

MARINE HOTEL ASSOCIATION
27th ANNUAL CONFERENCE
& TRADE SHOW



april 15-17
2012

the peabody hotel orlando, florida
join us for the marine hospitality industry's premier event!

agenda

SUNDAY April 15, 2012

8:00am – 1:00pm
27th Annual Golf Tournament
(transportation will depart at 7am)

9:00am – 5:00pm
Registration
Windermere Ballroom Foyer

10:00am – 5:00pm
Exhibit Set-Up
Windermere Ballroom

10:00am – 5:00pm
Silent Auction
Windermere Ballroom Foyer

6:30 – 8:30pm
Welcome Reception

MONDAY April 16, 2012

8:00am – 5:00pm
Registration
Windermere Ballroom Foyer

8:00am – 10:00am
Conference Breakfast

8:00am – 4:00pm
Silent Auction
Windermere Ballroom Foyer

10:00am – 4:00pm
Trade Show Open
Windermere Ballroom

7:00pm
Cocktail Reception

8:00pm
Dinner & Entertainment

TUESDAY April 17, 2012

8:00am – 3:00pm
Registration
Windermere Ballroom Foyer

8:00am – 10:00am
Conference Breakfast

10:00am – 3:00pm
Trade Show Open
Windermere Ballroom

7:00 – 10:00pm
Grand Finale

SUGGESTED ATTIRE

Professionally informal during
business hours.

Resort casual for all social events.



hotel reservations

The Peabody Hotel | Orlando, Florida

The Peabody Orlando and their famous Peabody Ducks invite you to experience their longstanding legacy of excellence with the added luxury of their new expansion.

A definitive landmark among Orlando's luxury hotel properties, The Peabody combines luxury and elegance with state of the art meeting space — all in a perfect Orlando location.

We are most pleased to be continuing our relationship with the Peabody and to offer you the following special conference rate: \$259.00 single/double occupancy. **To reserve your accommodations, please contact The Peabody directly.** You may also go online to make your reservation using the link below or telephone the reservations department at 800-42DUCKS (800-423-8257). Please be sure to use group code 463441 when making your reservation.

Accommodations

MHA Group Rate \$259 (single or double occupancy). A 13.5% tax per room will be added to listed rate. **Reservation requests must be received no later than Monday, March 12, 2012.** A two night deposit plus tax is due with each reservation in order to guarantee the reservation and is refundable on cancellation seven (7) days prior to arrival date. The Peabody Hotel accepts all major credit cards as a convenient means of making a deposit to hold your reservation.

Check-In: 3pm, Check-Out: 12 Noon.

The utilization of hotel suites for purposes of hospitality or meetings must be limited to times that do not conflict or overlap in any way with the official Conference and Trade Show activities. Your cooperation is appreciated.

Reserve your hotel accommodations online:
(click hyperlink below)

<https://resweb.passkey.com/go/MHA2012>
(group code: 463441)

or call:

THE PEABODY HOTEL
Toll-free U.S. 800-735-2639
(407) 352-4000 phone
(407) 354-1424 fax

Request "MHA Group Reservations"



exhibitor information & registration

REGISTER ONLINE: www.mhaweb.org/register/orlando-exhibitor.shtml

Exhibit Hours

Monday, April 16, 2012
10:00am-4:00pm

Tuesday, April 17, 2012
10:00am-3:00pm

**To register please click
the hyperlink above,
or copy & paste into
your web browser.**

Set-Up

Sunday, April 15, 2012
9:00am-5:00pm

All booths must be ready for final inspection by show management at 10:00am, Monday, April 16th. Each booth must have a company representative in the booth at the time of final inspection.

Tear Down begins on Tuesday, April 17th after 3:00pm.

**NO COMPANY MAY DISMANTLE
THEIR BOOTH PRIOR TO 3:00PM.**

Booth Fees

MHA Member Co. \$1,900
MHA Non-Member Co. \$2,400

Booth Information

8' x 10' Hard Wall Exhibit Stand

One (1) 6' draped table

Carpeting

One (1) company identification sign lettered to your company's specifications

One (1) wastebasket and
two (2) side chairs

WINDEMERE BALLROOM

700	702	704	706	708	710	712	714	716
601	603	605	607	609	611	613	615	617

720	722	724	726	728	730	732	734	736	738
621	623	625	627	629	631	633	635	637	639

600	602	604	606	608	610	612	614	616
501	503	505	507	509	511	513	515	517

620	622	624	626	628	630	632	634	636	638
521	523	525	527	529	531	533	535	537	539

500	502	504	506	508	510	512	514	516
401	403	405	407	409	411	413	415	417

520	522	524	526	528	530	532	534	536	538
421	423	425	427	429	431	433	435	437	439

400	402	404	406	408	410	412	414	416
301	303	305	307	309	311	313	315	317

420	422	424	426	428	430	432	434	436	438
321	323	325	327	329	331	333	335	337	339

300	302	304	306	308	310	312	314	316
201	203	205	207	209	211	213	215	217

320	322	324	326	328	330	332	334	336	338
221	223	225	227	229	231	233	235	237	239

200	202	204	206	208	210	212	214	216
101	103	105	107	109	111	113	115	117

220	222	224	226	228	230	232	234	236	238
121	123	125	127	129	131	133	135	137	139

ENTRANCE & REGISTRATION

exhibitor guidelines & terms

1. MHA's official trade show contractor, **BH&L Decorating**, will provide all drayage services required by exhibitors. All freight arrangements and requests for additional booth materials will be handled directly by the contractor. Charges for additional materials are the responsibility of your company. Exhibitor service kits will be sent to all confirmed exhibitors.
2. **Set-Up.** Sunday, April 15th, 2012, 9am-5pm
All booths must be ready for final inspection by show management at 10am Monday, April 16th. Each booth must have a company representative in the booth at the time of final inspection.
3. **Tear Down** begins on Tuesday, April 17th after 3:00pm. No company may dismantle their booth prior to 3:00pm.
4. **Services** such as food preparation, glassware/ servingware, water, or ice, etc., will be provided by the hotel and charged directly to the exhibitor. A form will be provided as part of the exhibitor service kit.
5. **Outside Demonstrations.** Display or demonstration items outside the exhibit area or scheduling of private functions, cocktail parties, special events, etc. during the period of the move-in, show days or move-out, will be allowed only with the express written permission of MHA. Models hired for your booth space may not walk the aisles of the show representing or promoting a company product. No canvassing, advertising, display or demonstration items will be permitted outside the company's own exhibit area. No materials or signs shall be pasted, nailed or tacked to drapes or walls of the exhibit hall.
6. **MHA** reserves the right to refuse exhibit privileges to any company.
7. **All booths must be prepaid in full.**
An "Exhibitor Service Kit" for booth set-up/tear down services and the ordering of additional booth materials will be forwarded to the company's designated representative approximately 45 days prior to the convention.
8. **A Cancellation Fee** will be assessed on all cancellations as follows: 90 days—75% refund; 60 days—50% refund; 30 days—no refund.
All cancellations must be in writing.
9. **Booth Assignments, Arrangements or Exhibits.** MHA reserves the right to assign, designate or change booth location. MHA also reserves the right to release any confirmed booth space that remains unpaid 30 days after the invoice due date.
10. **The Participation Fee** is based upon occupancy by the exhibitor. If a company wishes to share exhibit space it must obtain permission from MHA. There will be an additional charge of \$200 for each additional exhibitor sharing the same space (maximum of two companies per booth). This extra fee provides for the insertion of the exhibitor's name in the official conference program and a separate exhibit sign. Checks for the exhibit fee should be payable to MHA/Exhibits.
11. **Exhibitor's Responsibility.** A representative must be present in booth at all times during the regular hours of the trade show. An exhibitor of the show, his agents or employees may not enter another exhibitor's booth space without permission. Exhibitors shall abide by and observe all laws, rules and regulations of federal, state, and city governments as well as the convention facility. All decorations, electrical wiring and fixtures must conform to regulations.
12. **Uncontrollable Eventualities.** Reasonable precaution against damages or loss by fire, water, theft and other emergencies will be taken, but MHA does not guarantee or insure the exhibitor against loss by reason thereof. In case the premises to be used by exhibitor shall be destroyed by fire, or by the elements, or by any other cause, or in case any other circumstances make it impossible for MHA to permit the said premises to be occupied by said exhibitor for use herein specified, then and thereupon, this agreement shall terminate and the said exhibitor shall waive any claim for damages and compensation. It is agreed that MHA reserves the right to retain such part of the payments made by exhibitors for booth space as would be necessary to cover all expenses incurred by MHA incidental to the opening of the show up to the time of any cancellation.

Direct all inquiries to:

MHA/EXHIBITS

P.O. Box 1659 | Sausalito, CA 94966
415.332.1903 phone | 415.332.9457 fax
exhibits@mhaweb.org

supplier delegate registration

(non-exhibiting attendees)

REGISTER ONLINE (CLICK HERE): www.mhaweb.org/conference/#supplier

Registration Fees



MHA Member: \$400
Spouse: \$200



Non-Member: \$600
Spouse: \$250



Trade Show only:
\$400/Member; \$500/Non-Member

Full registration includes all social events, business sessions, seminars & trade show.



cruise line delegate registration

REGISTER ONLINE (CLICK HERE): www.mhaweb.org/conference/#cruiseline

Registration Fees



\$375

Full registration includes all social events, business sessions, seminars and trade show.

You are invited to bring as many of your purchasing and operations personnel as you wish for the cost of one full registration. There is no charge for staff attending only the trade show portion of the convention program. (MHA will be happy to assist with hotel arrangements – please contact us by emailing us at mhamail@mhaweb.org).

To register please click the hyperlinks above, or copy & paste into your web browser.

golf registration

REGISTER ONLINE (CLICK HERE): or go to www.mhaweb.org/conference/#golf

Date

Sunday, April 15th, 2012

Entry Fee

\$150 per person (includes greens fees, cart and lunch). All entries must be received by Friday, March 23, 2012. All players must be officially registered as participants in the Conference.

sponsorship program

Sponsors supporting the Marine Hotel Association and the cruise industry at our 27th Annual Conference & Trade Show may select from the following list of sponsorship opportunities. All monies received directly benefit MHA Scholarship Foundation programs.

Sponsors will receive the following benefits:

- Sponsor awards presentation at the opening conference session
- Acknowledgement in the conference program
- Sponsor recognition slide presentation during the conference breakfasts
- Sponsor ribbons to be worn throughout the conference
- A sponsor sign at your booth denoting level of sponsorship
- Recognition in the post-conference edition of *Currents* newsletter
- Special Designation in the 2012 MHA Membership Directory and website membership listing
- Signage prominently displayed at your sponsored event

Sunday, April 15th, 2012.....	Welcome Reception (2 sponsorships)	\$5,000	<input type="checkbox"/>		
Monday, April 16th, 2012.....	Conference Keynote Speaker	\$3,500	<input type="checkbox"/>		
	Conference Breakfast	\$2,500	<input type="checkbox"/>		
	Cocktail Reception	\$5,000	<input type="checkbox"/>		
	Gala Evening (2 sponsorships)	\$10,000	<input type="checkbox"/>		
Tuesday, April 17th, 2012.....	Conference Breakfast	\$2,500	<input type="checkbox"/>		
	Grand Finale (2 sponsorships)	\$5,000	<input type="checkbox"/>		
Platinum Sponsor	\$5,000	<input type="checkbox"/>	Silver Sponsor	\$1,000	<input type="checkbox"/>
Gold Sponsor	\$1,500	<input type="checkbox"/>	Bronze Sponsor	\$ 500	<input type="checkbox"/>

DOWNLOAD FORM (CLICK HERE): or go to www.mhaweb.org/download/2012-sponsor.pdf

come aboard!

JOIN US ONLINE (CLICK HERE): or go to www.mhaweb.org/membership

Founded in 1985, the Marine Hotel Association is a not-for-profit international professional organization representing the cruise line industry and its supporting supplier community. It is the only trade association of its kind that is fully targeted at the marine hotel operations segment of the cruise industry.

What is being part of MHA all about? Simply, professional development and growth – whether through the annual convention or continuing education programs – and these are the very forces that will guarantee the future success of the cruise industry. Visit us online for more information.