



Exhibitor Guidelines & Information

November 17-19, 2017
Florida State Fairgrounds
4800 U.S. 301 • Tampa

HOURS

Friday, November 17 10am-6 pm
Saturday, November 18 ... 10am-6pm
Sunday, November 19..... 10am-5pm

SETUP

We have arranged for plenty of extra move in and move out time. Move in times are as follows:

Tuesday, Nov. 14 – 8 a.m. – 6 p.m.

Boat Dealers ONLY!

Boats may be pre-staged outside on the Fairgrounds Midway. (On the opposite side of the lakes from Expo and Entertainment Halls.) If you are unsure, please ask before dropping a boat!

Wednesday, Nov. 15 – 8 a.m. – 6 p.m.

Boat Dealers ONLY!

Boats will begin moving into Expo and Entertainment Halls per the schedule you will receive at least one week in advance. Please do not attempt to move into the halls prior to your scheduled times.

Thursday, Nov. 16 – 8 a.m. – 6 p.m.

Move in for ALL exhibitors

Boats will continue to move in per the schedule. Boat dealers, please adhere to the scheduled times.

All other 10 x 10 and open space exhibitors may move in on this day.

Friday, Nov. 17 – 8 a.m. – 9:30 a.m.

Limited move in for ALL exhibitors

No vehicles are allowed in the buildings on Friday morning. All move in MUST be completed and all vehicles MUST be moved from in front of and behind the halls no later than 9:30 a.m.

MOVE OUT

Sunday, Nov. 17 5pm-10 pm

Monday, Nov. 18 8am-5pm

All exhibitors MUST be out of the halls no later than 5 p.m. on Monday, November 18. NO EXCEPTIONS. If arrangements are made in advance, boat dealers may stage boats on the Fairgrounds Midway for another day for return to their lots.

FORKLIFTS

We have retained the services of Jack Johnson and his team to operate forklifts and assist boat dealers in positioning their boats. Jack will have multiple lifts, so, boats can be removed from their trailers.

Jack will be contacting boat dealers at least a week in advance and scheduling their move in. The move in schedule MUST be followed by all boat dealers.

Questions? Call Jack Johnson directly at 813-654-2791.

EXHIBITOR PARKING

On all show days exhibitors MUST park in the designate exhibitor parking lot. With their parking passes, exhibitor can enter at the Orient Road Entrance and follow the signs to the exhibitor parking lot.

EXHIBITOR BADGES

You will receive your exhibitor badges when you check in at the registration desk at move in.

Exhibitor badges must be worn for admittance into the entrances with-

out charge or for admittance during non-show hours. Exhibitors are entitled to a specific number of badges in relation to the total number of square feet occupied by the exhibitor.

10x10 booth

4 badges

Multiple booth exhibitors

2 badges for every booth after the first, up to a maximum of 12.

OPEN SPACE

1,000 Sq Ft

6 badges

2,000 sq ft

12 badges

Questions pertaining to the badge procedure should be directed to Jim Scilligo (727) 894-3644.

GENERAL ADMISSION PASSES

As a courtesy to exhibitors, general admission passes good for all week-end are available at the show office at a cost of \$2.50 each. They can also be purchased at the registration desk at move in. General admission tickets may be left at the "will call" window at the ticket office. A valid ID must be shown to pick up these passes.

SMOKING

Smoking is prohibited inside the building and in the outside exhibitor space.

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TABLE/CHAIR/CARPET RENTALS

Inquiries about this should be directed to PME Expo Services at 407-730-3886 or customerservice@my-pme.com. All inquiries and orders MUST be made directly with PME. Everything you need to know is spelled out in the provided Exhibitor Services Kit. NOTE: Be sure to order early as costs do go up considerably if you wait until the last minute.

ELECTRICAL SERVICE

This MUST be ordered directly from the Florida State Fairgrounds. Order forms are available in the Exhibitor Services Kit. All inquiries MUST be directed to the appropriate authorities at the Fairgrounds. NOTE: Again, order early as costs do go up as we get closer to the show!

SECURITY

Exhibit halls are locked down each night. Exhibitors are not permitted onto the show floor prior to 8 a.m. No overnight admission is allowed. You must have a badge to be admitted into the show for pre-opening set up.

LIABILITY

Reel Animals Boat Show & Fishing Expo, sponsors, Florida State Fairgrounds or any other agency, organization or individual associated with the show assumes no responsibility, nor will they be responsible for loss, theft or damage to any equipment, merchandise or other items at the show.

If you plan to use your own carpet, please consult with show management before using any tape on the floor. The removal of said tape will be your responsibility at the conclusion of the Show.

EQUIPMENT, MOTOR VEHICLES, ETC.

The operation of any vehicle or machinery is prohibited without the permission of the show producer. Also prohibited is the use of helium balloons, oils burning fluid, kerosene, naphtha, propane or gasoline for mechanical or other purposes.

BOAT DELIVERY

Boats, trailers, etc, parked in the parking lot prior to and during the Show will be left at the risk of the owners. Reel Animals Boat Show & Fishing Expo or any other agency associated with the Show shall not be liable for lost damaged or missing property. Boat dealers will be contacted by Jack Johnson and scheduled for a specific time to move into the halls. This does not affect booth exhibitors or open space exhibitors who are not boat dealers.

FREIGHT HANDLING

All freight deliveries and shipments MUST be scheduled through PME Expo Services. Information on how to do this is included in the Exhibitor Services Kit.

EARLY DEPARTURES

No booth may be dismantled or equipment removed from the building or outside exhibit areas prior to 5 p.m. Sunday, Nov. 17, unless prior arrangements have been made with show management.

SPECIAL ARRANGEMENTS/DETAILS

If there are any special arrangements or specific details that we should be aware of, please contact Jim Scilligo at (727) 894-3644 so we can fulfill your request prior to the show. During the show, it will be much more difficult to accommodate such requests.



REEL ANIMALS BOAT SHOW & FISHING EXPO

The floor plan is divided into two main sections: the Entertainment Hall on the left and the Expo Hall on the right. The Entertainment Hall contains a large stage area with 'WEAR IT FL STAGE' and 'BUDWEISER MAIN STAGE'. It also features several rooms labeled A through V, including a large room D. The Expo Hall includes a 'SHOW OFFICE', 'CONCESSIONS', and a 'MAIN ENTRANCE'. The plan also shows restrooms, exits, and a central walkway.

Entertainment Hall:

- Rooms:** A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V.
- Stages:** WEAR IT FL STAGE, BUDWEISER MAIN STAGE.
- Restrooms:** Men's and women's restrooms are located near the center and bottom right.
- Exits:** Multiple exits are marked throughout the hall.
- Walkway:** A central walkway runs through the middle of the hall.

Expo Hall:

- Rooms:** CONCESSIONS, SHOW OFFICE.
- Entrance:** MAIN ENTRANCE.
- Restrooms:** Men's and women's restrooms are located near the top right.
- Exits:** Multiple exits are marked throughout the hall.



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DRIVING DIRECTIONS FLORIDA STATE FAIRGROUNDS 4800 U.S. 301 • Tampa

FROM LAKELAND

1. Head west on E Walnut St toward S Indiana Ave (253 ft)
2. Turn right at the 1st cross street onto S Indiana Ave (344 ft)
3. Turn left at the 1st cross street onto E Lime St (0.6 mi)
4. Turn right onto Sikes Blvd/N South Route
Continue to follow Sikes Blvd (0.5 mi)
5. Continue onto Kathleen Rd (2.5 mi)
6. Use the left 2 lanes to turn left to merge onto I-4 W toward Tampa (0.4 mi)
7. Follow I-4 W to US-92 W/E Hillsborough Ave in Hillsborough County. Take exit 7 from I-4 W (23.3 mi)
8. Merge onto I-4 W (22.7 mi)
9. Use the right lane to take exit 7 to merge onto US-92 W/E Hillsborough Ave toward US-301 W/Busch Gardens (1.7 mi)
10. Use the right lane to merge onto US-92 W/E Hillsborough Ave (0.2 mi)
11. Use the right lane to take the ramp to Riverview (0.3 mi)
12. Merge onto US-301 S (0.4 mi)
13. Turn right at Elm Fair Blvd (125 ft)
14. Turn right (0.2 mi)
15. Slight left (0.3 mi)
16. Turn left - Destination will be on the left.

FROM ST. PETERSBURG

1. Follow 19th Ave SE and 3rd St S to I-175 W
2. Head south on Beach Dr SE toward 19th Ave SE (82 ft)
3. Turn right onto 19th Ave SE (0.41 mi)
4. Turn right onto 3rd St S (1.1 mi)
5. Turn left onto 4th Ave S (449 ft)
6. Turn left at the 1st cross street onto 4th St S (315 ft)
7. Follow I-275 N and I-4 E to East Lake-Orient Park. Take exit 7 from I-4 E
8. Use the right 2 lanes to turn slightly right onto I-175 W (signs for Route 175/S Bay Dr/Route 275) (0.9 mi)
9. Use the right 2 lanes to merge onto I-275 N toward Tampa (0.9 mi) (27.7 mi)
10. Use the right lanes to take exit 45B for I-4 E toward Orlando (0.5 mi)
11. Continue onto I-4 E (2.1 mi)
12. Keep right to stay on I-4 E (3.3 mi)
13. Take exit 7 for US-92 E toward US-301 E/Riverview/Zephyrhills (0.2 mi)
14. Keep right at the fork, follow signs for US-301 S/Riverview and merge onto US-301 S (0.7 mi)
15. Merge onto US-301 S (0.2 mi).
16. Turn right at Elm Fair Blvd (427 ft)
17. Turn left (135 ft)
18. Turn right (446 ft)

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TO: ALL EXHIBITORS

FROM: SHOW MANAGEMENT

SUBJECT: TAX OBLIGATIONS

In compliance with Florida Department of Revenue regulations, we are responsible for notifying the Department of Revenue of vendors and exhibitors for the show. (It's no secret, as we publish the list online anyway.) We are asking for your cooperation in the following manner:

When you mail the balance of your payment, those of you have a current Department of Revenue tax certificate number, please list it on the invoice. We'll turn a list of vendors into the department with these names and numbers shortly after the show. It will then be your responsibility to report the amount of sales and taxes collected. Write the certificate number of the invoice in the space provided.

The state sales tax for Manatee County (where the show is held) is 6-1/2 percent. You are responsible for the collection of this amount on your sales. You can include sales tax in your pricing or collect it on top of your prices. There is no sales tax on service-related items. To find out if you fall into that category, please contact that department at the number below.

For those of you coming from out of state who may make this your only Florida appearance, don't worry. The Department of Revenue usually provides one of its temporary kits. You pay the annual fee on the spot (\$5), then report your sales and collections on a form provided in the kit. Again, this is the responsibility of the exhibitor to file and complete all paperwork.

If you have any questions, contact the Department's Hillsborough Office at (813) 744-6575.

**BRING A COPY OF YOUR CERTIFICATE TO THE SHOW
IN CASE THE DEPARTMENT PAYS A VISIT TO THE SHOW.**





Florida State Fairgrounds Preferred Hotel List

AMERISUITES, SABAL PARK

10007 Princess Palm Ave, Tampa, FL 33635

Reservations: 813-622-8557

Amenities: 59 suites, free breakfast buffet, fitness center, outdoor heated pool, refrigerator, microwave, wet bar, coffeemaker with coffee in suite and cable television. Pets are welcome. Conveniently located off of I-4 and I-75.

AMERISUITES (Near Busch Gardens)

11408 N 30th St, Tampa, FL 33612

Reservations : 979-1922

Amenities: ree WiFi, 42-inch flat-screen TVs and separate living/sleeping areas. They also include work areas, minifridges, wet bars and coffeemakers. Freebies include hot buffet breakfast and a local shuttle. There's also a heated outdoor pool, a 24/7 fitness center, a business center and a 24/7 cafe.

CROWNE PLAZA HOTEL, TAMPA EAST

10221 Princess Palm Ave, Tampa, FL 33610

Reservations : 813-623-6363

Amenities: Warm rooms with balconies come with WiFi (fee), flat-screen TVs and coffeemakers. Club rooms provide access to a lounge with complimentary continental breakfast, all-day snacks and afternoon appetizers. Suites offer microwaves, minifridges, and living areas with pull-out sofas. Parking is free. Other amenities include an American grill and bar, plus regular wine-tasting. There's also a 24/7 fitness center, tennis courts and an outdoor pool.

HAMPTON INN & SUITES, TAMPA EAST

11740 Tampa Gateway Blvd, Seffner, FL 33584

Reservations : 813-630-4321

Amenities: The rooms have free WiFi, flat-screen TVs with HD channels, full work desks (as well as ergonomic lap desks), coffeemakers, minifridges and microwaves. Suites add living space and sofabeds. In addition to a free breakfast buffet (or breakfast bags to go), amenities include an outdoor pool and a patio, a fitness center and free parking.

HILTON GARDEN INN, TAMPA

EAST/BRANDON

10309 Highland Manor Dr, Tampa, FL 33610

Reservations: 813-626-6700

Amenities: Less than 4 miles from Florida State Fairgrounds, All rooms offer modern decor and cus-

tom-designed beds, plus flat-screen TVs, free WiFi, microwaves and minifridges. Suites add whirlpool tubs and separate living areas with pull-out sofas. A cooked-to-order breakfast is available (fee), and there's an on-site American restaurant, bar and 24/7 pantry. There's also a fitness center, outdoor pool and whirlpool. Additional amenities include flexible meeting rooms, a business center, a free area shuttle and parking.

RED ROOF INN TAMPA, FAIRGROUNDS

5001 North US Route 301, Tampa, FL 33610

Reservations: 813-623-5245

Amenities: A 5-minute walk from the Florida State Fairgrounds, The basic rooms come with complimentary Wi-Fi and flat-screens. Upgraded rooms add minifridges, microwaves and coffeemakers. Children age 17 and under stay free. Amenities include complimentary parking, as well as coffee and tea in the lobby. A picnic area is available. Pets are welcome.

RESIDENCE INN, SABAL PARK

9719 Princess Palm Ave, Tampa, FL 33619

Reservations: 813-627-8855

Amenities: 102 all suite hotel with studio, one and two bedroom suites. Fully equipped kitchen and separate living area, complimentary daily hot breakfast, complimentary hospitality Mon.-Thurs. 5-7PM, complimentary grocery shopping service, 24-hour guest laundry, pool, spa, sports court and exercise room. Pets are welcome. Marriott Rewards program. Conveniently located off of I-4 and I-75.

SEMINOLE HARD ROCK HOTEL & CASINO

5223 Orient Rd, Tampa, FL 33610

Reservations: 813-627-7625 or 866-388-4263

Amenities: 4-Star, 4-Diamond property, 250 guest rooms and suite. Las Vegas style resort hotel providing full service fitness center & spa, gourmet food market place, fine dining, night club, coffee bar, pool bar & grille, 24-hour restaurant and room service, resort pool atmosphere offering private cabanas and an outdoor Jacuzzi, 90,000 sq. ft. casino. Hard Rock retail. Valet and complimentary self parking availavle. Conveniently located near I-4 and only one block away from the Fairgrounds.