

# HISWA 2011 Exhibitor Rates

Tuesday 1 March – Sunday 6 March



AMSTERDAM  
BOAT SHOW  
2011

The fee for participation at HISWA 2011 consists of an **application fee** of € 395.00 excluding VAT in addition to the rates for stand space as listed below. The registration fee includes the costs of:

- inclusion in catalogue
- inclusion in list of exhibitors for the media
- inclusion in list of exhibitors on the website
- inclusion in exhibition floor plan
- possibility of placing press release on the website
- possibility of participating in the HISWA Innovation Award

## RATES FOR STAND SPACE \*

Rates per square metre	Early Bird Rates	Regular Rates
sq.m., up to 50 sq. m.	€ 118.00	€ 144.00
sq.m., from 51 to 110 sq. m.	€ 116.00	€ 142.00
sq.m., from 111 to 250 sq. m.	€ 113.00	€ 138.00
sq.m., from 251 to 500 sq. m.	€ 111.00	€ 135.00
sq.m., more than 500 sq. m.	€ 109.00	€ 133.00
Balcony per sq.m.	€104.00	€ 128.00

\* The charges are inclusive of the costs of 2 tickets per square metre of stand space.

## RATES JETTY\*\*

Length of boat	Early Bird Rates	Regular Rates
8.87m – 12.20m (30ft- 40ft)	€ 5.076.00	€ 6,190.00
12.21m - 15.25m (41ft- 50ft)	€ 5.494.00	€ 6,700.00
15.26m – 18.30m (51ft- 60ft)	€ 6.355.00	€ 7,750.00

\*\* The charges for jetty are inclusive of costs of 30 tickets per berth.

## DISCOUNTS

**EARLY BIRD BOOKING:** The **early bird discount of 18%** is available if you book **before 28 September 2010**.

**JETTY:** If you exhibit two or more boats at the Amsterdam in-water Boat Show 2010, you will receive a 35% discount on the first (smallest) boat and a 10% discount on the second boat for the HISWA Amsterdam Boat Show.

**HISWA VERENIGING:** Members of the HISWA Association receive 15% extra discount on their participation.

## RATES FOR READY-TO-EXHIBIT STANDS

The organisers can arrange a ready-to-exhibit stand for exhibitors, which includes:

- Separation walls (white – 250 cm height)
- Fascia board with company name
- Carpet tiles (five colour options)
- Electrical connection (double socket) including 2 kW of consumption

The rent for **standard** shell scheme (ready-to-use) stand is € 67,50 per sq.m. of allocated stand space, excluding VAT and stand rent. The rent for **deluxe** shell scheme is € 85,00 per sq.m.

## RATES FOR PAVILION PER SQUARE METRE

Early Bird Rate: € 109.00 Regular Rate: € 133.00

Rates are inclusive furnishing, table and chairs, electricity, parking ticket, exhibitor badges, 2 tickets per square metre and inclusion of pavilion in the HISWA marketing campaign. (The use of your own stand construction is not allowed).

## INFORMATION ABOUT BERTHS AT THE JETTY

### Rates for the jetty include:

- placement at the jetty
- spotlights above stand
- electrical connection (double socket – including 2 kW of consumption)
- carpet under boats
- cleaning jetty and under the boats

### The rules of the jetty:

- A reception counter may be placed on the jetty up to one metre from the edge
- Carpet is not allowed on the jetty
- Seats can be placed on the jetty up to a maximum of one metre from the quay
- If you would like to place chairs, tables or materials beneath the jetty please send a stand design to the Duty Manager before 25 January 2011
- Advertising materials, displays, flag poles etc. can only be placed with written permission from the organisers

NB- Please add any additional information on the HISWA 2011 Registration form beside the sections entitled 'categories' and 'vessels to be exhibited'.