



# BOSTON SEA ROVERS

Information Packet for:  
**Exhibitors, Advertisers, Sponsors**

## About the Boston Sea Rovers Show

Although the Boston Sea Rovers originated in 1954 as a dive club, it rapidly evolved into an organization that hosts a yearly show dedicated to raising public awareness of the underwater world. Many famous partnerships that have helped shape the world of underwater exploration, science, photography, and filmmaking have been formed at the Sea Rovers show over more than six decades. New England's premier dive show attracts over 3,500 attendees yearly to see the many presentations, exhibit hall, and the world-renowned film festival. The average attendee is not only the diving public but a combination of local and traveling divers. They are very much involved in diving and participate in the sport more than your average show attendee on the national scale.

The Boston Sea Rovers is a not-for-profit 501-C-3, all-volunteer organization. The show proceeds are used solely to host the show and support our outreach programs, such as the Boston Sea Rovers Internship, Careers in Ocean and Marine Sciences (COMS), and more. See our website for more details: [www.BostonSeaRovers.com](http://www.BostonSeaRovers.com)

## About Our Venue

In 2010, the Sea Rovers moved the show from Boston proper to a convenient location just a half-hour north of Boston. The show is now located at the **DoubleTree by Hilton**, 50 Ferncroft Road, **Danvers, Massachusetts**. This move has attracted even more attendees for several reasons: ample free parking, affordable rooms and meals, and an easy commute -to name a few. Not only do attendees love the new location, but also exhibitors have found it a breeze to get in and out of with ample time for setup and takedown. Considering how affordable room rates are and the variety of airlines that fly in and out of Boston, the Boston Sea Rovers show is a very cost-effective way for any business to raise or maintain awareness with a dedicated diving crowd.

## What We Do For You

We know that among the many challenges facing the dive industry today, getting in front of new divers, and equally important... attracting people who aren't divers yet, is a big challenge. This is why the Boston Sea Rovers has not only formed many professional partnerships with dive-related businesses and organizations, but also with universities, schools, nature clubs, photography clubs, outdoor stores, and many other places from where we also attract a broader audience that is interested in the underwater world. While these people are attracted to the show because of our world-renowned presenters, they present the perfect opportunity for you to convert into new business. Combined with our offering of FREE discover scuba sessions throughout the weekend, we're having success converting these people into divers.

We don't just bring people to the exhibit hall; throughout the year, we communicate with our mailing list of over 8,000 names, informing them of the show's workshops, exhibitors, presenters, and more. Our website also proudly displays the logo and URL of all exhibitors and corporate sponsors. Sponsor logos and URLs will be included in our email correspondences to this mailing list whenever possible.



*"The Annual Sea Rovers Clinic is a first rate learning experience with presentations from some of the diving industry's most notable speakers who share a veritable wealth of knowledge including underwater photography, dive and adventure travel and other topics designed to excite and educate all at the same time."*

**-Dan Orr, Retired President, Divers Alert Network**





## Exhibitor Details

### WHAT'S INCLUDED:

- Electricity – 110 volts
- One 6-foot skirted table and 2 chairs
- Wireless Internet
- Colored fabric backdrop and side panels
- Company or organization overhead sign (as listed in program guide) Two exhibitor ID badges (additional badges \$35 each)

Booths are 10'x8' in size. Telephone lines are available at an additional cost and can be obtained through the hotel if requested at least 3 weeks before the clinic. Not all booth sizes or location may be available. Preferred or requested location assigned on a first come, first-serve basis.

### SCHEDULE:

- Friday- exhibit hall setup **9 am - 5 pm**
- Saturday– exhibit hall setup **7:45 am - 8:45 am**
- Saturday– exhibit hall open to the public **8:45 am - 5 pm**
- Sunday – exhibit hall open to public **9:15 am - 4 pm**
- Sunday– exhibit hall breakdown begins at **4 pm**

## Advertising Specifications

- Artwork should be a minimum of 300dpi at the requested ad size
- The following file formats are acceptable: TIFF, JPEG, PSD, PDF, EPS
- Color (cover) Ads: a color proof ad should be supplied to ensure color accuracy Color (cover and full-page) Ads: a 1/8th inch bleed should be included

Corporate Sponsor Logos: Logos need to be provided in an electronic format. The preferred formats are as follows: AI or EPS. We will also accept high-resolution logos in the following formats: JPEG or TIF at 12" wide at 300dpi. Logos must be accompanied by a high-quality black and white or color print version. You can submit your logo file online at [www.bostonsearovers.com/logos](http://www.bostonsearovers.com/logos)

Production Charges: Ads that need to be modified in any way (text, size, etc.) will be charged at a minimum cost of \$95/hour.

The Boston Sea Rovers reserves the right to disapprove of any advertising deemed inappropriate.

The cut size of the program guide is 8.5" wide by 11" tall.

"As a business owner, I love coming to the Sea Rovers show because I always leave with an abundance of qualified leads. That's not the only reason I make sure I'm here each year. I look forward to this weekend because it is one of the most enjoyable events in the entire dive industry."

–**Jenny Collister, President, Reef & Rainforest**



## Sponsor Packages

In an effort to make things as easy as possible for you, the dive industry professional, we've created several pre-packed sponsorship bundles that include exhibitor space, advertising in the program guide, and additional exposure through our website, emails, and our Super Raffle, Raffle, and Silent Auction. The Super Raffle features premium prizes- top-notch trips and high-value equipment. Our regular raffle also included great trips and gear, and our Silent Auction table can highlight any product or offering you would like to get additional visibility. The Super Raffle and Raffle prizes are publicized heavily before the show. The sooner we know about your donation of a prize the more we can publicize it and gain your exposure. Please keep in mind that 100% of the proceeds from the raffles and auction go to support the Sea Rovers non-profit mission to honor our yearly show and to support our internship and scholarship outreach programs.



### Gold Sponsorship Silver Sponsorship Bronze Sponsorship

#### Qualifications for Sponsor Level

Booth Purchase of:	Single or Double Booth	Single or Double Booth	Single or Double Booth
Advertisement in Guide:	Full Page Color	Full Page Color	Half Page Color
Donation of Goods and/or Services Worth:	\$3,000 or greater	\$1,000 - \$2,999	\$300 - \$999

#### Sponsor Will Receive

Special Recognition at Our World-Renowned Film Festival	Yes	--	--
Invitation to Friday Night Speakers Party	Yes	--	--
Promotion in Email Blast	Yes	Yes	--
Promotion in Social Media	Yes	Yes	--
Promotion in Website Sidebar	Yes	Yes	Yes
Sponsor Logo on Signage at Show	Yes	Yes	Yes
Sponsor Logo on Screen Saver Between Presentations	Yes	Yes	Yes

## Become a Sponsor

To attain the benefits of sponsorship please make sure you let your sales representative know. Or, the easiest way to become a sponsor is to use our online registration form at: [www.bostonsearovers.com](http://www.bostonsearovers.com)



*"As a long-time exhibitor at the Boston Sea Rovers, DUI is very pleased to exhibit again next year. The high quality of the seminars attracts the perfect customer: serious recreational divers who are interested in high-quality equipment. The new venue has decreased the cost of exhibiting and has the added benefit of exposing youngsters and their families to the underwater world."*

**-Faith Ortins, Expedition Lead, Blue Green Expeditions**



## Exhibit Booth Pricing:

No booth space(s) will be held without a minimum 50% deposit and signed contract. **The discounted rate will be applied to contracts paid in FULL at the time of signing and no later than June 15. August 1st all final Payments are due**

Booth Type	Regular Price	Early Bird prior to June 15th
Single Booth	\$1200	\$1050
Double Booth	\$1800	\$1625
Corner Booth	\$1325	\$1160
Non-Profit/Public Service Booth	\$600	\$525
Dive Club Booth	\$400	\$350
Additional Name Badges	\$35	N/A

## Advertising Pricing:

**The artwork is due by July 1. The cut size is 8.5" by 11" - please include 1/8" bleed if needed**  
10% discount to non-profit agencies at BSR discretion. See detailed ad specs on the previous page or on our website.

Advertisement Type (all ads can be full color at no extra charge)	Rate
Full Page Back Outside Cover	\$1200
Full Page-Inside Covers (front, back, Centerfold (left/right))	\$1000
Full Page (up to 8.5" by 11" plus 1/8" bleed if need)	\$600
Half Page (up to 8.5" by 5.5" plus 1/8" bleed if need)	\$325
Quarter Page (up to 4.25" by 5.5" plus 1/8" bleed if need)	\$250
Horizontal Business Card	\$50

## Exhibit Booth Contract Details

**1. APPLICATION:** At a minimum, a non-refundable 50% deposit is required with your application to be considered for exhibit space. If you are paying by credit card, you must indicate whether you would like to provide a deposit or full payment when the contract is signed. Only exhibitors making payment in full upon signing of the contract and prior to June 15 will receive the discount. All payments must be made by July 15, or your booth will not be guaranteed. The Boston Sea Rovers will attempt to fulfill special requests but cannot make any guarantees with regard to a specific location on the exhibit floor or vendor grouping.

**2. SPACE CANCELLATION:** If space is canceled at least 60 days before the show's opening day and canceled space is resold, all funds except for the deposit will be returned. If the canceled space is NOT resold, no money will be refunded. If space is canceled 30 days or less before the show's opening day, there will be no refunds.

**3. INSTALLATION AND DISMANTLING:** Set-up time begins on Friday at 8 am. Any space not claimed and occupied 60 minutes before the opening hour of the exhibit may be reassigned without refund. The exhibitor expressly agrees not to dismantle the exhibit before the final closing hour of the exhibit. Goods must be crated and packed for shipment by the exhibitor within one hour following the close of the exhibit.

**4. LIABILITY AND INSURANCE:** Boston Sea Rovers or any officer or staff member will not be responsible for the safety of the exhibitor's property from theft, damage, by fire, accident, or other causes, but will use reasonable

**5. USE OF SPACE:** All sales activities MUST be confined to the limits of the booth. Products may be demonstrated within the confines of the booth. Displays shall not be placed in such a manner as to block, shield, or interfere in any way with other exhibitors or common spaces. The Boston Sea Rovers and the hosting facilities reserve the right to remove any equipment or display deemed unsafe or a public hazard.

**6. NOISE MAKING EXHIBITS:** Exhibits that include instruments, radios, public address systems, projectors, etc., must be operated in such a manner so that the noise does not disturb adjacent exhibitors and their patrons. The use of such devices is at the discretion of the Boston Sea Rovers.

**7. FIRE PROTECTION:** Booth Decorations must be fire and flameproof. Electrical wiring must conform to National Electrical Code Safety Rules. Suppose inspection indicates that any exhibitor has neglected to comply with these regulations, or otherwise incurs a fire hazard. In that case, the right is reserved to cancel all or that part of the exhibit that is in violation at the discretion of the Boston Sea Rovers. Exhibitors MUST comply with all fire regulations.

**8. CIRCULATION AND SOLICITATION:** Distribution of circulars or promotional material may be made only from within the booth assigned to the exhibitors presenting such materials. No firm or organization not designated space in the exhibit hall will be permitted to solicit business within the exhibit area.

**9. Building and Equipment:** Exhibitors or their agents shall not damage or deface the walls or floors of the building, the booths, or the equipment of the booths. When such damage appears, the exhibitor is liable to the owner of the property so damaged, to the Boston Sea Rovers, or both.

**10. LISTING IN OFFICIAL PROGRAM:** The contract and payment in full must be received no later than July 15 for the exhibitor to be listed in the official program guide.

**11. BACKDROPS AND IDENTIFICATION SIGNS:** These are provided as part of the contract between the exhibitor and the Boston Sea Rovers.

**12. DRAYAGE FEES:** Are not charged. Exhibitors are expected to provide their own carts or use hotel postage at cost.

**13. SHARING BOOTH SPACE:** No exhibitor shall assign, sublet or share the space allotted without the knowledge and consent of the Boston Sea Rovers.

**14. SELLING FROM BOOTHS:** The selling of life support equipment from the floor is PROHIBITED. This shall include, but not be limited to Tanks, Regulators, Rebreathers, and Buoyancy Control Devices.

**15. EXHIBITORS BADGES:** Two (2) exhibitor badges are included as part of the exhibit booth package. Additional Badges may be purchased for \$35 each.

**16. REFUND** Boston Sea Rovers must comply with any and all governmental action taken in response to the Covid-19 pandemic and ongoing public health crisis. A full refund minus the processing/servicing fee (\$50) will be provided should the pandemic, public health crises, quarantine, travel restrictions, or any other governmental action require BSR to cancel the conference. An exhibitor's failure to comply with Department of Public Health guidelines will be grounds for termination of this contract. No refunds will be given if an exhibitor's contract is terminated for noncompliance.

**17. General COVID Warning:** All exhibitors and attendees will be required to adhere to the public health guidelines imposed by the Federal and Commonwealth of Massachusetts Departments of Public Health in effect at the time of the conference.

**ACCEPTANCE:** The Boston Sea Rovers reserves the right to deny any exhibitor/ individual said exhibit space that the Boston Sea Rovers deem not in the best interest of the Boston Sea Rovers for any reason not inconsistent with the applicable laws and regulations. By applying to the Boston Sea Rovers, the exhibitor hereby agrees to all of the previously stated conditions.

### FOR ADDITIONAL INFORMATION:

Mike Guglielmo – Exhibitor Chair

Email: [sales@bostonsearovers.com](mailto:sales@bostonsearovers.com)

Or visit our website at <http://www.bostonsearovers.com>

