

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



**2017**

**GEICO BASSMASTER CLASSIC EXPO**  
**presented by Dick's Sporting Goods**

**EXHIBITOR KIT**  
**RULES AND REGULATIONS**

**Houston, TX**

**MARCH 24th-26th**

# outdoors expo



2	Table of Contents & Contact Information
3	Welcome Letter
4	Expo Info/Toyota Exclusivity
5	GES Info/Move-in/Move-out Info
6-9	Show Rules and Guidelines
10	Credentials/Houston Info
11	<b>Vendor Selling Information/Sales Tax and Permit – Important!</b>
12	Bassmaster Classic Venues – Weigh-in and Takeoff
13	2017 Bassmaster Tournament Schedule
14	Announcement Form
15	George R. Brown Center Map
16	Houston Parking Map
17-18	Bassmaster Classic Exhibitor Logo Guide
19-22	Vehicle Display Permit Information

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

Ben Ashby.....205-313-0905  
[bashby@bassmaster.com](mailto:bashby@bassmaster.com)

## **Director, Event Operations**

Eric Lopez.....205-313-0924  
[elopez@bassmaster.com](mailto:elopez@bassmaster.com)

## **Associate, Event Operations**

Jesse Dolan.....205-313-0923  
[jdolan@bassmaster.com](mailto:jdolan@bassmaster.com)

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

Brad Ferrell.....800-801-7648  
[bferrell@ges.com](mailto:bferrell@ges.com)

## **Exhibit Sales-(Questions regarding booth sales & placement)**

Katie Hagan- Expo reservations and sales.....251-621-9748  
[khagan@bassmaster.com](mailto:khagan@bassmaster.com)

Chris Bork.....901-229-4797  
[cbork@bassmaster.com](mailto:cbork@bassmaster.com)

Deborah Smart.....860-839-5245  
[dsmart@bassmaster.com](mailto:dsmart@bassmaster.com)

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

# outdoors expo

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



Dear Exhibitors:

Welcome to the 2017 GEICO Bassmaster Classic Outdoors Expo presented by Dick's Sporting Goods. We are thrilled to go to Houston for the 47<sup>th</sup> Bassmaster Classic and we appreciate that you chose to be a part of the biggest expo in freshwater fishing.

Our team has worked diligently on assembling the following Exhibitor Kit. We hope you find this is as a useful tool to help navigate your way through the entire exhibitor experience. As you can imagine, a show of our magnitude 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 in our continuous effort to improve safety.

The following are some of the key items in the 2017 E-Kit to note:

- Pay special attention to the *Rules and Regulations* starting on page 6. Several important rules are highlighted in that section.
- 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 10 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. ***Unlike last year, carpet will be mandatory for all exhibitors.*** They are available online at [www.bassmaster.com/expo](http://www.bassmaster.com/expo).
- We will be featuring the hashtag #bassmasterclassic in many locations including Snap Chat, Facebook, Twitter and Instagram. The best of these will be featured on [www.bassmaster.com](http://www.bassmaster.com).
- We have attached a style guide to help explain which 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 Houston, TX.

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

Eric Lopez

Director of Event Operations

B.A.S.S.

[elopez@bassmaster.com](mailto:elopez@bassmaster.com)

# outdoors expo

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



## Expo Location:

George R. Brown Convention Center  
1001 Avenida De Las Americas,  
Houston, TX 77010

[www.grbhouston.com](http://www.grbhouston.com)

## Exhibitor Order Forms:

[www.bassmaster.com/expo](http://www.bassmaster.com/expo)

Use the link above to connect to the GES & George R Brown Convention Center ordering forms.

## Expo Hours:

Friday, March 24, 2017:

Life & B.A.S.S. Nation & Dick's Scorecard Members 10:30 A.M. – 12 P.M.

General Public 12 P.M. – 8 P.M.

Saturday, March 25, 2017: 10 A.M. – 7 P.M.

Sunday, March 26, 2017: 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. All vehicles are subject to Vehicle Display Permit (More info on Pages 19-22)**



# outdoors expo

EVERY SEASON STARTS AT  
**DICK'S**  
SPORTING GOODS



## GES Information

**GES Deadline Date for Discount Rates**  
**Advance Shipments to warehouse (on or between)**  
**First Day for Direct Shipments to GRB**

Friday, March 3, 2017  
February 16 – March 17, 2017  
Wednesday, March 22, 2017

### Move in

Wednesday, March 22, 2017  
Thursday, March 23, 2017

8:00 A.M. - 5:00 P.M.  
8:00 A.M. - 5:00 P.M.

Sponsors & Bulk Exhibitors  
All Exhibitors

### Show Hours

Friday, March 24, 2017

**PLEASE BE "SHOW READY" BY 10:00 AM**

Media, Life Member & B.A.S.S. Nation Preview (Credentials Required)  
General Admission

10:30 A.M. – 12 P.M.  
12:00 P.M. – 8:00 P.M.

Saturday, March 25, 2017

10:00 A.M. – 7:00 P.M.

Sunday, March 26, 2017

10:00 A.M. – 4:00 P.M.

### Move out

Sunday, March 26, 2017

4:00 P.M. – 10:00 P.M.

All Exhibitors

Empty Container Return

4:00 P.M.

Starts

Monday, March 27, 2017

7:00 A.M. – 12:00 P.M.

All Exhibitors

**Deadline for Carrier Check-in\***

Monday, March 27, 2017

10:00 A.M.

All Shipments

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

**CONTACT BRAD FERRELL AT GES IF YOU HAVE QUESTIONS OR CONCERNS REGARDING MOVE-IN OR MOVE-OUT**

Email: [bferrell@ges.com](mailto:bferrell@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](http://www.ges.com/chat)

Monday, March 27, 7:00 A.M. - 5:00 P.M.

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.

### **Service Center Hours**

Wednesday, March 22, 8:00 A.M. - 5:00 P.M.

Thursday, March 23, 8:00 A.M. - 5:00 P.M.

Friday, March 24, 9:00 A.M. - 8:00 P.M.

Saturday, March 25, 10:00 A.M. - 7:00 P.M.

Sunday, March 26, 10:00 A.M. - 11:59 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, 2017. 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, 2017 shall be subject to forfeiture of all deposits paid.

### ▪Subletting

Subletting of exhibit space is not permitted.

### ▪Credentials

**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.

Please keep a copy of these rules in your booth through setup and teardown

# outdoors expo

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



The GEICO Bassmaster Classic Outdoors Expo presented by Dick's Sporting Goods uses the IAEE Recommended Guidelines for Exhibits. Please contact us for further clarification.

## •Booth Definitions

### In-Line & Corner Booths

A booth located in a straight line with at least one adjacent neighbor on either side is considered an in-line booth. A corner booth is on the end of a series of in-line booths.

### 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 if only 4' or less 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 in certain cases. 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. Peninsula booths also must keep the exterior 5' on the aisles free from tall obstructions. 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.

## •Freight Access Information

Hall A contains 6 Freight doors. Drive in doors: Back: 14'H X 19'W. Side: 25'H X 30'W

Hall B contains 6 Freight doors. Drive in door: 14'H X 24'W

Hall C contains 4 Freight doors. Drive in door: 19'H X 30'W

## •Sound Devices

Sound policy: Sound of any kind must not be projected outside of the exhibit booth. Speakers and other sound devices should be positioned as to direct sound into the booth rather than into the aisle.

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. Rule of thumb: Sound and noise should not exceed 85 decibels when measured from the aisle

immediately in front of the booth.

Please keep a copy of these rules in your booth through setup and teardown

# outdoors expo

EVERY SEASON STARTS AT  
**DICK'S**  
SPORTING GOODS



## •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

## •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, 2017. Show Management will provide aisle carpet. Exhibitors who install their own floor coverings are responsible for removing tape/adhesive and residue. The George R. Brown Convention Center (GRB) requires the use of residue-resistant tapes. Proper tape can be obtained from GES.

## •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. All Vehicles are subject to a Vehicle Display Permit (Pages 19-22).

## •Fire Prevention Permits

Fire Prevention Permits are required for vehicles on display, cooking, tents, multilevel booths; please contact Show Management or the GRB Event Services Department for more information.

## •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 GRB 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.

Please keep a copy of these rules in your booth through setup and teardown



# outdoors expo

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



## •Parking

Parking at the loading docks, the third level ramp except for loading and unloading, is prohibited. Parking, loading and unloading on Avenida de las Americas in front of the building, is strictly prohibited. Vehicles in violation of this policy will be towed at owner's expense.

## •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.

## •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](mailto:bashby@bassmaster.com)) to obtain the proper form

## •Balloons

Helium balloons are strictly prohibited.

## •Stickers

Distribution of stick-on badges, labels, bumper stickers, or any adhesive slogan materials is prohibited on GRB 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

All food, alcohol, non-alcoholic beverages, and concessions are operated and controlled exclusively by the George R. Brown Convention Center. Exhibitors must contact Aramark for all sampling and catering requests at 713-853-8150. Aramark will provide all necessary information and required forms.

## •Licenses/Permits/Taxes

The tax rate for Houston, TX is 8.25%. 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 10.

Please keep a copy of these rules in your booth through setup and teardown

## 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 Jesse Dolan (jdolan@bassmaster.com) 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.

## Houston, TX INFO

Area Code: 281, 346, 713, and 832

Population: exceeds 2.196 million

Television Stations: All major networks are local in Houston

Newspapers: Houston Chronicle, Houston Press, the Houston Sun and several non-daily papers

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

### Airport

George Bush Intercontinental Airport (IAH)  
2800 N Terminal Rd, Houston TX, 77032  
281-230-3100

William P. Hobby Airport (HOU)  
7800 Airport Blvd, Houston TX, 77061  
713-640-3000

### Hospitals

Memorial Hermann-Texas Medical Center  
6411 Fannin St, Houston, TX 77030  
713-704-4000

Ben Taub Hospital  
1504 Ben Taub Loop, Houston, TX 77030  
713-873-2000

### Public Transportation

METRO

<http://www.ridemetro.org>

### Taxi Cabs

\*Houston has Uber and Lyft\*  
Blue Star Limousine 713-637-4181  
Houston VIP Taxi 281-616-5838

United Cab 713-699-0000  
Yellow Cab 713-236-1111

### Historical Weather Data (March 24, 1996-2016)

Average High/Low	72°/56°	Chance of Rain	33%
Range of Highs	64° - 84°	Average Wind Speed	15 MPH
Range of Lows	47° - 62°		

Please keep a copy of these rules in your booth through setup and teardown

## SALES TAX INFO

The tax rate for Houston, TX is 8.25%. This is a combination of State (6.250%) and Houston City (2.000%) taxes. Sales of boats and motors are subject to Motor Vehicle excise tax. The excise tax would be due at the time of registration.

Every exhibitor who is selling products or services at the show must complete a Texas Sales and Use Tax Permit Application (Form AP-201) and have their permit at the show. The Office of the Comptroller for the State of Texas will have representatives onsite checking for your permit. You will then need to close out the permit after the show ends.

If you have question about the sales tax permit registration process, please contact the Texas State Comptroller Office at (800) 252-5555 or (512) 463-4600. Representatives are available, by phone, Monday through Friday (except federal holidays), from 7:30 a.m. to 5:30 p.m. Central Time. Their email address is [taxhelp@cpa.state.tx.us](mailto:taxhelp@cpa.state.tx.us) or see their frequently asked questions online at [www.window.state.tx.us/taxinfo/sales/questions.html](http://www.window.state.tx.us/taxinfo/sales/questions.html).

**You can also apply for a Texas Sales and Use Tax Permit online at [www.window.state.tx.us/taxpermit/](http://www.window.state.tx.us/taxpermit/).**

# outdoors expo

EVERY SEASON STARTS AT  
**DICK'S**  
SPORTING GOODS



## Weigh-in & Takeoff

### Weigh-In Location:

Minute Maid Park

501 Crawford St

Houston, TX 77002

<http://mlb.mlb.com/hou/ballpark/index.jsp>

### Doors Open (TBD):

Friday, March 24, 2017                      3 p.m.

Saturday, March 25, 2017                      3 p.m.

Sunday, March 26, 2017                      3 p.m.

### Previous Classic Winners:

1971: Bobby Murray

1972: Don Butler

1973: Rayo Breckenridge

1974: Tommy Martin

1975: Jack Hains

1976: Rick Clunn

1977: Rick Clunn

1978: Bobby Murray

1979: Hank Parker

1980: Bo Dowden

1981: Stanley Mitchell

1982: Paul Elias

1983: Larry Nixon

1984: Rick Clunn

1985: Jack Chancellor

1986: Charlie Reed

1987: George Cochran

1988: Guido Hibdon

1989: Hank Parker

1990: Rick Clunn

1991: Ken Cook

1992: Robert Hamilton Jr.

1993: David Fritts

1994: Bryan Kerchel

1995: Mark Davis

1996: George Cochran

1997: Dion Hibdon

1998: Denny Brauer

1999: Davy Hite

2000: Woo Daves

2001: Kevin Van Dam

2002: Jay Yelas

2003: Michael Iaconelli

2004: Takahiro Omori

2005: Kevin Van Dam

2006: Luke Clausen

2007: Boyd Duckett

2008: Alton Jones

2009: Skeet Reese

2010: Kevin Van Dam

2011: Kevin Van Dam

2012: Chris Lane

2013: Cliff Pace

2014: Randy Howell

2015: Casey Ashley

2016: Edwin Evers

### TAKEOFF (TBD)

Waterpoint Shopping Center

15290 Tx-105

Montgomery, TX 77316

(58-minute drive from George R. Brown)

## 2017 Bassmaster Schedules

### 2017 Bassmaster Elite Series

#1 Lake Cherokee, Jefferson Co., TN	February 9-12
#2 Lake Okeechobee, Okeechobee, FL	February 23-26
#3 Toledo Bend, Many, La	April 6-9
#4 Ross Barnett, Ridgeland, MS	April 27-30
#5 Texas Fest- Lake Sam Rayburn, Lufkin, TX	May 18-21
#6 Lake Dardanelle, Russellville, Ark	June 2-5
#7 St. Lawrence River, Waddington, NY	July 20-23
#8 Lake Champlain, Plattsburgh, NY	July 27-30
#9 Lake St. Clair, Macomb Co, MI	August 24-27
Toyota AOY Championship – TBD	TBD

### 2017 Bass Pro Shops Bassmaster Opens

#### Southern

#1 Harris Chain of Lakes, Leesburg, FL	January 19-21
#2 Lake Chickamauga, Dayton, TN	April 20-22
#3 Smith Lake, Jasper, AL	September 28-30

#### Central

#1 Table Rock Lake, Branson, Mo	March 2-4
#2 Sabine River, Orange, TX	June 15-17
#3 Grand Lake O' the Cherokees, Grove, OK	October 5- 7

#### Northern

#1 Oneida Lake, Syracuse, NY	June 29-July 1
#2 James River, Richmond, VA	August 3-5
#3 Douglass Lake, Dandridge, TN	September 7-9

### 2017 Academy Sports + Outdoors B.A.S.S. Nation Regionals presented by Magellan

Western – Lake Shasta, Redding, CA	April 19-21
Central – Lake of the Ozarks, Osage Beach, MO	April 5-7
Eastern – Upper Chesapeake, North East, MD	June 14-16 *Tentative*

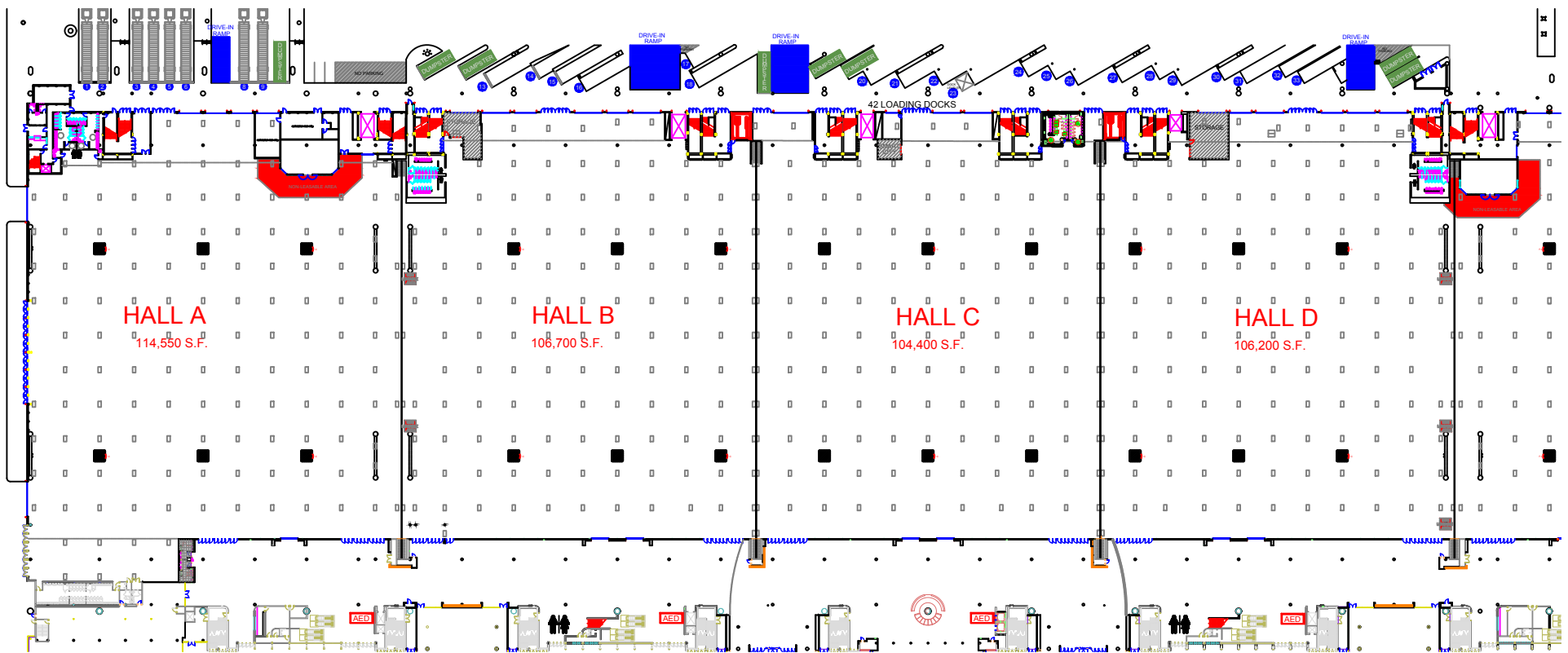
### 2017 Carhartt Bassmaster College Series presented by Bass Pro Shops

Central – Sam Rayburn Reservoir, Lufkin, TX	January 26-28
Southern – Winyah Bay, Georgetown, SC	March 2-4
Midwestern – Lake of the Ozarks, Osage Beach, MO	March 29-31
Western – Lake Shasta, Redding, CA	April 19-21
Eastern – Lake Cherokee, Dandridge, TN	May 11-13
Wildcard – Lay Lake, Shelby County, AL	June 8-10

### 2017 Costa Bassmaster High School Series presented by Dick's Sporting Goods

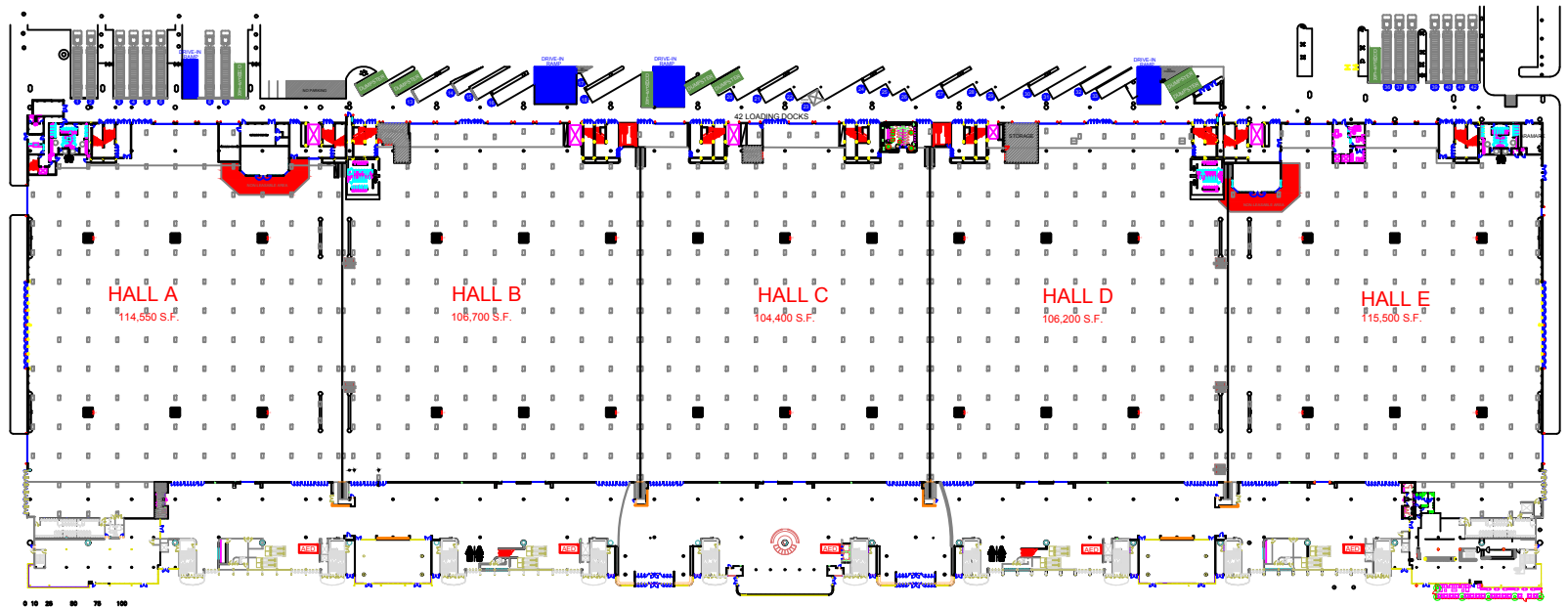
Central – Toledo Bend Reservoir, Many, LA	March 11
Midwest – Lake of the Ozarks, Osage Beach, MO	April 2
Southern – Lake Chickamauga, Dayton, TN	April 29
Championship – TBD	TBD







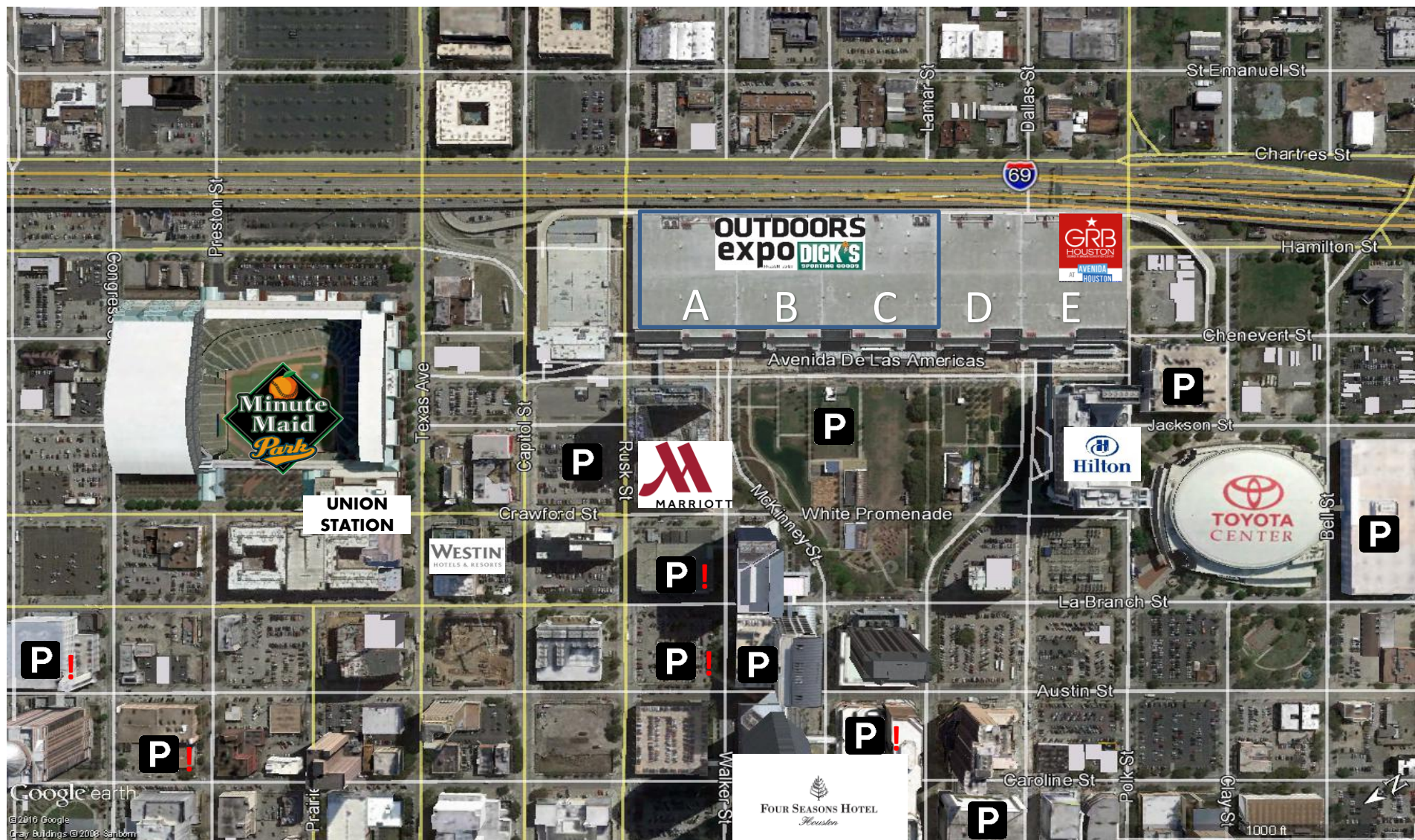
GEORGE R. BROWN CONVENTION CENTER



0 10 20 30 40 50 60 70 80 90 100  
SCALE IN FEET

LEVEL ONE





For more information please visit  
<https://www.downtownhouston.org/parking/>

**! = Closed on Sunday**

# GEICO Bassmaster Classic Logos and Marks Guidelines for Exhibitors

Welcome to the 2017 GEICO® Bassmaster Classic® Outdoors Expo presented by DICK'S Sporting Goods®. We thank you for your participation in the 47th Classic. All 2017 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 need 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" 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



JPG    EPS    [DOWNLOAD](#)



JPG    EPS    [DOWNLOAD](#)

#### One-Color Printing

Black



JPG    EPS    [DOWNLOAD](#)



JPG    EPS    [DOWNLOAD](#)

## 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    [DOWNLOAD](#)

**The logo and badge may be used in the following:**

- Website pages
- Email campaign
- Printed flyer, no larger than 11" wide x 17" 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" wide by 17" 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.

**Permitted:**

Your Angler Name

Contender, GEICO® Bassmaster Classic® presented by GoPro®

**Not Permitted:**

Contender, GEICO® Bassmaster Classic® presented by GoPro®

Angler Name

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

April Phillips

aphillips@bassmaster.com

# VEHICLE DISPLAY PERMIT INFORMATION

**\*New Permit Fees effective January 1, 2016\***

**\*Prices Subject to Change\***

- Fire Prevention Permit Application must be completed -
- Fees are as follows:

One (1) Vehicle \$138.34 + Administrative Fee \$27.66 = \$166.00

Two (2) Vehicle \$221.36 + Administrative Fee \$27.66 = \$249.02

Three (3) Vehicle \$332.04 + Administrative Fee \$27.66 = \$359.70

Please Note: If **15 + vehicles** will be displayed a Fire Inspector is required to inspect vehicles for proper fuel levels prior to entering the facility. The fees are as follows:

- Fees are as follows:

ESTIMATED TIME PER INSPECTOR: 4 HOURS (MINIMUM) \$309.90 plus Administrative Fee \$27.66

Each additional hour or portion of an hour will be at the rate of \$69.17 per hour

**\*All paperwork requests must be received 10 business days prior to your move-in day or a \$359.70 includes the administrative fee late fee will apply.**

Please contact your assigned Event Manager for further questions.

# Fire Prevention Permit Form & Contact Information

Address:

City of Houston – Permitting Office  
1002 Washington Avenue, 2<sup>nd</sup> Floor  
Houston, TX 77002

**Houston Fire Department – Fire Permits & Standby Permits (832)-394-8811**

---

---

Please click on the link below for the **Fire Prevention Permit** :

COH/Permit Office Website: <http://www.houstonpermittingcenter.org/> or

Houston Fire Department Email: [hfd.permitoffice@houstontx.gov](mailto:hfd.permitoffice@houstontx.gov)

City Fees: [http://cohweb.houstontx.gov/FIN\\_FeeSchedule/default.aspx](http://cohweb.houstontx.gov/FIN_FeeSchedule/default.aspx)

**\*Prices Subject to Change\***

---

---

## CONTACTS

Earlene Day  
832-394-9083  
Email: [Earlene.Day@houstontx.gov](mailto:Earlene.Day@houstontx.gov)

Robin White  
832-394-6068  
Email: [Robin.White@houstontx.gov](mailto:Robin.White@houstontx.gov)

Vickie Morris  
832-394-9456  
Email: [Vickie.Morris@houstontx.gov](mailto:Vickie.Morris@houstontx.gov)

Wendy Taylor  
832-394-9458  
Email: [Wendy.Taylor@houstontx.gov](mailto:Wendy.Taylor@houstontx.gov)

CITY OF HOUSTON

Fire Prevention Permit Application

Fire Prevention

Permits issued within the City limits of Houston only. Make check or money order payable to the City of Houston - Fire Department. Or bring cash. Temporary/FMA permits Certified funds only. (Fees are not refundable) Mail to Fire Department; Permit Office, P. O. Box 3625, Houston, Texas 77253 or bring to 1002 Washington. Houston, Texas 77002. Notarized Affidavit required. Notary available at the office. Fees are available at http://hfdapp.houstontx.gov/feeschedule/default.aspx/?dept=Fire

Application Type: (Please circle one): New Renewal FMA

MAILING ADDRESS OF APPLICANT (Please Type or Print)

Name of Business: \_\_\_\_\_

Street/P.O.Box \_\_\_\_\_

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Print Name of Person Responsible as it should appear on the Permit and notarized affidavit:

Business Phone ( \_\_\_\_\_ ) \_\_\_\_\_ Ex \_\_\_\_\_ Emergency Phone ( \_\_\_\_\_ ) \_\_\_\_\_ Ex \_\_\_\_\_

Permit Address \_\_\_\_\_

Permit Needed for? \_\_\_\_\_

Permit Start Date: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Estimated Job Completion Date: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

List identification number(s) and capacity if this permit is for a tank installation or tank vehicle. Also list project number: \_\_\_\_\_

Type of Permit (Refer to Instructions) \_\_\_\_\_ Permit Fee \$ \_\_\_\_\_

For an inspection mandated by another regulatory entity and the permit(s) is not required by this code, a fee based on the square footage of the facility will be assessed. If the inspection must be at a specific time; Priority Fee (Special Handling) and/or Stand-by fees may be applicable. \$ \_\_\_\_\_

Priority Fee (Special Handling) there is a minimum charge for the 1st four hours and a charge for each additional hour. (CERTIFIED FUNDS ONLY) \$ \_\_\_\_\_

(For applications submitted requesting an inspector to perform duties or inspections specified in the Fire Code at a specific time, rather than at the convenience of the city, include this fee) \$ \_\_\_\_\_

If the requested inspection is on weekends or at night, include fees for inspection outside regular working hours. Minimum of 4 hours, there is charge for each additional hour or portion of an hour (CERTIFIED FUNDS ONLY) \$68.80 x \$ \_\_\_\_\_

Administrative Fee per permit..... PER PERMIT \$ 27.66

FEES PAID WITH THIS APPLICATION ARE NOT REFUNDABLE.

Call 832-394-8811 for further information.

TOTAL \$ \_\_\_\_\_

I understand that the permit I have applied for may be revoked at any time for violation of the terms and conditions under which same is granted or for any violation of the City of Houston Fire Codes and Ordinance pertaining thereto. I also understand that this permit must be posted at the location indicated as the permitted premises.

Person Responsible Signature: \_\_\_\_\_ Date: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

THE STATE OF TEXAS

§

Deed Restrictions

COUNTY OF HARRIS

§

and Law Compliance Affidavit

Before me the undersigned authority on the day personally appeared \_\_\_\_\_ Who being first duly sworn by me deposited and said: \_\_\_\_\_ Type or legibly print name of affiant

I understand and agree that it is my responsibility to comply with all deed restrictions and city, state, and federal laws, regulations or ordinances concerning any activity authorized by the permit(s) requested in the application (s) to which this affidavit appertains and concerning any land or place where such activities may be conducted.

I also understand and agree that the City of Houston, by issuing the permits(s) for which I am applying, does not excuse or approve of any violation of deed restrictions, or of city, state or federal laws, regulations or ordinances and that any permit will be void in the event that it is issued in violation thereof.

I fully understand that if any permit for which I am applying is issued, the City of Houston or any other appropriated entity may institute legal proceedings against me if I violate any deed restriction, or any city, state or federal law, regulations or ordinance.

To the extent that this affidavit is made on behalf of a Corporation or for the benefit of a corporation or for the benefit of any persons other than myself I certify that I have fully advised them of the content of this affidavit and that I am duly authorized to execute the same as the act and deed of the applicant or persons.

NOTARY SEAL

To certify which, witness my hand and seal of office this \_\_\_\_\_ Signature of Affiant \_\_\_\_\_ Date \_\_\_\_\_

# PROCEDURE FOR PERMITS

**\*Vehicle Permits / Fire Watch / Standby for Multiple Vehicle (15+) / Propane Permits / Cooking Permits\***

**Address:**

City of Houston – Permitting Office  
1002 Washington Avenue, 2<sup>nd</sup> Floor  
Houston, TX 77002

**Houston Fire Department – Fire Permits & Standby Permits (832)-394-8811**

COH/Permit Office Website: <http://www.houstonpermittingcenter.org/>

Houston Fire Department Email: [hfd.permitoffice@houstontx.gov](mailto:hfd.permitoffice@houstontx.gov)

City Fees: [http://cohweb.houstontx.gov/FIN\\_FeeSchedule/default.aspx](http://cohweb.houstontx.gov/FIN_FeeSchedule/default.aspx)

---

1. Go to the **TICKET KIOSK** located on 1<sup>st</sup> Floor
2. Click on the screen **PERMITS** (you will see different options)
3. Click **FIRE MARSHAL**
4. Pull your ticket (ticket will have letter & number)
5. Go the **ELEVATOR to the 2<sup>nd</sup> Floor**
6. Go to the **FRONT RECEPTIONIST DESK** and **SCAN** your ticket
7. Have a seat until your ticket number has been called
8. A **CUSTOMER SERVICE REPRESENTATIVE** will call your ticket
9. Give the **CSR** your permit application for process
10. The **CSR** will give you **WORK ORDER**
11. Go to the **1<sup>st</sup> Floor to the CASHIER WINDOW** & give them your **WORK ORDER** once paid you will receive your **RECEIPT**
12. Please make sure to send your **EVENT MANAGER** a **copy** of your **PAID RECEIPT**