

EXHIBIT IN THE U.S.A. PAVILION AT METS 2017



The Marine Equipment Trade Show (METS) is the biggest and best-attended business-to-business leisure marine equipment show in the world!

METS draws more than 22,000 visitors annually. Attendees include yacht and boat builders, naval architects, repair yards, distributors, captains, marina developers and equipment manufacturers from around the world, who return year after year because they know METS is the most comprehensive show of its kind.

The National Marine Manufacturers Association (NMMA) organizes and operates the U.S.A. Pavilion at METS to make it easy for marine companies to reach the global market. Our U.S.A. Pavilion offers cost-effective, turn-key exhibition packages in a prime location.

EASY ONE-STOP BOOKING THROUGH THE NMMA!



ADVANTAGES OF EXHIBITING IN THE U.S.A. PAVILION:

- > Easy one-step booking of premium spaces in Hall 12 in the Amsterdam RAI with a choice of different booth sizes.
- > Minimal staff time. NMMA coordinates your entire experience—including registration, hotel, booth needs, shipping and invoicing.
- > No currency exchange rate fluctuations. NMMA locks you in to a fixed rate (€ = \$) so your exhibition costs will remain constant.
- > Marketing that gets you noticed. Aggressive advertising and public relations campaigns work to maximize traffic to the U.S.A. Pavilion and include on-site branding and exposure. **Buy Quality, Buy Experience, Buy American!**
- > Networking cocktail reception with live music for all U.S.A. Pavilion exhibitors, plus unlimited invitations for your clients and industry contacts.
- > "Meet Before METS" pre-show networking dinner.
- > Complimentary coffee, refreshments and light snacks for all pavilion exhibitors served daily in the NMMA booth.
- > Pre-show and on-site logistical support from NMMA's Export Development team.
- > Meeting room areas, available on a first-come basis.

"The NMMA staff are excellent at providing the best support that I've ever had at a trade show. We had a great show with 35 leads to follow up on. We will definitely be back next year"

Ted Bodtmann, President, Si-Tex Marine



BOOTH OPTIONS

Returning U.S.A. Pavilion participants who register by February 28, 2017, with paid deposit have first right of refusal for current booth location and priority during new space assignment (based on the METS point rankings). New applicants will be assigned space on a first-come, first-served basis.

WE'RE HOLDING THE LINE ON COSTS AGAIN! RATES FROZEN FOR 2017!



STANDARD BOOTH: 12 square meter stand: \$6,950*

Turn-key package within a 12m² stand (approx. 130 sq.ft). Space measures 3m deep x 4m wide and includes the following:

- > Hard white walls with fascia signage (company name/country and stand #)
- > Lockable storage closet with coat rack (1mx1m)
- > Carpet, one table, three chairs and one information counter
- > Two double spotlights and one 220V power outlet
- > Daily stand cleaning
- > RAI Participation Fee (required for all exhibitors)
- > Unlimited coffee and light snacks in the NMMA stand
- > One invitation to the "Meet Before METS" pre-show dinner

SMALL BOOTH: 9 square meter stand**: \$5,600*

Turn-key package within a 9m² stand (approx. 100 sq.ft).

Space measures 3m deep x 3m wide and includes the following:

- > Hard white walls with fascia signage (company name/country and stand #)
- > Carpet, one table, three chairs and one lockable information counter
- > Two double spotlights and one 220V power outlet
- > Daily stand cleaning
- > RAI Participation Fee (required for all exhibitors)
- > Unlimited coffee and light snacks in the NMMA stand
- > One invitation to the "Meet Before METS" pre-show dinner



BULK SPACE: Build a booth to meet your needs: \$575/m²*

Any booth larger than 12m² can be accommodated (based on space availability) and includes:

- > Hard white walls with fascia signage (company name/country and stand #)
- > Carpet
- > Stands 35m² and smaller: includes items listed in Standard Booth
- > Stands larger than 36m²: includes all items listed in Standard Booth plus extra table/three chairs/counter and two lights
- > Unlimited coffee and light snacks in the NMMA stand
- > Two invitations to the "Meet Before METS" pre-show dinner

**20% surcharge will apply to non-member exhibitor rates*

***Only in the U.S.A. Pavilion; availability is extremely limited.*

All applications are subject to RAI and NMMA approval.

Products must meet U.S. Commercial Service 51% U.S. content guidelines.

To request an application contact: Julie Balzano, Export Development Director

Tel: 954.441.3234 | Email: jbalzano@nmma.org

FINAL REGISTRATION DEADLINE: SEPTEMBER 8, 2017—BASED ON SPACE AVAILABILITY

NMMA[®]