

53rd Annual Birmingham Boat Show

January 22 - January 25, 2026 - Exhibitor Instructions and Information

Please read these instructions thoroughly!

Where: Birmingham-Jefferson Convention Complex – Located at the corner of 19th St. and 9th Ave. North

Show Hours: January 22, Thursday – 12:00 noon – 8:00pm
January 23, Friday – 12:00 noon – 8:00pm
January 24, Saturday – 11:00 am – 8:00pm
January 25, Sunday – 12:00 noon – 5:00pm

Move-In: Boat Dealers and Docks See Attached Schedule.

10x10 Exhibitors Only:

January 21, Wednesday – 8:00am – 4:00pm

January 22, Thursday – 8:00am – 11:00am

10x10 Exhibitors are not allowed to move in before 8:00am Wednesday. Any attempt by booth exhibitors to move in on Tuesday, January 20, will result in refusal at the loading door. If you are a booth exhibitor, please bring your own dollies. Aisles are extremely narrow, and chances are you will not be able to bring your vehicle into the building.

Retail Tax Envelopes: City, County and State Tax Envelopes will be provided to you at check-in. You must return all Tax envelopes to the show office, no later than 4:00pm, Sunday, January 25, 2026. The taxing authorities require envelopes from all retail exhibitors where products or taxable services are exchanged on the show site. Checks will only be accepted as payment for taxes due. If you do not exchange products or taxable services during the show, you still must turn in the envelopes marked as "No Retail Sales."

Copyright Music Laws: Use of Copyrighted Music without authorization may result in copyright infringement, leading to statutory damage. Music that is not properly licensed for your use is prohibited for the duration of this event.

Boat Dealer Staging Lot: Free staging – Monday, January 19, 2026, has been arranged for Boat Dealers only at the BJCC Marshalling Yard – 1301 F.L. Shuttlesworth Drive, Birmingham, AL 35234. Due to the Holiday, do not drop off any boats, trailers, etc. prior to 10:00am Monday, January 19, 2026. Please refer to the attached map for directions to the Marshalling Yard. After Monday, you may store your empty trailers **AT YOUR OWN RISK** on the Marshalling Yard lot. Please remember to always secure your trailers and property while using the Marshalling Yard. After Thursday, marshalling yard will be locked and you will not be able to access Trailers again until Sunday morning, January 25, 2026.

Move-Out: Sunday, January 25, 2026 – 5:30pm – 10:00pm (Building will be locked at 10:15pm.)
Monday, January 26, 2026 – 8:00am – 12:00 noon

Exhibitor Entrance: Exhibitors will be allowed into the building **1 hour prior** to the show opening each day.

ABSOLUTELY NO EXCEPTIONS. Exhibitor entrances are located at the East Hall main entrance and North Hall main entrance only. Credentials will be checked for admittance. **ABSOLUTELY NO EXCEPTIONS.**

Hotel: The Sheraton-Birmingham will once again be the official Boat Show Hotel. The Sheraton Birmingham is located at 2221 Richard Arrington Jr. Blvd. N. Birmingham, AL 35203. Please refer to the Boat Show website (www.BirminghamBoatShow.com) for the Hotel link to make your reservations. You may also contact the Hotel directly at 1-205-324-5000 and ask for the special Boat Show room block information. Please note that due to demand, the Boat Show rate may not be available.

Public Address Announcements: During the 2026 Birmingham Boat Show, the public address system will only be available in case of an emergency. Giveaway winners will NOT be announced. It is the responsibility of each exhibitor to contact their giveaway winners.

Loading Doors: Loading doors for the East Exhibit Hall are located on 11th Avenue North and loading doors for the North Exhibit Hall are located on 9th Avenue North.

Parking: Parking is located directly under the East Exhibit Hall and the multi-story onsite parking garage. Please visit the campus map located on the show website for exact locations of the available Boat Show parking areas. Do not park in any designated loading area. This includes all loading docks, doors and all other areas that are strictly marked as restricted parking. Any vehicles found illegally parked around the convention complex may be towed at the owner's expense.

Show Office: During the move-in and throughout the show, the show office will be located at the bottom of the escalators in the North Exhibit Hall. Exhibitors will pick up their credentials at this location. Booth exhibitors are limited to four badges. Additional badges are \$10.00 each. Shift workers can use the will-call window, located upstairs outside the East Exhibit Hall main entrance. If you need assistance while on the show site, please either visit the show office or call 1-361-446-4040. You may also text any message to this number.

Will Call Window: A will-call window will be staffed outside the East Exhibit Hall entrance only. If you would like to leave tickets for customers or friends, put the tickets in a sealed envelope with their name in the upper right corner. If promised tickets cannot be found, the guard will instruct the customer to buy a ticket and seek reimbursement from the promising party. There are no exceptions. Exhibitors will not be paged to the front entrance to let their customers or friends in the show.

Special Admission Tickets: VIP tickets will be sold at the show office for \$8.00 each. Tickets must be paid for at time of purchase. These are for exhibitors to use to invite special VIP customers as their guests. Limit one hundred tickets per exhibitor. **No refunds will be given for unused tickets.** Under penalty of law, these tickets cannot be sold or distributed outside the ticket windows of the show or on any BJCC property.

Utilities: Please refer to the Exhibitor Info link on www.BirminghamBoatShow.com for a complete list of show contractors.

Veal Convention Services: Veal Convention Services – 3016 8th Avenue North, Birmingham, AL 35203 1-800-844-8325 or 1-205-328-1010. Veal Convention Service is the prime contractor for this show. Outside contractors are prohibited. Veal oversees all carpet and furniture rentals. They also manage all shipping and storage of exhibits and materials, both into and out of the show site. Show management and convention center staff **will not** accept any shipments sent directly to the show site. Tables and chairs are not included in booth rentals. Exhibitors can check the Exhibitor info link on the show website to locate the show kit for Veal Convention Service. **Forklift Rentals:** Veal Convention Service will have forklift rentals available on site. See their show kit for rental fees. Third party operators are prohibited. If you plan to use your company forklift or other heavy machinery within BJCC property, you **must** provide our office with a copy of your corporate certificate of insurance. Also, all company owned forklifts/machinery **must be removed from show site prior to opening.** They cannot be stored on any docks or on or around BJCC property. They can be stored on the Marshalling Yard lot at owner's risk. **Signs and Banners:** Exhibitors are prohibited from hanging their own banners or signs. Veal Convention Service will hang all banners and signs for a fee. Exhibitors may order this service direct from Veal Convention Service.

Carpet Tape and Other Adhesives: Exhibitors are reminded to use only double-sided carpet tape when adhering carpet to the floor. Upon removal, the floor must be completely cleaned of residue, or you will be billed a cleaning fee from the BJCC.

Balloons: Helium balloons and tanks are not allowed in the BJCC or adjacent areas.

All Outside Alcoholic Beverages Are Prohibited In Booths

Smoking: Smoking and all tobacco related products, including vape products, are not allowed on BJCC premises.

Special Note For The 2027 54th Annual Birmingham Boat Show: The 54th Annual Birmingham Boat Show will be held Thursday, January 21 through Sunday, January 24, 2027. Prior to the start of the 2026 53rd Birmingham Boat Show, you will receive your contract for the 2027 54th Birmingham Boat Show via E-Sign document. The 2027 contract that you receive will be for the space that you currently have for 2026. We must receive your 2027 signed contract no later than 4:00pm on Sunday, January 25, 2026, either by email or dropped off at the show office. After 4:00pm on Sunday, January 25, 2026, if we have not received your contract, your current location will be released to the next in line for space. There is no payment due on this contract until March 15, 2026. **It is the Exhibitor's responsibility to make sure the 2027 Exhibit Space contract is received by our office by the appropriate deadline.**

Fire Marshall Regulations:

- These regulations pertain to all displays left inside the building.
- Fire Marshall formal inspections will take place Tuesday, January 20, Wednesday, January 21, and Thursday, January 22. This year, there will also be spot inspections throughout the show, so please be diligent in complying with these requirements.
- Engine props and trailer hitches cannot stick out in the aisles. Booth exhibitors must keep their displays within the confines of their exhibits. This regulation will be enforced so please consider the consequences of violations during your setup.
- The speed limit inside the building is five miles per hour. Do Not Speed.
- Motorized vehicles left inside the building on display, such as trucks, cars, or other motor vehicles, cannot contain any more than $\frac{1}{4}$ tank of fuel.
- All stairs, risers and decks must have railings attached, including boat and dock displays.
- Absolutely no fuel of any kind is allowed in boats. Absolutely no LP fuels on board.
- Gas caps must be locked or taped. All batteries must be disconnected, and connections taped.
- All decorations must be flameproofed prior to assembly. Decorations will be evaluated on the show site.
- No flammable cleaning fluids or chemicals stored inside the building.
- Absolutely no painting is allowed inside the building. The BJCC will charge violators for any damage.
- All canopied displays with roofs must have a minimum of four fully charged fire extinguishers attached within the structure.
- No inverters, self-contained power supplies, or devices that convert battery power to 120-volt power are allowed.
- Edlen employees are authorized to cut improperly installed floor coverings that interfere with the installation of utilities.
- Standard wall and other permanent building utilities, outlets, or sockets, are not part of the booth space and may not be used by exhibitors unless electrical equipment and services are provided by Edlen.
- All equipment, regardless of source of power, must comply with federal, state, and local codes. Edlen reserves the right to inspect all electrical devices and connections to ensure compliance with all codes, for which labor charges can be incurred. Edlen is required to refuse connections where the exhibitor's wiring, or equipment is not in accordance with electrical codes.
- All electrical equipment must be properly tagged and wired with complete information as to the type of current, voltage, phase, cycle, horsepower, etc. required for operation.
- All exhibitors' cords must be a minimum of 14-gauge, 3 wire and grounded. Two (2) wire

extension cords are not allowed. All exposed, non-current carrying metal parts of fixed equipment which could become energized, shall be grounded.

All other Fire Marshall regulations will be enforced at the Fire Marshall's discretion as deemed necessary.

Boat Dealer and Dock Company Move-In Schedule

This schedule will be enforced. Be on time and DO NOT be late. Please be kind and patient with your fellow participants.

Please be kind and patient to all BJCC personnel.

North Hall Only:

Tuesday, January 20, 2026

6:00am – Russell Marine, Momentum Marine, Big One Yamaha

7:00am – Brech Marine, Pond Tini Pontoons, Ocean's Marine

9:00am – Humminbird Demo Trailer, Sylacauga Marine *Note to Sylacauga Marine – Do not set your Ranger Display in front of the North Roll-up Door until Wednesday. Please check with the show office or Veal Convention Service for a time.

East Hall Only:

Tuesday, January 20, 2026

6:00am – Skiers Marine Block 407 Only, Singleton Marine, Rambo Marine, Poor House Branch Marina, Harbor Point Marina

7:00am – Duskin Point Marina, Flotation Systems, Hydrohoist Docks (both blocks). Due to traffic congestion inside the building, all dock companies will not be allowed inside the building prior to 7:00am. This will be enforced. You will be allowed to work late if necessary. Please unload your vehicles and remove them from the building to make room for incoming boat dealers.

9:00am - Skiers Marine Block 410 Only.

Wednesday, January 21, 2026

8:00am – University Marine