

BTAT and Your Boat Show

A WINNING TEAM

BECOME A BTAT-ENDORSED BOAT SHOW



The Boating Trades Association of Texas invites your Boat Show to become a “BTAT-Endorsed Boat Show”. Organized in 1957, the Boating Trades Association of Texas (BTAT) is composed of marine dealers, manufacturers, manufacturers’ representatives, distributors and marina operators who, along with a select group of associate members, are dedicated to protecting the interests of the industry and to building pleasure boating throughout Texas and the U.S.

As a “BTAT-Endorsed Boat Show”, you will receive the following benefits:

Permission to Use BTAT Logo in all Show Materials. The BTAT logo is a hallmark of distinction that indicates your show’s support and affiliation with the premier association representing the boating industry.

Permission to Use BTAT Endorsement in Show Program. A BTAT Endorsement tells your prospective exhibitors and show buyers that your show is backed and recommended by the association dedicated to building pleasure boating throughout Texas and the U.S.

Press Releases Mailed to Major Boating Publications. BTAT will prepare and mail press releases announcing your show to major boating publications for promotion in their boat show calendars and sections.

Listing on BTAT Website Promoting Your Show. BTAT will promote your show on its website, which is directly linked to iboats.com, one of the top boating sites on the Internet. BTAT will also include your show information in its quarterly newsletter, *Texas Boating Tide*.

Prices:

The endorsement fee is based on the total square feet of the show:

- less than 50,000 square feet, \$500
- 50,000 to 100,000 square feet, \$1,000
- greater than 100,000 square feet, \$2,500

BOATING TRADES ASSOCIATION OF TEXAS





Boating Trades Association of Texas

2011 Boat Show Endorsement Program

Please complete and return with payment (45 days prior to show) to:

823 Congress Ave., Suite 230, Austin, TX 78701

Phone: 512/479-0425 Fax: 512/495-9031

Name _____

Company _____

Name, Dates and Location of Show _____

Address _____

City, State, Zip _____

Phone _____ / _____ Fax _____ / _____

E-mail _____

Website _____

Information for Press Release (required for press releases to be sent)

Name of Show _____

Location of Show _____

Dates and Hours of Show _____

Sponsoring Association(s) or Group(s) _____

Admission Fees _____

Size of Show (Square Feet) _____

Product Lines Displayed _____

Other Exhibits or Special Events at Show _____

Other Information to Include in Press Release (attach separate sheet if necessary)

(over)

Names and Address of Local Newspapers and Media Outlets for Press Release to be Submitted:
(this information is *REQUIRED* for the local press release to be sent)

Payment Information: (payment due 45 days prior to the boat show)

- less than 50,000 square feet, **\$500**
- 50,000 to 100,000 square feet, **\$1,000**
- greater than 100,000 square feet, **\$2,500**

Check (payable to BTAT) VISA MasterCard

Card number _____

Expiration date _____

Name on card _____

Signature _____

Agreement to BTAT Endorsement Criteria

The show and its representatives agree to the specifications outlined below, which become part of this contract:

- The show is a dealer group show.
- The show is restricted to dealers doing business in the region that the show is held. Regions are defined in the BTAT Bylaws.
- The primary activity of the show is for the presentation of new boats and boating activities only.
- The show is promoted locally and is an annual event.

BTAT provides endorsement with the understanding that BTAT will act for the show and its representatives only in the capacity of agent and not as principal, and that BTAT assumes no liability whatsoever for damages or for any act of omission or commission in connection with said agency, and the show and its representatives hereby keep forever harmless BTAT from any and all liabilities for loss, fire, theft, damage or injury to property or death or personal injury of the show's employees, agents, servants, guests and invitees from any act of omission of BTAT, its servants, agents or employees.

Signature (Contract Must Be Signed)

Date