, without regard to assignment, lease, sublease or dealer occupancy, shall indemnify, hold harmless, defend and reimburse Nautical Mile, Inc., the owner/operator of the event facility and their managers, officers, agents and employees from any and all losses, claims, liabilities, damages, actions, judgments recovered from or assessed against Exhibitor or named indemnity, plus expenses, including without limitation, attorneys' fees and expenses for any injury to or death of any persons or any loss of, through theft or otherwise, or damage to property arising in any way in connection with the event or the Exhibitor's negligent use of the space.

UNEXPECTED TERMINATION

In the event this contract is terminated by causes beyond Nautical Mile's control (including but not limited to) an act of war, terrorism, insurrection, riot, fire, strike, government intervention, floods or acts of nature, or acts of God, Nautical Mile shall not have any liability whatsoever. If the show is canceled due to these or any other reason, vendors are issued a full refund of no more than monies paid for their application fee with no other compensations.

EXHIBITOR CANCELLATION

No vendor money is kept and/or applied to future shows. If for any reason a vendor can't make it to the show, a full refund will be issued with a 7-day notice (by midnight January 27.) A 50% refund will be issued if we're notified within one-week. If an exhibitor simply does no show up, no refunds will be issued. Refunds do not apply to sponsors or advertising.

CLOSED INDUSTRIES

Shows like this are rewarding for businesses looking to reach new residents, but exhibitors defined as a home-service such as A/C or flooring will be limited at staff discretion to maintain industry saturation. If you are in this category please check our website for "CLOSED INDUSTRIES" before submitting an application.

EXCLUSIVITY

Most sponsors have exclusivity included, but attendees expect a variety so we are very loose with exclusivity. Expect competitors.

ELECTRICITY

Indoors only, check the box on your application. \$15. If you use a generator outdoors, it needs to be a quiet one and please positioned away from interfering with attendees and other vendors.

SHOW OFFICE / INFORMATION BOOTH

We will have a booth inside the building as people come in where they can ask questions, get a program, lost & found, etc. This will also be the show office for vendor check-in.

FULL BAR / MUSIC

To keep people around we're scheduling two different sound stages at two different locations outdoors. No alcohol is permitted on the property except that supplied by the facility who rolls out a full-bar at their discretion. No food or drink may be sold (or given away) except from registered food vendors who have submitted a concessions license.



No driving on the property within the show area till after the gates are closed

BOAT EXHIBITORS

- **Inventory:** Space paid for but unused because of inventory challenges will be refunded.
Boats unexpectedly added to inventory can be paid for at or after the show.
- **Set-Up:** Wednesday 9-5, Thursday 9-8, and Friday 6-8am. / Removal: Sunday afternoon and Monday 9-4.

- FUEL TANKS MUST BE ¼ TANK OR LESS

Lee County Fire Dept. requirement

Liability Insurance:

Boat exhibitors are required to provide general liability insurance. Exhibitors are liable for all occurrences on the event property involving their display area, products, vehicles, customers, employees, including to and from your display area. Minimum limit: \$1,000,000.

This is what your insurance company needs:

Proof of insurance must specify:

"Nautical Mile Publications, Inc." as an additional insured.

Facility address: 11831 Bayshore Road, N. Ft. Myers, FL 33917

Outdoors
Flat \$100 per boat
Indoors
\$1.50 per sq ft

Mail certificate to: Nautical Mile, PO Box 486, Bokeelia, FL 33922

Or: Scan or take a phone-photo of certificate and email to: **theNauticalMile@gmail.com**

- * Boat exhibitors may split their display/exhibit area inside and outside
- * No crane service available
- * Please protect trailer tongues with a plant or cone
- * Indoor and outdoor spaces include room for booth, chairs, tents and tables
- * Night security Wednesday, Thursday, Friday, Saturday (maybe Sunday) nights.

NEARBY ACCOMMODATIONS

Camp onsite on a lake. 24/hour access. Contact the facility to reserve a spot. (239) 543-8368

11831 Bayshore Rd, North Fort Myers, FL 33917

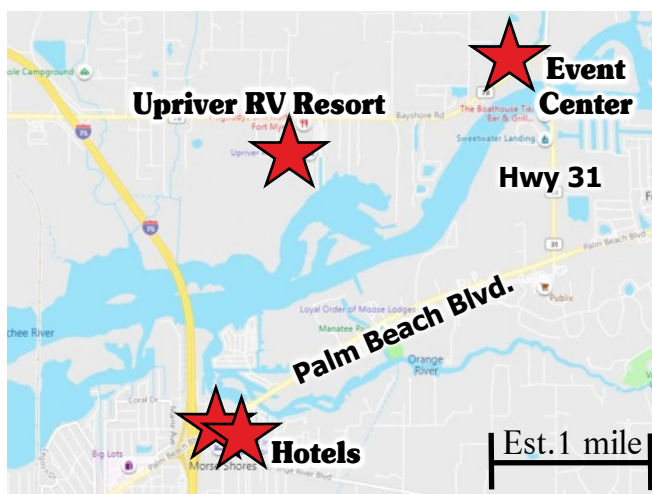
<https://leeciviccenter.com/>

Campground & RV:

Upriver RV Resort is about a mile west of the civic Center on Bayshore road.

Hotel:

About four miles from the Civic Center there's a Comfort Inn and a WoodSpring Suites. (Both are walking distance to a Cracker Barrel Restaurant)



Upriver RV Resort
17021 Upriver Drive
(239) 543-3330
www.GoodSam.com

Comfort Inn
4171 Boatways Road
(239) 694-9200
www.ChoiceHotels.com

WoodSpring Suites
97-1 Orange River Blvd.
(239) 690-5026
www.WoodSpring.com

Nautical Mile's annual
**COASTAL
EXPO** www.Feb 4-5-6
CoastalExpo.com

Contact:

Nautical Mile Magazine

PO Box 486

Bokeelia, Fl. 33922

theNauticalMile@gmail.com

(239) 980-5803



@ NauticalMileEvents

www.NauticalMileMagazine.com

Lee Civic Center

Ft. Myers, Fl.

Feb 4-5-6



**Pets on property permitted
by outdoor vendors only**



**11831 Bayshore Road
North Fort Myers, FL.**



www.NauticalMileMagazine.com

2022 COASTAL EXPO **BOOTH VENDOR** APPLICATION

Outdoors		No tent, tables, chairs or electricity provided outdoors
10x10 Booths		
1 <input type="checkbox"/>	\$200	<p>Check website for "Closed Professions"</p> <p>Outdoor bulk space - \$.75 per Sq. Ft. 1,500 Sq Ft minimum</p> <p>Sq. Ft. _____</p>
2 <input type="checkbox"/>	\$300	
3 <input type="checkbox"/>	\$350	
4 <input type="checkbox"/>	\$400	
5 <input type="checkbox"/>	\$450	
6 <input type="checkbox"/>	\$500	
7 <input type="checkbox"/>	\$550	
8 <input type="checkbox"/>	\$600	

FOOD VENDORS SEE PAGE 12

Indoors (Estimated size)		Indoor booth "Pipe & Drape" plus table & 2 chairs
<input type="checkbox"/>	10x10 \$525	
<input type="checkbox"/>	10x20 \$725	
<input type="checkbox"/>	10x30 \$900	
<input type="checkbox"/>	Indoor bulk/floor space - 500 Sq. Ft. minimum Sq. Ft. (No pipe & drape) \$1.50 per sq. ft. = \$ _____	
<input type="checkbox"/>	Electricity needed indoors? \$15	

Insurance

- ☐ My booth will require liability insurance
- ☐ My booth does NOT require insurance (See page 6)

- ☐ **Show Program \$250:**
10,000 magazine-style show programs are being printed prior to the show with seminar schedules, show times and misc show information. Full page ads are available for \$250. Camera ready art/PDF file @ 8X10" must be in our office by 1/10.

- ☐ **Non-Profit - No fee**
Signed agreement and proof of non-profit status required.

Application questions:
theNauticalMile@gmail.com
(239) 980-5803

ALCOHOL MAY ONLY BE PROVIDED BY THE FACILITY
Facility "House-Rules" on page 4

Total:

\$

Vendor/Exhibitor signature:

I agree to the terms listed in the exhibitors information package:

Company name: _____

Mailing address: _____

City/State/Zip: _____

Contact name: _____

() _____

Phone: _____

Contact email: _____

Product / Service: _____

Person referred by? Or, how did you hear about the show? _____

Application date: _____

Notes - Requests?

EZ Pay Online



1- Mail this application with a check, or

2- Scan or take a photo of this application and email it to our office, then log on to our website and click "Payment", and we'll see you in February!

theNauticalMile@gmail.com

☐ Credit card online

☐ Mail check to: "Nautical Mile"
PO Box 486, Bokeelia, FL 33922

www.NauticalMileMagazine.com

2022 COASTAL EXPO **BOAT DEALER** APPLICATION

BOAT DEALERS ONLY:
Inventory:

Pay later if you bring more, refund if you can't bring what you planned

If your space is going to cost more than \$2,500 see page 2.

Outdoors - Flat \$100 per boat
Indoors \$1.50 per sq ft

_____ Sq. Ft. inside

_____ Qty of boats outside

 No crane service available
 Be sure fuel tanks are under 1/4

☐ Electricity needed? No fee
 (No electric outdoors)

☐ **Show Program \$250:**
 10,000 show programs, full page ads are available for \$250. Camera ready art/PDF file @ 8X10" must be in our office by 1/10.

Mail or email your liability insurance with 2 weeks of the show. See insurance requirements on page 6

Boat brand(s) represented: _____

Boat brand(s) represented: _____

ALCOHOL MAY ONLY BE PROVIDED BY THE FACILITY

Facility "House-Rules" on page 4

Application questions:
theNauticalMile@gmail.com
(239) 980-5803
Total:

\$

Vendor/Exhibitor signature: _____

I agree to the terms listed in the exhibitors information package: _____

Company name: _____

Mailing address: _____

City/State/Zip: _____

Contact name: _____

() _____

Phone: _____

Contact email: _____

Product / Service: _____

Person referred by? Or, how did you hear about the show? _____

Application date: _____

Notes - Requests?

EZ Pay!



Square

1- Mail this application with a check, or
2- Scan or take a photo of this application and email it to our office, then log on to our website and click "Payment," and we'll see you in February!
theNauticalMile@gmail.com
☐ Credit card online

☐ Mail check to: "Nautical Mile"
 PO Box 486, Bokeelia, FL 33922

www.NauticalMileMagazine.com



December 28, 2021:

Food vendor positions have been
sold out for the 2022 Expo.

The 2023 Expo will be held the
second weekend in January.

2022 COASTAL EXPO

SPONSOR

APPLICATION

Event sponsors get quite a package starting with 25% of our sponsorships going directly to the event's featured Non-Profit. Sponsors get guest passes, food tokens, a full page ad in the show program, logos on signage at the show, a banner at the show provided by us, advertising in Nautical Mile Magazine, logo in applicable promotional materials, and space to display your business at the show.

Sponsorships are customized to each sponsor's space needs or requirements. Sponsors have (reasonable) unlimited access to outdoor space, and a triple-booth or up to 500 sq ft open space indoors. Boat dealer sponsors get all the space they want outdoors and/or up to 1,500 sq ft indoors.

☐ **Electricity needed? No fee
(No electric outdoors)**

☐ **Show Program \$0 - INCLUDED:**
10,000 show programs, full page ads are available for \$250. Camera ready art/PDF file @ 8X10" must be in our office by 1/10.

Mail or email your liability insurance with 2 weeks of the show. See insurance requirements on page 6

Boat dealers: brand(s) represented:

Boat dealers: brand(s) represented:

**ALCOHOL MAY ONLY BE
PROVIDED BY THE FACILITY**

Facility "House-Rules" on page 4

Application questions:
theNauticalMile@gmail.com
(239) 980-5803

Total:

\$ 2,500

Vendor/Exhibitor signature:

I agree to the terms listed in the exhibitors information package:

Company name:

Mailing address:

City/State/Zip:

Contact name:

()

Phone:

Contact email:

Product / Service:

Person referred by? Or, how did you hear about the show?)

Application date:

Notes - Requests?

EZ Pay!



Square

1- Mail this application with a check, or

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