

Nautical Mile Magazine's
NAUTICAL
2021 EXPO

Lee Civic Center

May 15-16

Outdoor Nautical Market - Metal Art
Flats Fishing Skiffs - Marine Gadgets
Fishing Seminars - Deck & Pontoon Boats
Nautical Art & Antiques - Nautical Wood Crafts
Boating and Fishing Gadgets - Food Trucks

Sarasota

Ft. Myers

Naples

2021 EXHIBITOR
PACKAGE and
APPLICATION



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NO ALCOHOL PERMITTED ON THE PROPERTY.

Facility "House-Rules" on page 5

CUSTOM SOCIAL MEDIA ADS

Email us your company name/logo or a photo of your booth display and we'll forward a custom ad for your social media platforms.

theNauticalMile@gmail.com

FloridaFishMounts.com

Come see us at 2021's Nautical Expo in May

Nautical Mile Magazine's
NAUTICAL 2021 EXPO
Event info at www.NauticalMileMagazine.com

Lee Civic Center
May 15-16
Ft. Myers, Fl.



Multiple Food Trucks with all \$5 portions

OUTDOOR NAUTICAL MARKET

Metal Art - Jewelry - New & Used
Flats Fishing Skiffs - Marine Electronics
Fishing Seminars - Deck & Pontoon Boats
Nautical Art & Antiques - Nautical Wood Crafts

theNauticalMile@gmail.com
@ NauticalMileEvents

www.NauticalMileMagazine.com

Exhibitor/Booth Options:

Outdoor exhibitors:

Choices: 10X10, 10X20, and bulk-space. No access to electric, tables or chairs provided. If you have a special need or prefer to be next to a friend or partnering vendor please inform us via email: **theNauticalMile@gmail.com**

Indoor exhibitors:

The 50,000 square-foot building is being set up where booth vendors are around the walls and floor/bulk-space vendors, along with boats, will be on the main floor. Booth options are a standard (est) 10X10, a 10X20, and a 10X30 plus bulk sq footage.

Boat dealers:

Boat dealers/manufacturers have the option of \$200 per boat or \$1 per sq ft, your choice. Inventory has been challenging; if you pay "per-boat" and plan 6 and can only bring 4 you'll be refunded.

Insurance:

All exhibitors are required to provide liability insurance or purchase our optional policy to participate in the show. (See page 8)

House rules: Alcohol/Smoking - See page 5

Electricity: Inside only, \$15

Updates: The email address on your application will be added to our newsletter on our website.

For an accurate record of conversations all communications need to be made via email: **theNauticalMile@gmail.com**

EXHIBITOR MEETING

at the seminar stage at
8:30 Saturday morning

SPONSOR

2021 Event Sponsorship Package

\$2,000

- **Guest passes**
- **Additional food tokens**
- **Full page ad in event program (Need 8X10 file by April 1)**
- **Logo on signage at the show**
- **Logo in applicable advertising and promotional materials**
- **Advertising prior to show in Nautical Mile Magazine**
- **6' banner with your logo onsite**

- **Sponsor show space:**
 - Pipe/Drape booth indoors**
 - Boats: Up to 8 boats - Inside or outside (or split)**
(Additional boats \$200 each)
 - Bulk space: Up to 40X40' inside or outside**

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

HOURS

Saturday 9-5, Sunday 10-4.

SET-UP SCHEDULE

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

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

Inside & Outside: Thursday & Friday 9-5, Saturday 6-9am.

Vendor announcements and raffle winners Saturday morning in the seminar area at 8:30. Gates open at 9.

Night security: Thursday, Friday, Saturday and Sunday nights.

Show hours will be Saturday 9-5 and Sunday 9-4. Please have everything out by 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 concerts, trade shows, and the Southwest Florida and Lee County Fair. Nearby accommodations - see page 10.

FACILITY HOUSE RULES

No Alcoholic Beverages: 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

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 readership, 22 writers, and information that can't be found elsewhere. They have a history of over-delivering, hosting sold-out events, and they maintain almost 100% client retention annually. As your host, they promise to make this your favorite event!

PROMOTIONS & ADVERTISING

This Expo has the potential to be the largest coastal show between Tampa and Key Largo. Over 100,000 2-for-1 gate passes are being distributed through restaurants and stores plus Jet's Pizza locations are putting them on every pizza box up and down Florida's Gulf coast. We have also set aside a \$16,000 budget for advertising which (will increase as the show nears) which is being divided between digital and traditional advertising, (radio, billboards, etc.) We're also printing 10,000 postcards, some for mailing and some for retail counter-tops, 300 11X17 door posters, and we're printing 10,000 event programs weeks prior to the event for added exposure which "hit the streets" mid April. The first billboard goes up on March 22 and several more will be up the first week of April.

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. Half 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 in mid April. Program advertising: Full page ads only @ \$250, first come first serve. Deadline to have an advertisement in the program will be April 1. 8X10 PDF file, no bleed.

FISHING SEMINARS

A 250+ 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 both 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 associated to the marine industry are invited to display at no charge. Fill out the application and put "\$Non-Profit" in the total. Liability insurance required.

VENDOR PARKING / ACCESS

See map on page 11. Please use vendor access in the rear of the main building and not the front ticket-access attendee gates. The facility charges \$5 for attendee parking. Show them your credentials to waive parking fee and park in vendor area behind the main building.

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. Any vendor allowing friends to use their badge as a gate-pass is considered theft.

GUEST PASSES

Vendors receive two guest passes. Additional passes may be purchased for \$5.

WILL CALL

Will-Call will booth/table will be set up near the front gates. You may put guest tickets in envelopes provided at our welcome booth with their name on it.

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.

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.

COVID

All vendors agree to respect COVID's presence by keeping their booth clean and to separate people who are "gathering" at their booth. Physical distancing will be respected, aisles will be wide, and indoor booths will be spread out to prevent close contact. Hand sanitizer stations will be placed around the show inside and outside. The note below is a post from the Lee Civic Center and part of your exhibitor agreement:

YOUR SAFETY IS OUR PRIORITY

The health and safety of our employees and guests is of paramount importance. We are continuously monitoring the Coronavirus (COVID-19) situation in our state. We are in regular contact with authorities and are prepared to respond to recommendations issued by the Centers for Disease Control and the Florida Department of Health.

COVID-19 WARNING

We have taken enhanced health and safety measures for you, our visitors, and our Lee Civic Center staff. You must follow all posted instructions while visiting the Lee Civic Center. An inherent risk of exposure to COVID-19 exists in any public place where people are present. COVID-19 is an extremely contagious disease that can lead to severe illness and death. According to the ed to exposure to COVID-19. The health and safety of those who visit the Lee Civic Center is our top priority. Your support is vital to this effort.

***As the month of May approaches COVID precautions will be revisited and all measures to keep you, our staff, and attendees safe will be addressed.**

SURVEYS

Two surveys are done at the show; one for vendors and one for attendees. The attendees are asked how they heard about the show so we know where to focus promotions, and vendors are asked specific questions about their experience as an exhibitor. The vendor survey is anonymously submitted. While here, help us by asking people how they heard about the show.

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 is limited, 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.

INSURANCE

Whether you provide your own or purchase ours, exhibitors are required to provide general liability insurance. Exhibitors are liable for all occurrences involving their display area, products, vehicles, customers, employees, including to and from your display area. Minimum limit: \$1,000,000.

Proof of insurance must name “**Nautical Mile Publications, Inc.**” as an additional insured.
Facility address: 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.

**VENDORS WILL NOT BE PERMITTED TO PARTICIPATE
WITHOUT PROVIDING A VALID INSURANCE CERTIFICATE**

OR:

INSURANCE OPTION

Vendors have the option to obtain coverage (liability only) through our insurance carrier at a cost of \$45.00. Check the “Optional Insurance” box on the checkout page of this agreement.

* Boat dealers must provide their own policy.

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

If for any reason a vendor can't make it to the show: No questions asked; A full refund will be issued with a two-week notice. A 50% refund will be issued if we're notified within one-week. If an exhibitor simply does not show up no refunds will be issued.

* Sponsors entitled to a no-questions-asked 50% refund with no date restrictions.

NON-NAUTICAL EXHIBITORS

"Non-Nautical" vendors and exhibitors are defined as a product or service NOT directly associated to the marine industry. These will be limited at staff discretion to maintain the integrity of the event. Our goal is to have 90%+ directly associated to the marine industry. If you are a non-nautical business please check our website for "CLOSED INDUSTRIES" before submitting an application.

PERSONAL FOOD/DRINK

Vendors may bring a small cooler for personal food & drink. No alcohol is permitted on the property. No food or drink may be sold (or given away) except from registered food vendors.

EXCLUSIVITY

Boat dealers will be limited to brand by first-come first-serve basis. No exclusivity is offered to nautical market vendors. If you are a non-nautical business please check our website for "CLOSED INDUSTRIES" before submitting an application.

ELECTRICITY

Indoors only, check "Y" or "N" on application. \$15. If you use a generator outdoors please position it 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.

FOOD VENDORS * No alcohol; for sale, for free, or for personal consumption permitted on the property.

We've invited multiple food-trucks so people can sample different things. Food vendors must provide liability insurance. Your booth space is free, a 10%/fee is paid to the facility. Food vendors agree to honor discount tokens for staff and exhibitors given out at staff discretion. A local group is selling bottled waters as a fund raiser so food trucks may sell refreshments except for bottled waters.

Food vendors have a separate application/agreement. Contact us via email, theNauticalMile@gmail.com

BOAT EXHIBITORS

- Option #1: Flat-rate \$400 per exhibitor application, plus \$200 per boat.
- Option #2: \$1 per square foot, inside or out
- No limit to quantity of boats on display, indoor space is first-come first-serve. Agreement includes reasonable space needed for table/tent/working space.
- Inventory: Boats paid for but unavailable for the show will be refunded. Boats unexpectedly added to inventory can be paid for at or after the show.
- Set-Up: Thursday and Friday 9-5. / 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

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 Thursday, Friday, Saturday & Sunday nights.

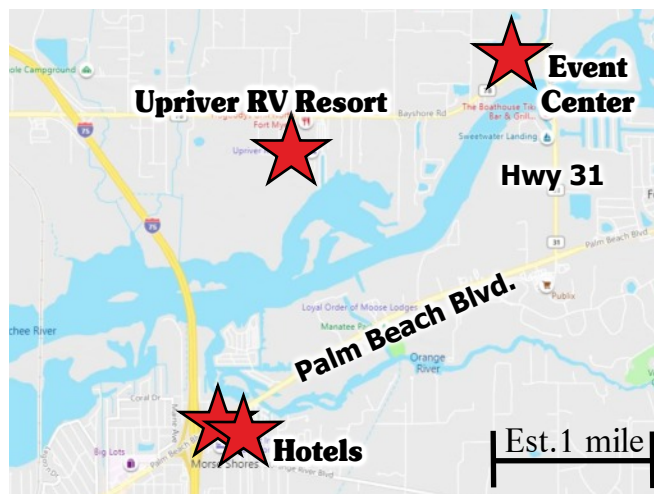
BOATS INSIDE IS SOLD OUT

BOATS INSIDE IS SOLD OUT

NEARBY ACCOMMODATIONS

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 Magazine's
NAUTICAL EXPO
 Lee Civic Center
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Sarasota
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Contact:

Nautical Mile Magazine

PO Box 486

Bokeelia, Fl. 33922

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(239) 980-5803



@ NauticalMileEvents

www.NauticalMileMagazine.com

Lee Civic Center

Ft. Myers, Fl.

May 15-16



**Pets on property permitted
by vendors only**



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



2021 NAUTICAL EXPO **BOOTH VENDOR APPLICATION**

Boat dealers see page 13

Outdoors

10x10 \$125
 10x20 \$200

No tent, tables, chairs or electricity are provided outdoors

Outdoor bulk space - \$1 per Sq. Ft.
 _____ Sq. Ft.

~~**Indoors** (Estimated size)~~

~~10x10 \$400
 10x20 \$525
 10x30 \$650~~

~~**Indoor booth "Pipe & Drape" plus table & 2 chairs**~~

~~Indoor bulk/floor space - 400 Sq. Ft. minimum
 Sq. Ft. (No pipe & drape) \$2 per sq. ft. = \$ _____~~

~~Electricity needed indoors? \$15~~

Insurance (239) 980-5803

I will provide my own liability insurance
 (See page 8 for insurance information)

Event insurance - \$45
 (See "add to cart" button in website shopping cart)


~~**Show Program \$250:**
 10,000 show programs are being printed several weeks 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 4/1.~~

~~**Show Sponsor - \$2,000**
 See page 4 for details. Fee includes everything on this page. Liability insurance required.~~

Non-Profit - No fee
 Signed agreement and liability insurance and proof of non-profit status required.

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

NO ALCOHOL PERMITTED ON THE PROPERTY.
 Facility "House-Rules" on page 5

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? _____

How many staff/credentials? _____

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 May!

theNauticalMile@gmail.com

Credit card online

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

www.NauticalMileMagazine.com