



TRADE SHOW

DATE	Saturday and Sunday, March 31-April 1, 2012
LOCATION	San Diego, California (Mission Bay)
EVENT	2,000 meter in-lane rowing primarily for eights
PARTICIPANTS	Juniors (14 -18 yrs) 750 Collegiate 1,700 Open Events 400 Masters (21+ yrs) 925 TOTAL 3,775
DEMOGRAPHICS	High proportion of professional, educational, and economic achievement.
SPECTATORS	15,000 within a half-square-mile venue
IMPORTANCE	Considered one of the finest races in North America and “America’s Premier Spring Regatta.”
MEDIA	Coverage by local television affiliates, cable, AP, UPI, and major regional coverage (San Diego and competitors’ regions) and in national print media. Live Webcast. One hour ESPNU special approximately two weeks post event.
NON-PROFIT	501(c) (3) Tax Exempt Organization
CONTACT	Martha Shumaker, Executive Director San Diego Crew Classic® 1875 Quivira Way, C-6 San Diego, CA 92109 (619) 225-0300 Martha@crewclassic.org Corporate Sponsors contact Ann Hill, Chief Advancement Officer (619) 225-0305 AnnHill@crewclassic.org
WEB SITE	www.CrewClassic.org



TRADE SHOW GENERAL INFORMATION

“America’s Premier Spring Regatta.” offers:

- ❖ 100+ races in 2 days of 2,000 meter racing primarily for eights.
- ❖ 3,775 of the nation’s most competitive collegiate, junior and master rowers
- ❖ As many as 15,000 alumni, family, friends, and spectators
- ❖ High proportion of professional, educational, and economic achievement among rowers
- ❖ Directed by 501 (c) (3) tax exempt organization
- ❖ Continued coverage by local television affiliates, cable, AP, UPI and major regional coverage (San Diego and competitors’ regions). National print media plus live Webcast and one hour ESPN special.

The following is an overview of important information and how you can become a vendor at this year’s event.

THE LAYOUT: The Trade Show is located at the north end of the public area, near the crews and the finish line. We provide individual tents starting on each side of the main entrance, subject to conditions and number of participants. A special boat display area will be between the sidewalk and the Champions Pavilion on the Knoll (main tent).

You are welcome to open on Friday when special activities are planned and large numbers of participants and family members will be on-site. We will make every effort to accommodate your location choice; however, the final placement of each vendor will be at the discretion of the San Diego Crew Classic. Sponsors have a priority and space is limited.

The Crew Classic Merchandise Tent will be located within the Trade Show area, at the main entrance—patrons will walk through it to reach the venue.

PRICING: On the anticipated Trade Show layout, the access and appeal of the spaces is nearly equal. However, the end locations are considered “prime” and therefore priced accordingly.

TENT SPACE: Tents are 10’x10’, 10’x20’, and 20’x20’, with common walls with the tent next door. **Please note that the Trade Show configuration does not allow for overflow merchandising beyond 5 feet in front of your tent. Exceeding 5 feet will restrict access to your neighbor.**

BOAT EXHIBITORS: In an effort to best accommodate vendors displaying boats, we will follow the same plan as previous years. If you wish to display a boat, you have two choices. A 10’x20’ tent space will hold most singles, within the tent, set up on the diagonal. Singles cannot be accommodated in front of your tent due to their length and blocking of the space of your neighbor. If you wish to display a boat in the boat display area across the sidewalk from your tent, in front of the main tent, you may do so for an additional charge. You must have a 10’x10’ tent. The first boat of any size will be \$500. Each additional boat will be \$250, with a maximum of three boats.

CERTIFICATE OF INSURANCE: The City of San Diego does not require COIs from Trade Show vendors.

EQUIPMENT: Each 10'x10' space includes one 8' table and two chairs. Electricity is available for an additional cost of \$50.00 per space. We will monitor use of electricity by those who have not requested access. To direct-order any additional equipment or amenities such as table skirts, cloth covers, and easels, please see the Furnishing and Equipment Form and contact Willie Williams of Classic Party Rentals at wwilliams@classicpartyrentals.com or (858) 496-9700.

RESERVATIONS: Spaces are limited and we typically cannot accommodate all vendors who apply. To reserve your space, please fill out and send in the reservation form below, the contract, and fee.

If you need further assistance or have additional questions, you can contact the Crew Classic Office: martha@crewclassic.org or by phone at 619 225-0300.

CANCELLATIONS: Should it become necessary to cancel your reservation, immediately notify the San Diego Crew Classic in writing. Fees will **not** be refunded if notification is received after March 1, 2012. Remember that the event is a GO, rain or shine!

PARKING and ACCESS: Given the layout and considerable space constraints of the site, it is not possible for Trade Show participants to park vehicles adjacent to their spaces, and *parking within the fenced area is prohibited in our City permit*. Also, the San Diego Police on site will prohibit you from driving inside the venue during regatta hours. Please inquire at the Information Tent when you check in about the availability of utility carts. Availability may be limited, so we advise you to come prepared with hand carts, etc. We are still working on a plan to make set up go more smoothly for our Trade Show vendors—we may have more options by event time. We do anticipate enforcement of the “no vehicles inside fence” policy, so we appreciate your cooperation. Unfortunately, free parking will not be provided in the lot immediately adjacent to the Trade Show during the event.

MISCELLANEOUS

- Beginning Thursday at noon, check in at the Information Tent to pick up your packet and tent location. Your packet will contain your wrist bands for admission on Saturday and Sunday.
- The San Diego Crew Classic cannot be responsible for damage or loss.
- Please put all trash in the trash containers provided. There are larger dumpsters nearby for boxes and crates.
- Please read the “Official Regulations and Conditions of Contract” and review the other documents for further information regarding the Trade Show.

ADVERTISING

- Please see the Advertising Rate Sheet should you be interested in advertising space in our Official Regatta Program.
- Individual corporate banners must be kept inside your space. For those vendors who would like to upgrade their support of the San Diego Crew Classic® sponsorships begin at \$3,000. Benefits include vendor space in a premium location, signage, PA announcements, VIP privileges, and advertising. If you are interested in getting a sponsorship proposal outlining the full range of options, please contact our Chief Advancement Officer Ann Hill, at AnnHill@crewclassic.org or (619) 225-0305.

We hope your experience at the San Diego Crew Classic® is both pleasant and profitable! We look forward to welcoming you to the regatta!



TRADE SHOW SPACE RESERVATION REQUEST FORM

March 31-April 1, 2012

Due March 5, 2011 +\$250 if received after March 1

Company Name: _____

Contact: _____

Address: _____

Telephone: _____ Fax: _____

Email: _____

Product Line Description: _____

TENT			TOTAL
10' x 10'		\$ 600.00	
10' x 20'		\$ 1,200.00	
20' x 20'		\$ 2,400.00	
End Unit, additional charge		\$ 250.00	
AFTER March 1, 2011		+ \$ 250.00 per tent	
ELECTRICITY		\$ 50.00	
BOAT DISPLAY			
1 boat		\$ 500.00	
2 boats		\$ 750.00	
3 boats		\$ 1,000.00	

TOTAL DUE	\$

Check # _____ enclosed. Made payable to San Diego Crew Classic®

Please charge total due to Visa MasterCharge AMEX # _____

Name on Card _____

Signature _____

Expiration Date _____

Zip Code of Billing Address _____

Send or fax to: San Diego Crew Classic®
 1875 Quivira Way, C-6
 San Diego, CA 92109
 Fax: 619 225-0301



SAN DIEGO CREW CLASSIC®
March 31-April 1, 2012
FURNISHINGS & EQUIPMENT FORM

ORGANIZATION NAME _____

Each 20' x 20' tent comes with 2 tables, 20 chairs, and white picket fencing.

Please provide the following additional equipment:

Quantity	Item		Quantity	Total
_____	8'x30" table	18.00	_____	_____
_____	6'x30" table	17.00	_____	_____
_____	4'x30" table	16.00	_____	_____
_____	8'x18" table	17.00	_____	_____
_____	6'x18" table	16.00	_____	_____
_____	36" round table	16.00	_____	_____
_____	48" round table	17.00	_____	_____
_____	Table skirt white fabric	19.00	_____	_____
_____	Add'l plastic table cover-white	7.00	_____	_____
_____	White folding chair	2.00	_____	_____
_____	White wood padded chair	5.00	_____	_____
_____	6' Propane Barbeque (incl. cleaning)	195.00	_____	_____
_____	5' Charcoal Barbeque (incl. cleaning)	125.00	_____	_____
_____	Raffle Drum	35.00	_____	_____
_____	Garment Rack	25.00	_____	_____
_____	Trash Can, Large	13.00	_____	_____
_____	Trash Can, Small	6.00	_____	_____
_____	Plastic Tub	13.00	_____	_____
_____	Ice Chest 100 or 120 qt	30.00	_____	_____
TOTAL			_____	_____

PAYMENT MUST ACCOMPANY EQUIPMENT ORDER!

DEADLINE: FRIDAY, MARCH 23rd, 2012 at 5pm.

All equipment will be delivered on Friday, March 30th, 2012. All "on site" orders are subject to 50% price increases, and must be paid for in full at the time the order is placed. Please call Willie Williams at Classic Party Rentals 858-496-9700 with any questions.

Check # _____ enclosed for \$ _____
 Visa/MC# _____ Exp. date _____ CID# _____
 Billing Address: _____
 Signature on credit card: _____
 Contact Person: _____ Cell Phone # _____

Make check payable to: **CLASSIC PARTY RENTALS**

Send to: Classic Party Rentals, 7069 Consolidated Way, Suite 300, San Diego CA 9212. Or fax to: 858 496-2180 or email- WWilliams@classicpartyrentals.com

SAN DIEGO CREW CLASSIC®, INC.
2012 Crew Classic® Event

Official Regulations and Conditions of Contract

Contract for Exhibit Space: By submitting an application for exhibitor space and acceptance of application, the application becomes a binding contract between Exhibitor's company (hereafter called "Exhibitor") and the San Diego Crew Classic Inc. (hereafter called "Crew Classic®").

Hold Harmless: Exhibitor agrees to hold harmless Crew Classic and the San Diego Crew Classic Foundation, its Board of Directors, Committee members, sponsors and co-sponsors, agents, employees, and licensees from any and all liabilities which may arise as a result of Exhibitor's operation of Exhibitor space or performance under this contract. Exhibitor understands that no insurance is offered by Crew Classic and that insurance must be obtained by and at the expense of the Exhibitor. Exhibitor shall maintain liability insurance in an amount not less than \$1,000,000, and shall name Crew Classic and the San Diego Crew Classic Foundation it's officers, employees and agents as an additionally insured on the liability policy.

Acceptance of Application: Acceptance of the application by Crew Classic does not in any way imply an endorsement of the Exhibitor's service or product. Rejection of an application by Crew Classic does not in any way imply lack of merit of the Exhibitor's service or product.

Use of Space: No Exhibitor may sublet, assign, or apportion any portion of the space assigned to that Exhibitor. No Exhibitor may exceed its assigned space dimensions in any manner. No Exhibitor may advertise or distribute outside of the space dimensions assigned to that Exhibitor. This includes interfering with traffic in the exhibit area.

Restrictions: Crew Classic reserves the right to restrict and/or have removed an exhibit because of noise, objectionable method of operation, lewd or unacceptable conduct, or other reasons which violate the terms of these Regulations and Conditions. In the event of such a removal, restriction of exhibit, or discontinuance of set-up, Crew Classic will not issue any refund of rental, expenses, or other damages.

Samples and Souvenirs: Distribution of samples and souvenirs in a restrained manner is permitted with permission, provided there is no interference with other exhibit spaces or the aisle movement. Crew Classic may remove or withdraw permission to advertise and/or distribute any material it considers objectionable. Games of chance involving the exchange of money are not allowed.

Care of Premises: No part of an exhibit, nor any sign or other materials, may be taped, pasted, nailed, or otherwise affixed to any wall or ceiling within the exhibit area. The cost for any repairs due to Exhibitor's negligence or violation of this rule will be the responsibility of the Exhibitor.

Fire Regulations: Decorations and exhibit construction furnished by Exhibitor must conform to any and all fire regulations. All materials used by Exhibitor must be flameproof. Combustible or other flammable materials may not be used.

Exhibit Set-Up and Breakdown: Exhibitor understands that set-up shall not commence before noon Thursday before the event, and that exhibits must be broken down and removed from the premises by 5 P.M. Sunday. No vehicles may be driven inside the gates during at any time before, during or after the regatta.

Refunds: Exhibitor understands that refunds will be honored under the following circumstances only: A full refund of fees if cancellation is received in writing at the Crew Classic office no later than March 1. No refunds will be given for cancellations after March 1.

Interpretation and Enforcement: These Regulations and Conditions become a part of the contract between Exhibitor and Crew Classic. All matters in question not covered by these Regulations and Conditions are subject to the decision of Crew Classic, and all decisions made shall be so binding on all parties affected by them. Authority to enforce these Regulations and Conditions under the Crew Classic is vested in the President of the Crew Classic the Crew Classic Board of Directors, and the Crew Classic Executive Director.

Crew Classic shall not be liable for failure to perform its obligations under this contract due to acts of God or any causes beyond its control.

The undersigned agrees to the terms of these Regulations and Conditions, and states that he or she is a fully authorized representative of Exhibitor, with full authority to sign on behalf of Exhibitor's company.

Authorized Exhibitor Representative

Position/Title

Date

Print Name

Rec'd By: _____

Crew Classic®

Date



SAN DIEGO CREW CLASSIC®

March 31-April 1, 2012

2012 PROGRAM ADVERTISING RATES

ADVERTISING DEADLINE: MARCH 1, 2012

Advertising Rates

4-Color Rates:

- | | | |
|----------------------|-----------|---------|
| • Back Cover | 7 ½ x 10" | \$2,000 |
| • Inside Front Cover | 7 ½ x 10" | \$1,500 |
| • Inside Back Cover | 7 ½ x 10" | \$1,200 |

Black & White Rates:

- | | | |
|----------------------------|----------------|-------|
| • Full Page | 7 ½ x 10" | \$800 |
| • ½ Page (Horizontal) | 7 ½ x 4 7/8" | \$400 |
| • ¼ Page (Vertical) | 3 7/8 x 4 7/8" | \$200 |
| • 1/8 Page (Business Card) | 3 7/8 x 2 3/8" | \$100 |
| • Sunday Insert | 7 ½ x 10" | \$650 |

Format in Illustrator or PhotoShop

Preferably on Mac, but can take PC

No bleeds

Include hard copy of ad for comparison

Send a ZIP or CD to San Diego Crew Classic®

Email to martha@crewclassic.org

Make checks payable to:

San Diego Crew Classic®

1875 Quivira Way C-6

San Diego, CA 92109