

31st  
Annual

# BASS & SALTWATER FISHING EXPO

**January 8 - 10, 2021**

**NC State Fairgrounds - Raleigh, NC**

**The Largest Annual Fishing Show in The Southeast!**

**Best Sales Opportunity of the Year.....**  
**One Place For 3 Big Days**

**Seminars ..... Fishing Boats..... Truckloads of Tackle & Fishing Products**  
**Plus So Much More**

**This is THE PLACE to kick off your selling season**



For Additional Show Information  
Southeast Productions, Inc. - P.O. Box 7282 - Greensboro, NC 27417  
Office 336-855-0208 Fax 336-855-0249  
Or on the web at...[www.ncboatshows.com](http://www.ncboatshows.com)

# Exhibit Rates

## Booths

Indicated by numbers on layout

10 X 10	\$ 600.00
10 X 15	\$ 900.00
10 X 20	\$ 1100.00
Each Additional 10 x 10	\$500.00
20 X 20	\$ 2200.00
(end cap)	

No Additional Charge For Corner Booths

## Marine Dealers

Indicated by letters on layout

**Bulk Floor Space**  
\$ 2.60 per square foot  
800 sq. ft minimum

## Other Associated Costs

Electricity	- \$60.00 Advanced Rate (Standard 5amp 110 outlet)
Exhibitor Parking	- Free Exhibitor Vehicle and Trailer Parking
Wireless Internet	- Free Wireless Access - Both Building
Tables, Chairs, etc...	- Available from Hollins Expo at current rates.
Phone	- AT&T Service in Building - Call Direct for Pricing
Camping	- On-Site Full Hook-up Camping available \$30.00 per night



- 31st Annual Event
- Only Dedicated Fishing Show in North Carolina
- Largest Fishing product sales event in the Southeast. - Over a 130,000 sq. ft in two buildings.
- Extensive All Media Advertising Budget including Billboard, Magazine & Social
- 6 show floor vehicle doors for easy exhibitor move-in / out process
- Non-union facility - Install and dismantle your display at your leisure. 2 full days move-in
- On site stock trailer parking - no fee
- Fork Lift's available for exhibitor use - no fee
- Free exhibitor parking with designated entrance
- Discount coupons available for pre-show promotions
- Free Wi-Fi throughout both facilities
- Full Service Restaurant & concessions all hours of event

## GRAHAM BUILDING



## For More Information

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**A Message from the  
Southeast Productions Team  
&  
The Bass & Saltwater Fishing  
Expo**



On behalf of The Bass & Saltwater Fishing Expo team we hope this finds you and your family well and healthy amid the challenges of the current COVID-19 pandemic. We are definitely living in uncharted times with each day bringing news that can certainly create stress and anxiety in our normal lives. As an event management team for over 47 years, it's safe to say that we have never encountered anything like the past several months nor have we had to navigate through the process of planning an event through the uncertainties that could potentially lie ahead. I think any business will agree that "Hope" is not really a good element of a strategic plan, but given the current environment, "Hope" is certainly in the conversation. In the days, weeks & months ahead it is everyone's hope that things continue to improve and we can all return to a life and routine that resembles some form of normalcy that we've all enjoyed.

Having said that... we are moving full forward in the plans for the 2021 Bass & Saltwater Fishing Expo in Raleigh Jan 8 – 10, 2021. We have created a floor plan that will allow more open spaces for distancing and have been able to keep the space cost the same as last year for this event. I also would like to take this opportunity to address the 2021 event as it pertains the possibility of state or local mandates affecting the functionality of the event. We are now approximately 5 months away from the event and again this is where "Hope" comes into the conversation. I think it's everyone's "Hope" that we have returned to some form of normalcy by the beginning of 2021. We will however be in constant contact with the NC State Fairgrounds during these months and will keep all exhibitors alerted to any changes that could affect the event, its dates or facility. We pledge to ALL exhibitors that in the event that the state mandates changes that could affect the functionality of the event we will pass that information on to our exhibitors immediately. At that time, regardless of when that is, all exhibitors who's account is in good standing at that time will have the opportunity to evaluate the event and either continue with the event based on the changes made, transfer monies to another event, or request a full refund of monies paid. For 47 years we have built our business on trust to our exhibitors and we just want to make sure you feel comfortable in continuing to do business with us by knowing that you will have these options with no financial penalties.

If you have any questions or comments about the 2021 event or our policy please don't hesitate to contact us. Our timeline of sending out our renewal packets is the same as previous years. As you know, planning an event of this size is not something that we can do in short time so moving forward with the planning stages including space reservation is imperative for us to make the 2021 Bass & Saltwater Fishing Expo the most successful year we've had.

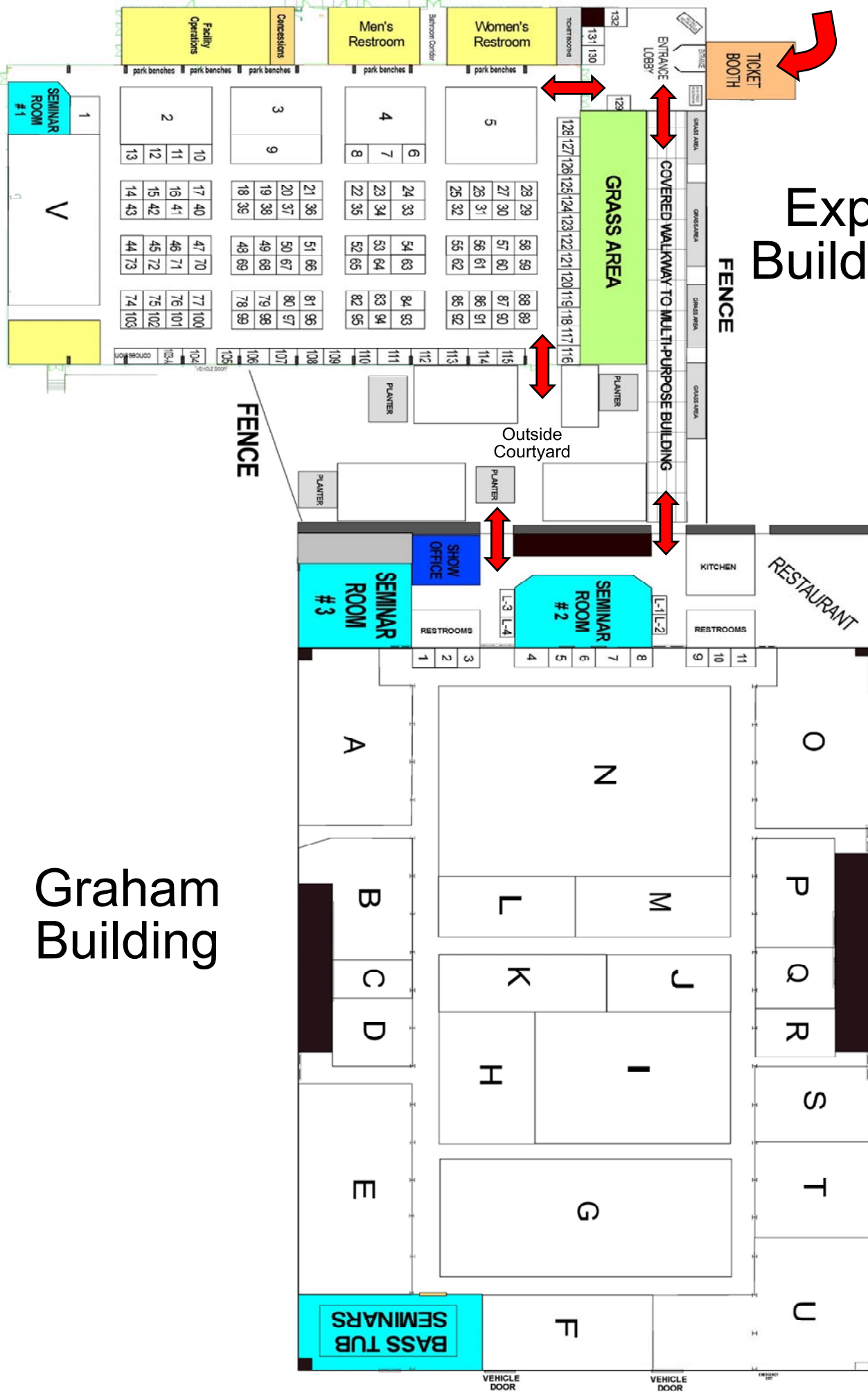
Take care & stay healthy. And again... please let us know if you have any questions.

**Sincerely**

**Les W. Gray  
Russell A. Gray  
Southeast Productions, Inc**

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# Expo Building



# BASS & SALTWATER FISHING EXPO

January 8 - 10, 2021 - NC State Fairgrounds

Move-In - Jan. 6 & 7 Move-Out Jan. 10



## Application for Exhibit Space

EXHIBITOR #

PLEASE PRINT CLEARLY - If any preprinted information is incorrect please strike through and correct

COMPANY

CONTACT

ADDRESS

CITY

STATE

ZIP

PHONE

CELL

EMAIL

PRODUCT / SERVICES TO BE DISPLAYED

### THINGS TO KNOW

- All efforts will be made to place returning exhibitors in same location as the previous year unless requested otherwise. Show management does however reserve the right of final booth placement up to and including move-in. New exhibitors will be placed after returning exhibitors renewal deadline.
- Submission of application does not guarantee acceptance to show. Acceptance based on relevance of product to show and current inventory of booths.
- Booth is to be used for applying company only. Subletting or sharing of display is not allowed unless prior approval from show management.
- Tables & Chairs **are not provided** with booth rental. Order forms from show decorator will be sent out prior to show.
- Vehicles are allowed on show floor in a limited capacity and is not guaranteed to every exhibitor. Please check with show manager before driving onto show floor.
- Displays are expected to be occupied all hours of the show beginning opening hour on opening day unless approved by show management. If booth has not been installed by opening day show management reserves the right to exclude exhibitor and reassign booth.

READ ADDITIONAL "RULES OF EXHIBITING" ON REVERSE OF APPLICATION

**Booth Size Requested** (If you are a new exhibitor and are requesting larger than a 10 x 40 booth please call to confirm availability & Pricing)

Space Size Requested

X

☐ 10 x 10 (100 sq. ft.) - 600.00

☐ 10 x 20 (200 sq. ft.) - 1100.00

☐ 10 x 40 (400 sq. ft.) - 2100.00

☐ 10 x 15 (150 sq. ft.) - 900.00

☐ 10 x 30 (300 sq. ft.) - 1600.00

☐ 20 x 20 (End Cap) - 2200.00

3 Aisles

A 50% deposit is required with returned application. Applications received without deposit will not be accepted. Exhibitor information packets will be mailed approximately 45 days before show and will include invoice for final payment.

**Booth Cost**

**Deposit Required**

**Balance Due**

(50% minimum with returned application)

Balance Due No Later Than **DEC. 1, 2020**

**Checks** - Make checks payable to :

Southeast Productions, Inc.

P O Box 7282

Greensboro, N C 27417

Check #

Check Amount

**Credit Card** Visa - M / C - Amex - Discover

\$

Amount to Process

EXPIRES

CSC CODE

NAME ON CARD

BILLING ZIP CODE

Initial

I authorize Southeast Productions to process the above credit card for the amount indicated based on the terms of this exhibit application.

Initial

I authorize Southeast Productions to process the above credit card for the **Balance Due** on Nov 15, 2019 based on the terms of this exhibit application.

Office Use Only : Processed Date Chg Amount Confirmation #

**IMPORTANT NOTICE** - ALL ACCOUNTS MUST BE PAID IN FULL 10 DAYS PRIOR TO EVENT. ACCOUNT BALANCES PAID AT THE EVENT WILL RESULT IN A 5% SERVICE FEE (\$20 MIN) AND MUST BE PAID BY CREDIT CARD, CERTIFIED CHECK OR CASH.

UNLESS PRIOR ARRANGEMENTS HAVE BEEN MADE.... PERSONAL OR BUSINESS CHECKS WILL NOT BE ACCEPTED AT THE SHOW FOR PAYMENT.

It is mutually agreed that there is no other conditions of this agreement other than those printed on the front and reverse side of this application. As an acting authorized agent of the applying company I confirm that I have read all of the "Rules of Exhibiting" and agree to abide by said rules. I acknowledge that any violation of "Rules of Exhibiting" can cause closure of display without recourse or refund.

Signature

Date

RETURN WHITE COPY WITH PAYMENT - KEEP YELLOW COPY FOR RECORDS

# TERMS & RULES OF EXHIBITING

*In our effort to make this event successful for all parties, we present these Terms & Rules to each participating Exhibitor as our uniform policy and guidelines. Although, we recognize that all exhibitors are unique in their needs - we feel that these guidelines set a good frame work for the success of the exhibitor and show. It is Southeast Productions desire to assure every exhibitor large or small that they are the most important element to a successful event.*

- Submission of **Application for Exhibit Space** does not guarantee acceptance into event. Show management reserves the right to deny application based on relevance of product to show and/or current inventory of booths. Show management also reserves the right to limit or exclude categories at it's discretion.
- **All exhibiting companies are required to have and maintain general liability insurance coverage during the event. Please contact show management if you have any questions concerning this requirement**
- Person signing this "**Application for Exhibit Space**" (**Agreement**) acknowledges he/she is an authorized agent of applying **Company (Exhibitor)** and is entering into a binding financial agreement with Southeast Productions, Inc. (**Show Management**). Terms of this agreement requires **Exhibitor** to a pay a deposit to **Show Management** with submitted application to reserve exhibit space and becomes nonrefundable after **Nov. 1st. (All cancellation requests must be made in writing and postmarked prior to Nov 1st. )** Unless canceled, agreement also requires and binds **Exhibitor** to submit **Payment In Full** of account balance to **Show Management** by indicated deadline. **Exhibitor** acknowledges if Payment in Full has not been satisfied prior to deadline Show Management reserves the right to cancel Exhibit Space reservation and reissue booth without recourse unless prior arrangements have been made with Show Management. **If, due to state and/or local mandates, the event should have to be rescheduled or canceled, ALL exhibitors in good standing with their accounts will be given the option of either carrying the monies over to the rescheduled date, or having a full refund issued.**
- Once accepted, exhibit space is to be used for applying company only. If applying company is Parent Company to another business entity please indicate D/B/A on application . Subletting , sharing or re-assigning of exhibit space is not allowed unless prior approval from show management.
- State and local taxes are the responsibility of each exhibitor. State tax licenses are required.
- Exhibits must be maintained within the dimensions of the contracted space size and Booth Exhibits should not extend higher than 8 feet. Exhibits cannot be secured, hung or supported by facility walls, columns or rafters. Exhibits cannot extend or "Hang out" over the aisle or neighboring displays. If by the nature of your product your booth display structure extends higher than 8 feet or needs the support of a solid wall..... please notify Show Management prior to move in for approval.
- Tables & Chairs are not supplied with display. All decoration materials ( Curtains, carpet, tables, chairs, etc.) are owned , maintained and rented by the contracted Show Decorator - Not Show Management. Damage or removal of any of these materials can and will result in the Exhibitor being charged for replacement either directly from the show decorator or through show management. **Nothing can be attached directly to the display curtains.** Please notify Show Management or Show Decorator staff if you have any questions about securing display material to Pipe & Drape.
- All business must be conducted within the dimensions of your display. Distributing brochures and/or pamphlets while standing outside your display, walking up and down aisles or placing in common areas of the show floor is prohibited. Disturbing noises or forms of attracting attention to your display which are objectionable to Show Management will not be allowed. Distributing helium balloons or adhesive backed promotional items are prohibited by Building Management.
- After hours security will be provided beginning on first move-in day. It is the responsibility of each exhibitor to secure items in their booth to deter theft. Covering tables at closing and lockable display cases (if possible) are recommended. This Event, its Sponsors, Show Management and Building Management shall not in any way be held liable for damage or loss to property or person of the Exhibitors.
- Displays are to be installed and removed at the expense of the Exhibitor and shall remain in place until closing on the last day of event. Exhibitors leaving prior to closing without consent of show management will automatically lose renewal option for the next years event. Exhibits left beyond the official move-out dates will be removed by show management. Exhibitor will be billed for any labor and/or costs associated with the display removal.
- Show Management will make every effort to operate on scheduled hours in the event of inclement weather but cannot be held responsible for adjustments in show hours or days. Refunds and/or credits can not be offered to exhibitors unable to attend because of weather.

**Again, we recognize that each exhibitor is unique in needs and nature, so if you should have a concern or conflict with any of these Exhibitor Rules please contact us and we'll assist in anyway possible.**

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**Greensboro, NC 27417**  
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**www.ncboatshows.com info@ncboatshows.com**

**Signature Required \_\_\_\_\_**

**By indication of signature I have read and agree to rules set forth by show management for this event.**