

# Laughlin 2020 Water Sports EXPO

## **GENERAL EXHIBITOR INFORMATION FRIDAY, SATURDAY & SUNDAY, February 28-29-MARCH 1, 2020 at the EDGEWATER HOTEL & CASINO RESORT**

Welcome to the inaugural 2020 Laughlin Water Sports Expo in Laughlin, Nevada, headquartered at the world-famous Edgewater Hotel & Casino where outdoor motorsports enthusiasts of boating, off-roading, RVing, and camping call home base. The Laughlin Water Sports Expo is brand new, capturing the spirit and passion of multiple active recreation segments, providing motivated consumers the opportunity to browse, compare and shop for the latest and greatest in boats, pontoons, off-road vehicles, trucks, sand rails, ATVs, UTVs, 4 x 4s, buggies, motorcycles, electric vehicles, RVs, toy haulers, travel trailers, personal watercraft, jet boats, kayaks, paddleboards, bicycles, camping gear, and all related accessory products and services.

**LOCATION:** Edgewater Hotel – Casino Resort – 2020 S. Casino Drive, Laughlin, Nevada

**SHOW HOURS:** (rain or shine)

Friday, February 28 – noon- 5pm

Saturday, February 29 — 9am – 5pm

Sunday, March 1 — 9am – 3pm

**CONCESSIONS:** Food, beverages and beer garden on-site.

No off-site alcoholic beverages or glass containers allowed.

**ADMISSION:** Free!

**PARKING:** On-site self-parking free/valet parking available

# IMPORTANT EXHIBITOR/VENDOR INFO

**BULK SPACE RATES:** for boats, RVs, off-road vehicles, trailers, etc. SORRY, NO PRIVATE PARTY OWNED PRODUCTS ALLOWED – this is not a Swap Meet.

Bulk Spaces 750 to 1500 square feet = \$.70 per square foot

Bulk Space 1500 to 2500 square feet = \$.65 per square foot

Bulk Space over 2500 square feet = \$.60 per square foot

**BOOTH VENDOR SPACE RATES:** for accessory products, services and retail merchandise (all indoors at the Edgewater E-Center – electricity available)

10' x 10' (non-corner) = \$350.00

10' x 10' (corner/aisle) = \$390.00

## **SPACE APPLICATIONS MAY BE MAILED, EMAILED, FAXed or ELECTRONICALLY SUBMITTED**

Space deposits (one-third of total space cost) due on or before: January 15, 2020

### **FINAL SPACE PAYMENTS IN FULL DUE NO LATER THAN JANUARY 31, 2020**

All space costs must be paid in full prior to Expo move-in. In the event an exhibitor wishes to cancel a space reservation, that request must be made (via email or in writing) prior to January 31, 2020 in order to receive a full refund. No refunds of any payments after January 31, 2020, sorry no exceptions.

### **HOW TO PAY DEPOSITS and BALANCE DUE**

Payment may be made in cash, check, money order or credit card (PayPal) — you do not have to have a PayPal account to utilize the online/website payment option, all major credit cards accepted by PayPal. **We do not accept credit card payments by phone for your security.**

### **FOR CREDIT CARD PAYMENTS ONLINE, PLEASE USE THIS LINK:**

<https://laughlinwatersportsexpo.com/application-payments/>

### **IF YOU WANT TO MAKE A PAYMENT BY CHECK, PLEASE MAIL TO THIS ADDRESS:**

**Make checks payable to: MEDIA DIRECTION**

**Mailing Address: Media Direction, 31933 Odyssey Drive, Winchester, CA 92596**

The Laughlin Water Sports Expo is a rain or shine event — no postponements or cancellations for inclement weather

Brought to you by Media Direction – producer of the Lake Havasu Boat Show and the Sand-Water-RV Expo (Media Direction has successfully been involved in the advertising/ marketing/ public relations and event/entertainment production business for 40 years. Experienced in media buying, PR, advertising, event promotion/organization and all forms of social media).

# FAQs

## **1. What kind of Expo is this?**

This event is intended to generate sales opportunities for manufacturers, retail dealers, and booth vendors offering related accessory products and services to the outdoor powersports recreation industry (off-road vehicles, side-by-sides, motorcycles, trucks, RVs, travel trailers, and boats) as well as kayaks, paddleboards, golf cars, mobility scooters, camping equipment, fishing gear, and bicycles. NEW and USED product for sale welcomed. No private parties.

## **2. What is the venue like?**

The Laughlin Water Sports Expo is occupying approximately 200,000 square feet of the Edgewater Hotel & Casino Resort parking lot immediately adjacent and visible to S. Casino Drive, and the 27,000 square foot Edgewater enclosed E-Center.

## **3. Who attends, from what markets and how many?**

The Expo is for everyone who enjoys outdoor recreation, especially the motorized variety. The Expo primarily pulls an audience from the over 250,000 people living and visiting in Lake Havasu City, Parker, Kingman, Yuma, Bullhead City, Laughlin, Fort Apache, Mohave Valley and Indio plus portions of Riverside/San Bernardino, Las Vegas and Phoenix. Expected total attendance for the two-days will be 7,000 to 8,000. ADMISSION TO THE EXPO IS FREE and parking is free also.

## **4. How will the Expo be advertised?**

It is anticipated that the Expo will draw an audience from as far as Las Vegas to the north, Phoenix to the east, Yuma to the south and Southern California/San Bernardino and Riverside Counties to the west. Consumer demographics will target those fitting the profile of active, outdoor recreation minded individuals and families with generous disposal incomes who are interested in and/or already involved with off-roading, RVing and boating lifestyles. Advertising mediums to include: Internet, banner ads on popular special interest Forums, email blasts to targeted demographic lists, social media (Facebook and Instagram), regional newspapers, print ads in special interest publications, highway signage, massive radio campaign and public relations.

# Special Attractions

**“KISS” is performing at the Laughlin Event Center (only a half block away from the Expo on Saturday night, February 29 at 8pm). This will be a sell-out concert with over 12,000 in attendance. Fans will be arriving at the Edgewater on Friday – the town of Laughlin will be packed for the entire weekend with people. Concert goers will have all Saturday, 9am to 5pm, to visit the Expo for free at the Edgewater and then walk to the Event Center for the epic concert with KISS that night.**



## **PLAY SOME POKER AT THE EXPO**

**FREE ON-LAND POKER RUN AT THE LAUGHLIN WATER SPORTS EXPO, SATURDAY & SUNDAY, FEBRUARY 29-MARCH 1 – EVERYBODY PLAYS!**

Want to play a little outdoor poker while you're at the Expo this weekend? Why not.....it's FREE to enter and participate. And who knows you might get lucky and win some cool prizes. It's an all on-land inside at the Expo Poker Run. Just stop by our Poker Run booth inside the Expo entrance and sign-up. Good luck and enjoy. It's fun and it's free!

## **DO YOU PLAY CORNHOLE?**

Come Join Us for the COLORADO RIVER CORNHOLE CHAMPIONSHIPS in conjunction with the Laughlin Water Sports Expo

FRIDAY, SATURDAY & SUNDAY, FEBRUARY 28-29 & MARCH 1

At the Edgewater Hotel & Casino Resort E-Center (indoors)

**GUARANTEED PRIZE MONEY!**

## **Tentative TOURNAMENT SCHEDULE**

Friday, February 28 -- Open boards/practice from 2pm-6pm

Saturday, February 29 -- 10am Tournament Start – Singles and Doubles/Team qualifying and eliminations.

Sunday, March 1 -- 10am Tournament Start – Finals for qualified singles and doubles/teams.

# APPLICATION FOR EXHIBITOR SPACE



**Laughlin Water Sports Expo**  
February 28-29-March 1, 2020  
Edgewater Hotel – Casino Resort – Laughlin, NV

Please print-out the PDF form, fill-out and return with deposit -- a new Expo floorplan is also available online for viewing. A one-third deposit is required with an application to reserve Priority space assignment consideration (Deadline January 15, 2020. Balance due must be paid on or before January 31, 2020.

Company Name \_\_\_\_\_

Company phone \_\_\_\_\_ Cell \_\_\_\_\_

Email Address \_\_\_\_\_

Name of Person Requesting Space \_\_\_\_\_

Company address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Company Website \_\_\_\_\_

Type of Business \_\_\_\_\_

Products to be Exhibited (please be Specific) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**RATES** (Must submit a space application and a one-third deposit on or before January 15, 2020 to receive priority space assignment consideration.)

**BULK SPACE RATES:** for boats, RV's, off-road vehicles, trailers, ect. SORRY, NO PRIVATE PARTY OWNED PRODUCTS ALLOWED - this is not a Swap Meet.)

Bulk Space 750 to 1500 square feet = \$.70 per square foot

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**BOOTH VENDOR SPACE RATES: for accessory products, services and retail merchandise (all indoors at the Edgewater E-Center - electricity available)**

**BOOTHS** (Corner/Aisle) 10' x 10' = \$390.00

**BOOTHS** (Non-Corner) 10' x 10' = \$350.00

**VIEW FLOORPLAN AT: [WWW.LAUGHLINWATERSPORTSEXPO.COM](http://WWW.LAUGHLINWATERSPORTSEXPO.COM) (Click on "For Exhibitors")**

Space Preference \_\_\_\_\_ (1st choice) \_\_\_\_\_ (2nd choice) \_\_\_\_\_ (3rd choice)

Bulk Space Size \_\_\_\_\_ Number of Booth Spaces \_\_\_\_\_

Would you like to add a banner ad on the expo website? \_\_\_yes \_\_\_no

Deposit Amount (1/3 of total due) \_\_\_\_\_ (by January 15, 2020)

Balance Due \_\_\_\_\_ (no later than January 31, 2020)

Payments may be made in cash, check, money order and online Credit Card/PayPal to:

**MAKE PAYABLE TO: MEDIA DIRECTION**

31933 Odyssey Drive, Winchester, CA 92596

(951) 501-0210 (951) 599-0195 fax [info@laughlinwatersportsexpo.com](mailto:info@laughlinwatersportsexpo.com) [www.laughlinwatersportsexpo.com](http://www.laughlinwatersportsexpo.com)

## **IMPORTANT EXHIBITOR BULK/BOOTH INFORMATION -- PLEASE READ**

- **Show Hours:** Friday, February 28, 2020 -- noon to 5pm  
Saturday, February 29, 2020 -- 9am to 5pm  
Sunday, March 1, 2020 -- 9am to 3pm
- **Move-in:** Thursday, February 27, 7:30am to 6pm, Friday, February 28, 8:00am to 11:00am
- **Move-out:** Sunday, March 1 after 3:00pm, Monday, March 2 from 8am to noon
- Security will be present from Thursday, February 27 through Monday, March 2, at noon.
- All bulk space exhibits and booths must be attended/manned during all show hours.
- There is no electrical power on-site. Portable generators are permitted only with permission of show management.
- Bulk exhibitors and booth vendors are responsible for their own move-in and move-out. Boat Show management does not offer storage.
- Bulk exhibitors and booth vendors are responsible for bringing their own display equipment (i.e. tables, chairs, EZ-Ups, stairs, backdrops, signage, etc.)
- All exhibitors are required to abide by all local regulations pertaining to licenses and permits. In addition, all exhibitors must provide proof of business liability insurance.
- No outside alcoholic beverages are allowed at the Expo. Food, beverage and beer will be available for sale on-site during regular show hours.

Please call Expo management (951) 501-0210 or email [info@laughlinwatersportsexpo.com](mailto:info@laughlinwatersportsexpo.com) for additional questions or clarifications.

### **SPACE APPLICATION DUE NOW with DEPOSIT**

Applications must be accompanied by a one-third deposit. Applications & space deposit due no later than January 15, 2020 for space assignment priority consideration.

### **BALANCE OF SPACE COST -- DUE IN FULL, January 31, 2020.**

In the event an exhibitor wishes to cancel a space reservation, that must be done prior to January 31, 2020 in order to receive a full refund. No refunds of any payments after January 31, 2020.

### **SPACE APPLICATIONS MAY BE SUBMITTED ELECTRONICALLY, MAIL OR FAX**

(print-out the PDF form, fill-out and return with deposit -- an Expo floorplan is also available online for viewing).





**2020 LAUGHLIN WATERSPORTS EXPO  
at The Edgewater Hotel & Casino  
E-CENTER - ALL BOOTH SPACES 10' x 10'**

