

outdoors expo PRESENTED BY **DICK'S** EVERY SEASON STARTS AT
SPORTING GOODS.



2016

GEICO BASSMASTER CLASSIC EXPO
presented by Dick's Sporting Goods

EXHIBITOR KIT
RULES AND REGULATIONS

TULSA, OK

MARCH 4-6

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Manager, Event Operations-(Questions regarding general items, announcements & credentials)

Ben Ashby.....205-313-0905
bashby@bassmaster.com

Director, Event Operations

Eric Lopez.....205-313-0924
elopez@bassmaster.com

Associate, Event Operations

Jesse Dolan.....205-313-0923
jdolan@bassmaster.com

GES – Show Decorator-(Questions regarding load-in/out, shipping & order forms)

Colleen Kise.....407-370-3990
ckise@ges.com

Exhibit Sales-(Questions regarding booth sales & placement)

Shawn Clark- Expo reservations and sales.....470-277-0251
sclark@bassmaster.com

Chris Bork.....901-229-4797
cbork@bassmaster.com

Deborah Smart.....860-839-5245
dsmart@bassmaster.com

Be sure to contact your representative with the B.A.S.S. Sales Team to secure your space for future shows.

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Dear Exhibitors:

Welcome to the 2016 GEICO Bassmaster Classic Outdoors Expo presented by Dick's Sporting Goods. We are very excited to return to Tulsa for the 46th Bassmaster Classic and we are grateful that you chose to be a part of the biggest expo in freshwater fishing.

Our team has worked hard on putting together the following Exhibitor Kit. We hope you find this is a useful tool to help maneuver your way through the entire exhibitor experience. As you can imagine, a show of our size requires a well-choreographed set-up and tear down. The kit explains in detail all of the rules and regulations of the show. I encourage you to read this thoroughly as there are many details that will affect each exhibitor including several new policies designed to improve our overall safety.

The following are some of the key items in the 2016 E-Kit to note:

- Pay special attention to the *Rules and Regulations* starting on page 6. Several important rules are highlighted in that section.
- New in 2016. Credentials will be requested on the Map Your Show exhibitor dashboard. In order to improve safety and the overall set-up experience for everyone involved, *each 10x10 booth is allowed 5 credentials*. Please see page 9 for additional details.
- I am pleased to say that we have chosen GES once again as our design company. Please pay special attention to all of their order forms and due dates. They are available online at www.bassmaster.com/expo.
- We will be featuring the hashtag #bassmasterclassic in many locations including a home on Bassmaster.com, Facebook, Twitter and Instagram.
- We have attached a guide to help explain how B.A.S.S. logos can be utilized to help enhance your show designs.

If after you have reviewed the exhibitor kit and you have questions that have not been answered, feel free to contact us at 877-BASS-USA (227-7872).

Thank you again for being part of the most prestigious event in fishing. I look forward to seeing you in Tulsa, OK.

A handwritten signature in black ink that reads "Eric Lopez".

Eric Lopez

Director of Event Operations

B.A.S.S.

elopez@bassmaster.com

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Expo Location:

COX Business Center
100 Civic Center
Tulsa, OK 74103

www.coxcentertulsa.com

Exhibitor Order Forms:

www.bassmaster.com/expo

Use the link above to connect to the GES & COX Business Center ordering forms.

Expo Hours:

Friday, March 4, 2016:

Life & B.A.S.S. Nation	10:30 A.M. – 12 P.M.
General Public	12 P.M. – 8 P.M.

Saturday, March 5, 2016: 10 A.M. – 7 P.M.

Sunday, March 6, 2016: 10 A.M. – 4 P.M.

Toyota Exclusivity

No type of automotive vehicle (car or truck) will be permitted to be on display on the Expo Floor with the exception of Toyota vehicles



GES Information

GES Deadline Date for Discount Rates	Friday, February 12, 2016
Advance Shipments to YRC (on or between)	February 1-26, 2016
First Day for Direct Shipments to CBC	Monday, February 29, 2016

Move in

Wednesday, March 2, 2016	8:00 A.M. - 5:00 P.M.	Sponsors & Bulk Exhibitors
Thursday, March 3, 2016	8:00 A.M. - 5:00 P.M.	All Exhibitors

Show Hours

Friday, March 4, 2016		
PLEASE BE "SHOW READY" BY 10:00 AM		
Media, Life Member & B.A.S.S. Nation Preview (Credentials Required)	10:30 A.M. – 12 P.M.	
General Admission	12:00 P.M. – 8:00 P.M.	
Saturday, March 5, 2016	10:00 A.M. – 7:00 P.M.	
Sunday, March 6, 2016	10:00 A.M. – 4:00 P.M.	

Move out

Sunday, March 6, 2016	4:00 P.M. – 10:00 P.M.	All Exhibitors
Empty Container Return	4:00 P.M.	Starts
Monday, March 7, 2016	7:00 A.M. – 12:00 P.M.	All Exhibitors
Deadline for Carrier Check-in*		
Monday, March 7, 2016	10:00 A.M.	All Shipments

*Scheduled pickups of your show materials at the end of the show

CONTACT COLLEEN KISE AT GES IF YOU HAVE QUESTIONS OR CONCERNS REGARDING MOVE-IN OR MOVE-OUT

Phone: 407.370.3990
Email: ckise@ges.com

Global Experience Specialists, Inc. (GES)

7000 Lindell Road
Las Vegas, NV 89118-4702
Phone (in USA): 800.475.2098
FAX (in USA): 866.329.1437

International Calls: 702.515.5970
International Faxes: 702.263.1520
Contact us Online: www.ges.com/chat

GES will be onsite at your show to assist you in coordinating any last minute services, ordering additional products and answering any questions you may have.

Sunday, March 6, 10:00 A.M. - 11:59 P.M.
Monday, March 7, 7:00 A.M. - 5:00 P.M.

Service Center Hours

Wednesday, March 2, 8:00 A.M. - 5:00 P.M.
Thursday, March 3, 8:00 A.M. - 5:00 P.M.
Friday, March 4, 9:00 A.M. - 8:00 P.M.
Saturday, March 5, 10:00 A.M. - 7:00 P.M.

Rules & Regulations

All rules and regulations outlined in this document will remain in effect during move-in, show days and move-out. Any and all matters not specifically covered by this document or the Application/Contract for Exhibit Space shall be subject solely to the judgment of B.A.S.S. (Show Management) and may be amended at any time.

As confirmed by the Exhibitor's acceptance of the Application/Contract for Exhibit Space terms, the exhibitor agrees to abide by the rules and regulations outlined below.

- **Show Management reserves the right to move booth locations onsite if deemed necessary.**
- **B.A.S.S reserves the right to deny participation to any exhibitor, individually or corporately.**
- **There will be no guarantees of competitive separation.**
- **There will be no guarantees of crowd levels, or size of total audience.**

▪Booth Payment and Cancellation Policy

Show Management will not permit exhibit installation unless all funds due are paid in full. Cancellations must be made in writing. Balance of booth payment is due January 15, 2016. All cancellations are subject to a \$500 cancellation fee that will be taken from the Exhibitor's deposit. The remainder of the deposit will be refunded no later than 30 days from the completion of the event. All cancellations after February 19, 2016 shall be subject to forfeiture of all deposits paid.

▪Subletting

Subletting of exhibit space is not permitted.

▪Credentials

NEW THIS YEAR: Each 10x10 booth is allowed 5 credentials. All exhibitors must wear an official show badge, as furnished by Show Management, to gain access to the exhibit floor during setup, show days (prior to show opening), and move-out. No other form of identification will be considered valid if worn without the official show badge. **No one under the age of 16 may be on the show floor during setup and teardown.** These rules will be strictly enforced in order to keep a safe and productive show floor. Please see additional credential information on page 9.

▪Character of Exhibits

Exhibitors shall display their products and conduct their business only within their assigned exhibit space. **Exhibitors may not distribute materials from any location other than their exhibit booth.**

No placards, stickers, or other signs relating to non-exhibiting firms will be allowed in individual exhibits or **anywhere else in the show.** Giveaways such as shirts and hats need to be approved by Show Management.

No advertising or printed matter, which, in the opinion of Show Management, is undignified or otherwise objectionable shall be distributed or displayed. Exhibitors have the right to distribute catalogs and other printed material from their exhibit space, but from no other areas unless approved by Show Management.

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•Booth Definitions

In-Line Booth

A booth located in a straight line with at least one adjacent neighbor on either side is considered an in-line booth.

Peninsula Booth

A 20'x20' booth or larger with an aisle on three sides and an adjacent neighbor on the fourth side is considered a peninsula booth.

Island Booth

A booth with an aisle on all sides with no adjacent neighbor is considered an island booth. Only Bassmaster Classic Premier Sponsors are guaranteed island booths.

•Booth Design and Construction

Each 10'x10' booth will be set with 8' high back drape, 36" high side drape, and an identification sign. Exhibitors shall conform to exact booth location and dimensions as stipulated in the Application/Contract for Exhibit Space.

In-line booths **cannot exceed a height of eight (8) feet**, including signage, back, and sidewalls.

Exceptions must be cleared by Show Management. Sidewalls may be 8' tall but only 4' from the back wall. Sidewalls past 4' from the back wall may only be 4' high. A 10'x10' in-line booth along the wall can include a back wall of over 8'. Hanging signs are not subject to this rule.

The height of island and peninsula booths, including signage, is not restricted to eight (8) feet. It is the responsibility of the exhibitor to make sure that any items that exceed ten feet in height are safely secured. Peninsula booths may not, however, include in their booth any exhibit items that interfere with their adjacent neighbors. Show Management maintains the right to determine what items do or do not interfere with an adjacent neighbor.

All exhibits must be presentable in nature. This includes being clean of debris and trash, vacuumed, and all items in the booth must have a clean/finished look. Show Management reserves the right to require exhibitors to alter their booths to meet show standards. Such alterations will be done at the exhibitor's expense.

•Care and Staffing of Exhibits

All exhibits must be properly staffed by credentialed personnel during official show hours. Exhibitors will be allowed onto the show floor one hour prior to show opening on show days. Absolutely no dismantling of any portion of any exhibit will be allowed prior to show closing.

The move-in and move-out schedule must be strictly followed to ensure the safety and convenience of all exhibitors. No move-in or move-out activity will be allowed outside of scheduled hours without the approval of Show Management.

The installation and dismantle of all exhibits shall be made at the expense of the exhibitor. Special services should be made through GES. A service desk will be set up on the show floor during move-in for the coordination of special services

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▪Booth Sidewalls

No sidewalls, signs, product or other parts of your display may be set to block or obstruct the view of another display. Exhibits are limited to the space agreed upon in the contract. **No items may extend into the adjoining space or aisles including trailer tongues, wheels, literature racks or other displays.**

▪Booth Signage

In-line booths are restricted to an eight feet height limit so as not to interfere with neighboring exhibitors unless the signage is hung from the ceiling. Signage hung from the ceiling above a booth is subject to the rigging points of the facility. In some cases, such signage may not hang in the exact location you would prefer due to the rigging points above your booth.

▪Booth Floor Coverings

All booths are required to have a floor covering (carpet, tile, wood, or other) over the entire space of the booth. Partial floor coverings will not be accepted. Show Management will instruct GES to cover any booth without floor coverings at the expense of the exhibitor if not in place by 3 p.m., Thursday, February 19, 2015. Show Management will provide aisle carpet. Exhibitors who install their own floor coverings are responsible for removing tape/adhesive and residue. The Cox Business Center (CBC) requires the use of residue-resistant tapes. Proper tape can be obtained from GES. Booths in the Tulsa Ballroom, Conference Hall and Hallways will not be required to provide a floor covering.

▪Display of Vehicles (**Toyota vehicles only**)

All vehicles placed in exhibits must conform to the following conditions: Fuel tank must have ¼ tank or 10 gallons (whichever is less), Fuel cap must be lockable or taped shut, battery cables must be disconnected, vehicle is not to run inside of the building, refueling of vehicle may not take place inside of the building, Show Management must have control of vehicle keys

▪Loading Docks

All unattended vehicles left in the loading docks are subject to be towed at the owner's expense without notice. Please coordinate all use of loading docks with GES. The CBC does not allow move in or out of anything but hand carried items through main doors. All items using carts, dollies & flatbeds need to be delivered to the show floor through the loading docks.

▪Parking

Self-parking is available adjacent to the CBC at the Civic Center Parkade accessible from 3rd St. There is also additional parking around the CBC. If additional oversized parking is necessary, please contact GES for availability. There may be a parking fee during show days.

▪Damage to the Facility

All exhibitors are responsible for returning the space they have leased from Show Management to the facility in the same condition in which they received it or better. Damage to leased space or surroundings by an exhibitor during move-in, show days or move-out is the responsibility of that exhibitor. Costs to repair damages will be billed to the exhibitor.

▪Copy Righted Materials

Exhibitor shall not play or permit the playing or performance of, or distribution of any copyrighted material at the event unless it has obtained all necessary rights and paid all required royalties, fees or other payments.

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•Observance of Laws

Exhibitor shall abide by and observe all federal, state and local laws, codes, ordinances, rules and regulations, and all rules and regulations of the Event Facility (including any union labor work rules). Without limiting the foregoing, Exhibitor shall construct its exhibits to comply with the Americans with Disabilities Act.

•Tents/Pop-up tents

No covered structures, such as tents, roofs, or overhead coverings, are allowed on any display in a building equipped with fire sprinklers without prior approval of the Fire Marshall. Please contact Ben Ashby with B.A.S.S. (bashby@bassmaster.com) to obtain the proper form

•Balloons

Helium balloons are strongly discouraged. Balloon use is allowed as a display within an exhibitor's booth, only if properly secured. The Exhibitor will be charged \$5 per balloon for removal of any balloons that float to the ceiling. Helium balloons may not be given out as a premium.

•Stickers

Distribution of stick-on badges, labels, bumper stickers, or any adhesive slogan materials is prohibited on CBC premises. If such materials must be removed from the facility, a removal fee will be charged to the exhibitor.

•Banners

No type of signage can be attached to the walls without the prior consent of the B.A.S.S. Show Management. All signs must be placed within your booth space and are not permitted in hallways, elevators, or the lobby.

•Product Sampling

Permission to distribute or dispense, without charge, samples of food, soft drinks, and refreshments, shall be arranged in advance and approved by Show Management, as well as the CBC Food & Beverage department. All food and beverage must be provided by SAVOR... catering by SMG. A fee may apply to sampling outside products in your booth.

•Sound Devices

Sound policy: Sound of any kind must not be projected outside of the exhibit booth. Show Management maintains the right to ask an exhibitor at any time to lower the volume of a sound device or turn it off if it is deemed to be disruptive to neighboring exhibitors

•Licenses/Permits/Taxes

The tax rate for Tulsa, OK is 8.517%. Sales of boats and motors are subject to Motor Vehicle excise tax. The excise tax would be due at the time of registration. Further information is available on page 9.

CREDENTIALS

You will be able to apply for credentials on the Map Your Show website. An email will alert you as to when that process will start. These credentials will only be good for entry into the Expo halls before show opening. Please let Ben Ashby know if you have issues accessing the Map Your Show website. It will act as a virtual online expo to anyone with access to the Internet. Each 10x10 booth will have access to 5 credentials. Each additional 100 square feet will raise your credential limit by 1 (Example: 10x30 = 7 credentials, 20x30=10 credentials). Reminder: The show is free entry and booth workers showing up after opening will not need a credential.

SALES TAX INFO

The tax rate for Tulsa, OK is 8.517%.

This is a combination of State (4.5%), County (0.85%) and Tulsa City (3.167%) taxes.

Sales of boats and motors are subject to Motor Vehicle excise tax. The excise tax would be due at the time of registration.

RDS will be onsite to handle payments of taxes to all government agencies. All questions can be directed their way.

TULSA, OK INFO

Area Code: 918

Population: exceeds 390,000 with almost 1 million in the region

Television Stations: All major networks are local in Tulsa

Newspapers: Tulsa World w/ several non-daily papers

Convention and Visitors Bureau: <http://www.visittulsa.com>

Airport

Tulsa International Airport (TUL)
 7777 East Apache St
 918-838-5000
 American, Delta, Southwest & United fly daily

Hospitals

St. Francis Health Systems
 6161 S Yale Ave
 918-494-2200

St. John Medical Center
 1923 S Utica Ave

Public Transportation

Tulsa Transit, 21 bus routes
<http://www.tulsatransit.org>

Taxi Cabs

Affordable Transportation 918-712-8000
 American Taxi 918-584-2508
 Checker Cab 918-838-7999
 City Cab 918-582-3333
 Tulsa Airport Taxi 918-834-2400
 Tulsa Taxi & Limousine 918-234-9999
 Yellow Cab 918-838-7797

Historical Weather Data (March 4, 1996-2015)

Average High/Low	61°/31°	Chance of Rain	40%
Range of Highs	44°- 73°	Average Wind Speed	13 MPH
Range of Lows	0°- 48°		

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Weigh-in & Takeoff

Weigh-In Location:

BOK Center
200 South Denver Ave
Tulsa, OK 74103

www.bokcenter.com

Doors Open:

Friday, March 4, 2016	3 p.m.
Saturday, March 5, 2016	3 p.m.
Sunday, March 6, 2016	3 p.m.

Previous Classic Winners:

1971: Bobby Murray	1986: Charlie Reed	2001: Kevin Van Dam
1972: Don Butler	1987: George Cochran	2002: Jay Yelas
1973: Rayo Breckenridge	1988: Guido Hibdon	2003: Michael Iaconelli
1974: Tommy Martin	1989: Hank Parker	2004: Takahiro Omori
1975: Jack Hains	1990: Rick Clunn	2005: Kevin Van Dam
1976: Rick Clunn	1991: Ken Cook	2006: Luke Clausen
1977: Rick Clunn	1992: Robert Hamilton Jr.	2007: Boyd Duckett
1978: Bobby Murray	1993: David Fritts	2008: Alton Jones
1979: Hank Parker	1994: Bryan Kerchel	2009: Skeet Reese
1980: Bo Dowden	1995: Mark Davis	2010: Kevin Van Dam
1981: Stanley Mitchell	1996: George Cochran	2011: Kevin Van Dam
1982: Paul Elias	1997: Dion Hibdon	2012: Chris Lane
1983: Larry Nixon	1998: Denny Brauer	2013: Cliff Pace
1984: Rick Clunn	1999: Davy Hite	2014: Randy Howell
1985: Jack Chancellor	2000: Woo Daves	2015: Casey Ashley

TAKEOFF

Wolf Creek Park
963 N. 16th Street
Grove, OK 74344
(90-minute drive from downtown Tulsa)

2016 Bassmaster Schedules

2016 Bassmaster Elite Series

#1 St. Johns River, Palatka, FL	March 17-20
#2 Winyah Bay, Georgetown, SC	April 7-10
#3 Bull Shoals/Norfork, Mountain Home, AR	April 21-24
#4 Wheeler Lake, Decatur, AL	April 28-May 1
#5 Toledo Bend, Many, LA	May 12-15
#6 BASSfest, Lake Texoma, Durant, OK	June 8-12
#7 Cayuga Lake, Union Springs, NY	June 23-26
#8 Potomac River, Charles County, MD	August 11-14
#9 Mississippi River, La Crosse, WI	September 8-11
Toyota AOY Championship – Mille Lacs Lake, Onamia, MN	September 15-18

2016 Bass Pros Shops Bassmaster Opens

Southern

#1 Kissimmee Chain of Lakes, Kissimmee, FL	January 28-30
#2 Atchafalaya Basin, Morgan City, LA	February 18-20
#3 Smith Lake, Jasper, AL	March 31-April 2

Central

#1 Douglas Lake, Dandridge, TN	May 19-21
#2 Arkansas River, Muskogee, OK	June 2-4
#3 Red River, Shreveport/Bossier City, LA	September 29-October 1

Northern

#1 Oneida Lake, Syracuse, NY	June 30-July 2
#2 James River, Richmond, VA	August 18-20
#3 Lake Champlain, Plattsburg, NY	September 22-24

2016 Old Milwaukee B.A.S.S. Nation Regionals

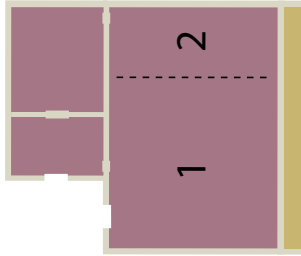
Western – Lake Mead, Henderson, NV	April 6-8
Central – Lake Guntersville, Guntersville, AL	April 20-22
Eastern – Douglas Lake, Dandridge, TN	May 4-6

2016 Carhartt Bassmaster College Series

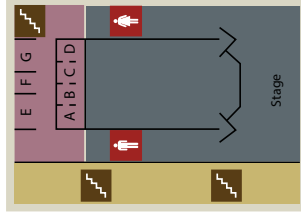
Southern – Lake Martin, Alexander City, AL	February 4-6
Central – Atchafalaya Basin, Morgan City, LA	February 25-27
Western - Lake Mead, Henderson, NV	April 2-4
Eastern – James River, Richmond, VA	May 19-21
Midwestern – Clinton Lake, Forsyth/Clinton, IL	June 2-4

2016 Bassmaster High School Opens & Championship

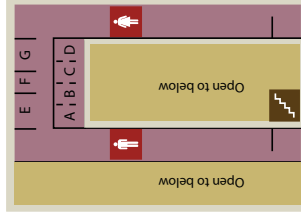
Central – Toledo Bend Reservoir, Many, LA	March 12
Southern – Lake Guntersville, Guntersville, AL	April 16
Midwest – Clinton Lake, Forsyth/Clinton, IL	June 5
Championship – TBD	TBD



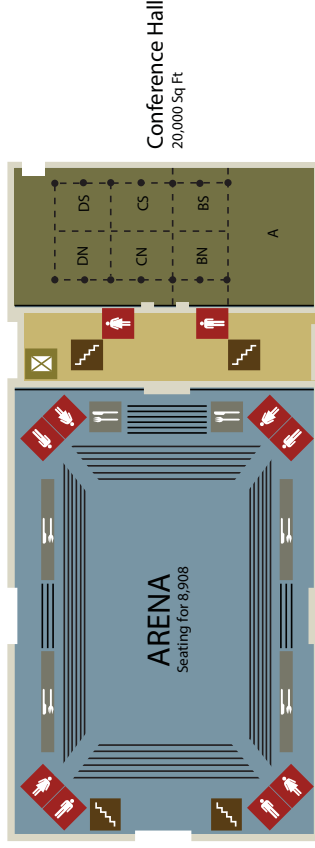
Lower Level Meeting Rooms
Lower Level (Below Conference Hall)
2,389 Sq Ft



Assembly Hall
& Meeting Rooms
& Meeting Rooms (Above Conference Hall)
10,100 Sq Ft



Meeting Rooms
Third Level (Above Conference Hall)
4,000 Sq Ft



Conference Hall
20,000 Sq Ft

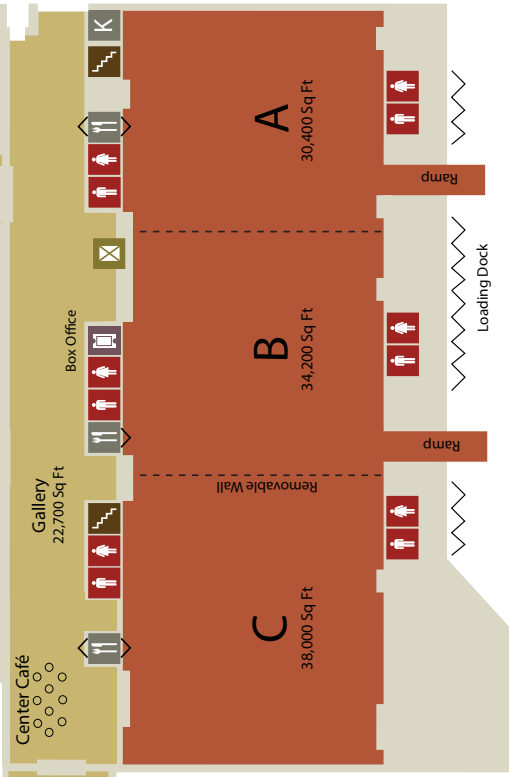
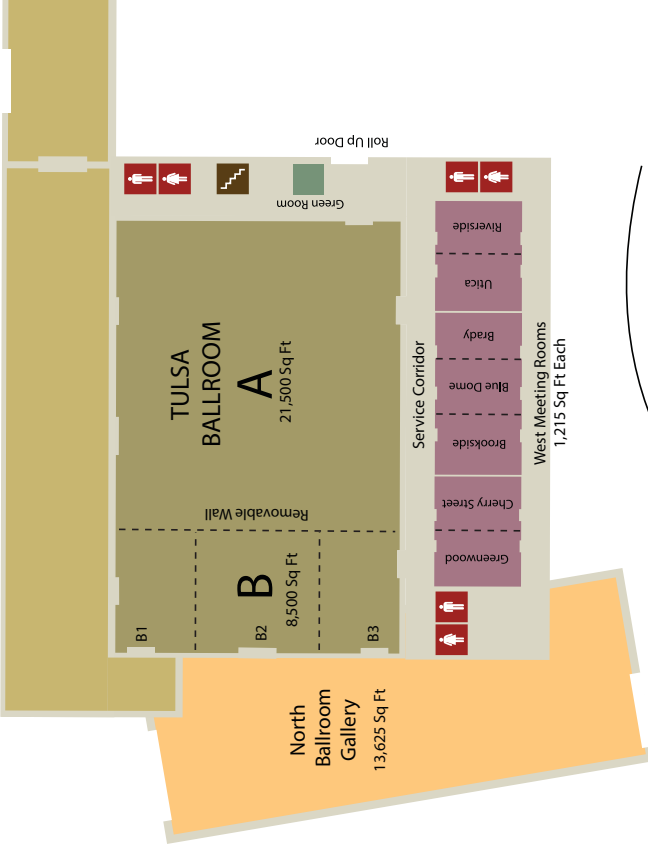


Exhibit Halls
102,600 Sq Ft



TULSA
BALLROOM
A
21,500 Sq Ft

B
8,500 Sq Ft

North
Ballroom
Gallery
13,625 Sq Ft

Show Offices
Mezzanine Level (Above Exhibit Halls)



3rd Street

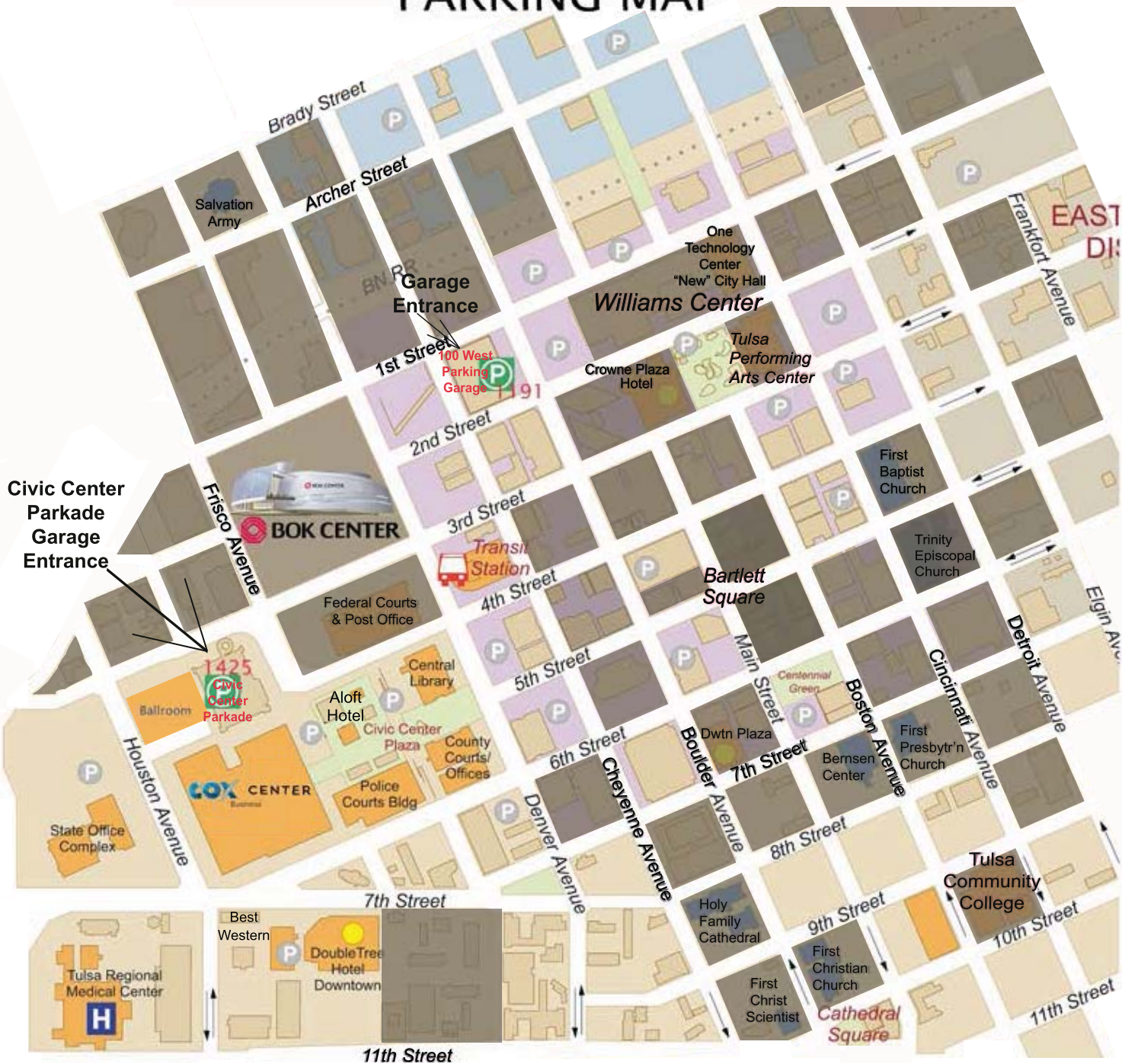
7th Street

Houston Avenue

Drop Off Lane

COX CENTER

Business PARKING MAP



www.coxcentertulsa.com



Worldwide Entertainment and
Convention Venue Management

GEICO Bassmaster Classic Logos and Marks Guidelines for Exhibitors

Welcome to the 2016 GEICO Bassmaster Classic Outdoors Expo presented by DICK's Sporting Goods. We thank you for your participation in the 46th Classic. All 2016 Outdoors Expo exhibitors in good standing are entitled and encouraged to use the official GEICO® Bassmaster Classic® Exhibitor logo and promotional badge on company-related Outdoors Expo marketing materials as long as all logo policies are met.

In general, the logo and promotional badge should always appear clearly legible, and it should be separate and remain distinct from any other graphic elements or company logos.

The Outdoors Expo Exhibitor logo and promotional badge may not be used in conjunction with product, service or individual endorsements. The logo and promotional badge must be displayed in a positive manner. They may not be used to depict B.A.S.S., the Bassmaster Classic, or any of its sponsors/exhibitors/members/speakers, services, products or affiliates in a negative way.

The logo and promotional badge may not be displayed as a primary feature on any Outdoors Expo-related exhibitor materials and may not be used in such a way as to appear that B.A.S.S. or Bassmaster prepared or endorsed the products or services described.

The logo and promotional badge must be used as provided by B.A.S.S. on Bassmaster.com or the GES Exhibitor page, with no alterations, including but not limited to changes in acceptable colors indicated below, proportion, design, or removal of any words, artwork, or trademark symbols. The logo and promotional badge may not be animated or otherwise distorted in perspective or appearance, but may be changed in size to fit the usage needs of exhibitors. The logo and promotional badge should not be scanned from printed sources or harvested from Web pages or email.

SHOW LOGO

The approved one-color logo is black. It is preferred that the logo appear in white (reversed out of the color) if the printing options listed on this page are not being used. Alternate color use is not permitted. The minimum size of 2 inches wide is the smallest allowable size for reproduction.

Font: Please contact B.A.S.S. if needed

Acceptable Color Options:

Four-Color Printing

Blue: CMYK 100 67 0 23

Dark Gray: CMYK 0 0 0 90

Green: CMYK 78 0 63 67

GEICO Bassmaster Classic
EXHIBITOR

Outdoors Expo presented by
DICK's Sporting Goods

MARCH 4-6 – TULSA, OKLA.

JPG EPS

GEICO Bassmaster Classic
MARCH 4-6
TULSA, OKLA. **EXHIBITOR**

Outdoors Expo presented by DICK's Sporting Goods

JPG EPS

One-Color Printing

Black

GEICO Bassmaster Classic
EXHIBITOR

Outdoors Expo presented by
DICK's Sporting Goods

MARCH 4-6 – TULSA, OKLA.

JPG EPS

GEICO Bassmaster Classic
MARCH 4-6
TULSA, OKLA. **EXHIBITOR**

Outdoors Expo presented by DICK's Sporting Goods

JPG EPS

PROMOTIONAL EXHIBITOR BADGE

Let your customers and prospective customers know you will be exhibiting at the Outdoors Expo in March. Promote your attendance on your website, monthly newsletters, event pages, advertisements and/or email signatures.



JPG EPS

The logo and badge may be used in the following:

- Website pages
- Email campaign
- Printed flyer, no larger than 11 inches wide x 17 inches tall
- Print ad
- Email signature

The logo and badge may NOT be used on the following:

- Promotional items (includes, but not limited to, T-shirts, pens, giveaways, stickers, etc.)
- Large scale signage (signs larger than 11 inches wide by 17 inches tall)
- Clothing items worn by Exhibitors

SHOW NAME IN TEXT

The GEICO Bassmaster Classic name may not be used in all caps, nor may it feature the official Bassmaster logo font or a font closely resembling the Bassmaster logo font.

Permitted:

GEICO® Bassmaster Classic® presented by GoPro®

Not Permitted:

GEICO BASSMASTER CLASSIC presented by GOPRO

The GEICO Bassmaster Classic name may not appear in a headline. It may only be used as listed above in regular copy on printed materials promoting your booth presence or one of your sponsored pro anglers.

Permitted:

YOUR HEADLINE COPY HERE.

Product details mentioned here for example.

Come visit us at booth #0000 at the GEICO® Bassmaster Classic® presented by GoPro®

Not Permitted:

VISIT US AT BOOTH #0000 at the BASSMASTER CLASSIC presented by GoPro®!

Product details mentioned here.

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Please contact B.A.S.S. with questions or concerns.

April Phillips

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