

# SACRAMENTO BOAT SHOW

& off road exposition

MARCH 8th – 11th 2012

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Dear Exhibitor:

It is a pleasure to welcome you to the 38th Annual SACAMENTO BOAT SHOW & Off-Road Exposition at the CAL EXPO fairgrounds to be held March 8th thru 11th, 2012

We would like to take this opportunity to share with you valuable information that will make your participation in this show fun and enjoyable! It is our goal to have a smooth running operation and we know you will make every effort to cooperate by reading the following information and your compliance. We believe that most of your questions will be addressed herein.

We look forward to another great show. If you have questions, please do not hesitate to call me direct at (916) 372-4239 or cell (916) 826-0454 or [jorgen.bateman@sbcglobal.net](mailto:jorgen.bateman@sbcglobal.net)

Jorgen Bateman  
Show Manager

## **Show Information**

Jorgen Bateman - Show manager  
Office: (916) 372-4239 Cell: (916) 826-0454 Fax: (916) 371-8555  
Email: [jorgen.bateman@sbcglobal.net](mailto:jorgen.bateman@sbcglobal.net)

## **Show Hours**

Thursday & Friday: Noon to 7 PM  
Saturday: 10 AM – 7 PM  
Sunday: 10 AM – 6 PM

## **Important Dates**

Please review the following information at your earliest convenience:

RULES & REGULATIONS	See Attached
CREDENTIALS & PARKING PASSES	Due Feb 15th.
INSURANCE REQUIREMENTS (Page 2 of Rules & Regulations)	Due March 1st
RESELLER'S PERMIT REQUIREMENTS	Due March 1st
AT&T TELEPHONE ORDER INFORMATION	ASAP
FOOD DISTRIBUTION (See Page 1 of Rules & Regulations for details)	Prior to March 1st

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## **EXHIBITOR CREDENTIALS**

Credentials will be mailed at your request or may be picked up at the show office commencing 9am on Tuesday March 6th, 2012. SVMA is not responsible for those credentials that do not reach the person for whom they are intended. Credentials will only be mailed at your request when payment in full is received, resale number on file and insurance received in proper form.

## **PARKING PASSES**

General Parking at Cal Expo is \$10.00

Exhibitors can purchase parking passes at a discounted rate of \$5.00.

This is a day pass with no re-entry rights.

Parking passes can be purchased at the show office starting Tuesday March 6th.

SVMA NOT RESPONSIBLE for multiple credentials and parking passes picked up and not distributed to the persons for whom they are intended. If there is only one person in organization responsible for distribution of credentials and parking passes, please so indicate and they will only be released to that person. Otherwise credentials will only be released to the person for whom they are intended.