



Kansas City Boat & Sportshow

Bartle Hall ■ Kansas City, MO
January 13-16, 2011

NMMA – St. Louis Office
P.O. Box 220196
St. Louis, MO 63122

Show Contact/Managing Exhibitor: _____

Booth #: _____ Contract #: _____

Contact Name:	_____
Company Name:	_____
Address:	_____
City, ST/Prov, Zip/PC:	_____
Country:	_____

The following information will appear in the Directory. Note that you will receive one combined directory listing for multiple spaces worked. Please review and make any changes or corrections as necessary.

Company Name:	_____
Address:	_____
City, ST/Prov, Zip/PC:	_____
Phone:	_____
Fax:	_____
Web Address:	_____
Email:	_____

Company Salesperson (Limit 1) to be Listed in Directory:

Name _____

Brand Name Cross Reference (For Manufacturers Only): Will notify reader to see your company (as listed above).

Product Narrative:
(10 Word Limit)

Please list the product categories you wish to be listed under (limit 50). See reverse side for complete list of product codes.

Your Name: _____ Signature: _____ Date: _____
(Please Print)

ALL INFORMATION IS SUBJECT TO EDITING BY SHOW MANAGER
Directory forms submitted after 11/1/10 may not appear in directory.

QUESTIONS?
Please contact:

Iris Harrison
Email: iharrison@nmma.org

Phone: 314-821-5400 Fax: 866-521-6015
Web: www.kansascitysportshow.com

57th KANSAS CITY SPORTSHOW

CROSS REFERENCE LISTING

Exhibiting Company Name: _____

Please check off product categories that you are exhibiting.

Space #: _____

ACCESSORIES, EQUIPMENT & GEAR

BOAT CONSTRUCTION, SERVICE & REPAIR ITEMS

- AA005 Acoustic Materials, Noise Suppression
- AA006 Acrylic & Plastics
- AA010 Boatbuilding & Repairing Machinery
- AA012 Brushes (For Painting & Cleaning)
- AA015 Carpet Materials & Floor Coverings
- AA020 Cleaners & Polishes
- AA025 Compounds: Adhesives, Caulking & Glue
- AA030 Core Materials: Balsa, Foam, Composites
- AA035 Decking
- AA040 Fabrics, Upholstery & Interior Coverings
- AA045 Fiberglass
- AA046 Fiberglass Restorer & Polish
- AA050 Flotation Material
- AA055 Lumber: Hardwood & Treated
- AA057 Metal Polish
- AA060 Moldings, Trim, Rubrails
- AA065 Paints, Finishes, Removers & Preservatives
- AA070 Processing Equipment: Spray & Injection
- AA075 Raw Materials & Repair Materials
- AA079 Repair Manuals
- AA080 Resin
- AA090 Sealing Systems & Materials
- AA095 Structural Forms & Molds
- AA100 Teak Products
- AA102 Vinyl
- AA110 Zincs

COMPONENTS & SYSTEMS

- AB005 Air Conditioning, Ventilation & Heating
- AB006 Alternate Energy Sources: Solar, Water, Wind
- AB010 Batteries: Storage & Accessories
- AB015 Battery Chargers
- AB020 Bilge Pumps & Blowers
- AB023 Compressors, Air & Gas
- AB025 Dehumidifiers, Air Filtration
- AB030 Desalinators: Water Purifiers, Water Makers
- AB035 Electric Systems, Interior Lights, Lighting Equipment
- AB040 Electrical Equip: Generators, Connectors, Panels
- AB045 Environmental Products & Systems
- AB050 Galley Equipment
- AB055 Hose and Hose Fittings
- AB057 Hydrofoils
- AB060 Pumps, Circulation and Water Systems
- AB065 Refrigeration Equipment
- AB070 Sails, Sailmakers
- AB075 Steering Wheels, Rudders & Systems
- AB077 Windvane Self-Steering Gears
- AB080 Toilets and Sanitation Equipment
- AB085 Water Systems, Plumbing

DOCKSIDE & ANCHORING EQUIPMENT

- AC005 Anchors, Chocks & Ground Tackle
- AC010 Anchor Rollers
- AC015 Buoys
- AC020 Car Top Carriers
- AC025 Covers For: Boat, Sails, Seats, Deck
- AC028 Davits & Lifting Systems (Boats & Yachts)
- AC030 De-Icing Equipment
- AC035 Dinghy Davits
- AC039 Docks
- AC040 Dock Boxes
- AC045 Dockside Equip: Carts, Pumpouts, Power Connects
- AC050 Fenders, Bumpers
- AC055 Line, Rope, Cordage
- AC060 Oars & Paddles
- AC065 Windlasses

ELECTRONICS & NAVIGATION INSTRUMENTS

- AD005 Autopilots
- AD010 Binoculars & Telescopes

- AD015 Clocks, Chronometers & Barometers
- AD020 Compasses
- AD025 Computers, Monitors, LCD Displays
- AD030 Computer Software
- AD035 Depth Sounders
- AD040 Direction Finders
- AD045 Electronic Equipment
- AD050 Indicators: Battery, Engine, Fuel, Speedometers
- AD055 Marine Stereos
- AD060 Navigational Electronics: Satnav, Loran, GPS
- AD065 Navigational Instruments: Sextants, Piloting Aids
- AD070 Night Vision Equipment
- AD075 Panels & Gauges
- AD080 Radars
- AD085 Radiotelephones
- AD090 Telephones: Marine, Cellular, Long Distance Svc.
- AD092 Television & Video Systems
- AD095 Wind & Weather Instruments

HARDWARE, ORIGINAL EQUIPMENT & PARTS

- AE005 Antennas
- AE010 Boarding Devices
- AE015 Brackets & Instrument Housing
- AE020 Cockpit Shelters
- AE025 Doors/Windows
- AE030 Fasteners
- AE035 Hardware, General Marine
- AE040 Hardware, Sailboat
- AE042 Navigation and Running Lights
- AE044 Railings, Pulpits & Stanchions
- AE045 Sailboat Rigging
- AE050 Seats
- AE055 Spars, Booms, and Masts
- AE060 Swim Platforms, Ladders
- AE065 Towers & Tops
- AE070 Trim Tabs
- AE071 Tubing: Aluminum & Stainless
- AE075 Winches
- AE080 Windshields, Hatches & Portholes

SAFETY PRODUCTS

- AF005 Alarm, Security & Monitoring Systems
- AF010 Distress Signals & EPIRB's
- AF015 Fire Extinguishers & Systems
- AF020 First Aid Supplies
- AF025 Flare Guns
- AF029 Hook & Lure Safeguards
- AF030 Horns, Sirens & Whistles
- AF035 Lettering & Numbers
- AF040 Life Rafts
- AF045 Personal Flotation Devices (PFD's)
- AF050 Survival Equipment
- AF055 Water Safety Devices

SOFT GOODS, GEAR & GIFTS

- AG005 Art & Sculptures
- AG010 Bedding: Sheets, Fitted Mattresses
- AG015 Books, Music, CD-ROM's & Videotapes
- AG020 Cameras & Photography Equipment
- AG021 Carry-Bags, Backpacks & Luggage
- AG025 Chairs: Deck & Beach
- AG028 Cleaning Rags, Mops, Chamois, Dusters
- AG030 Clothing & Footwear
- AG035 Cookware & Grills
- AG040 Flougs & Pennants
- AG045 Foul Weather Gear
- AG050 Furniture & Furnishings
- AG055 Gift Shop Items
- AG060 Hobby Shop Items
- AG065 Ice Chests & Coolers
- AG070 Jewelry
- AG075 Knives: Hunting & Fishing
- AG080 Maps & Charts
- AG085 Pet Products
- AG090 Sunglasses, Protective Eyewear
- AG095 Swimwear & Beach Accessories

WATER SPORTS EQUIPMENT

- AH002 Air Tanks, Compressors & Maintenance
- AH005 Diving Equipment: Skin & Scuba Gear
- AH010 Sailboard Accessories

- AH015 Snorkels, Masks & Fins
- AH017 Towables
- AH019 Wakeboards
- AH020 Water Skis & Accessories
- AH025 Wetsuits, Drysuits, & Gloves

BOATS

POWER BOATS

- BA004 All-Purpose Fishing Boats
- BA005 Aluminum Boats
- BA010 Bass Boats
- BA015 Bay Boats
- BA018 Bow Riders
- BA020 Catamarans, Multihulls (Power)
- BA025 Center Consoles
- BA030 Cuddy Cabins
- BA035 Deck Boats
- BA038 Fish & Ski Boats
- BA040 Flats Boats
- BA045 Hi-Performance Boats
- BA050 Houseboats
- BA052 Hunting Boats
- BA055 Inboard Cruisers
- BA060 Inboard/Outboard Boats
- BA065 Luxury Yachts
- BA070 Motor Yachts
- BA075 Outboard Boats
- BA080 Pontoon Boats
- BA085 Runabouts
- BA090 Sportfishing Yachts
- BA095 Trawlers
- BA097 Wakeboard Boats
- BA100 Waterski Boats

SAILBOATS

- BB001 Auxiliary Powered Sailboats
- BB005 Cruising Sailboats
- BB010 Custom Sailboats
- BB015 Daysailers
- BB020 Dinghies(Sailing)
- BB025 Motor Sailers
- BB030 Multihulls (Sail)
- BB032 One-Design Sailboats
- BB035 Racing Sailboats
- BB040 Sailboards

OTHER TYPES OF BOATS

- BC005 Air Cushion Vehicles
- BC010 Airboats
- BC015 Canoes
- BC020 Custom Boat & Yacht Builders
- BC025 Dinghies (Rowing & Motorized)
- BC030 Electric Boats
- BC035 Hydrofoil Boats
- BC040 Inflatable or Folding Boats
- BC045 Jet Boats
- BC050 Jon Boats
- BC055 Kayaks
- BC060 Kit Boats
- BC065 Pedal Boats
- BC070 Personal Water Craft (PWCs)
- BC074 RIBS
- BC075 Rowing Shells
- BC080 Wooden Boats

ENGINES, MOTORS, PROPULSION EQUIPMENT & PARTS

ENGINES & MOTORS

- CA003 Battery Powered Propulsion
- CA005 Bow Thrusters
- CA010 Electric Motors
- CA015 Inboard Engines
- CA020 Jet Drives
- CA025 Outboard Motors
- CA030 Stern Drive Engines
- CA035 Stern Thrusters
- CA040 Trolling Motors

PROPULSION EQUIPMENT & PARTS

- CB005 Additives: Cooling Systems, Diesel, Gasoline, Oil
- CB010 Aftermarket Engine & Outdrive Parts
- CB015 Bearings, Seals & Gaskets
- CB020 Corrosion Protection
- CB025 Engine Accessories & Systems
- CB030 Engine Controls
- CB035 Engine Parts
- CB036 Engine Repair Manuals
- CB040 Exhaust Systems
- CB045 Filters, Oil & Fuel
- CB050 Fuel Systems & Components
- CB055 Fuel Tanks & Accessories
- CB060 Gears, Shafts, and Associated Equipment
- CB065 Manifolds & Heat Exchangers

- CB070 Oils & Lubricants
- CB075 Outboard Parts
- CB080 Propellers
- CB085 Stabilizers
- CB090 Starters & Alternators
- CB095 Transmissions & Transmission Kits
- CB100 Trim Plates

FISHING TACKLE

- D0005 Bait
- D0010 Baitwells
- D0015 Fighting Chairs
- D0020 Fish Finders
- D0025 Fishing Equipment & Accessories
- D0030 Line
- D0035 Lures
- D0040 Outriggers & Downriggers
- D0045 Reels
- D0050 Repairs/Service for Rods & Reels
- D0054 Rod Holders
- D0055 Rods

MARINA EQUIPMENT

- E0005 Boat Lifts
- E0008 Cleats & Dock Hardware
- E0010 Cradles
- E0015 Davits & Lifting Systems (Docks & Marinas)
- E0020 Dealership Supplies: Counters & Shelving
- E0025 Dock & Pier Installations, Mooring Systems
- E0027 Electric and Cable TV Wiring & Services
- E0030 Environmental Control Systems
- E0032 Fuel Handling Systems
- E0035 Hoists & Forklifts
- E0040 Power Pedestals
- E0045 Pump-out Equipment & Facilities
- E0048 PWC Lifts
- E0050 Service Shop Equipment
- E0055 Shrinkwrap & Wrapping Systems
- E0059 Storage Sheds
- E0060 Storage Systems For Boats
- E0063 Water Shore Ties & Plumbing
- E0065 Yard Equipment: Boat Stands, Cradles & Yard Cranes

OUTDOOR EQUIPMENT

SPORTING GOODS

- J0005 Archery Equipment
- J0010 Camping Equipment
- J0015 Diving Equipment
- J0020 Hunting Clothing
- J0025 Hunting Equipment

RV & TRUCK ACCESSORIES

- G0005 ATVs, Motorcycles & Scooters
- G0010 Bed Liners
- G0015 Camper Shells
- G0020 Conventional Travel Trailers
- G0025 Conversion Vans
- G0030 Expandable Travel Trailers
- G0035 Fifth Wheels
- G0040 Folding Camping Trailers
- G0045 Park RV Models
- G0050 RV Accessories
- G0055 Sport Utility RVs
- G0060 SUVs
- G0065 Trucks
- G0070 Truck Accessories
- G0075 Type A Motorhomes
- G0080 Type B Motorhomes
- G0085 Type C Motorhomes

SERVICES

SERVICES FOR THE CONSUMER

- FA005 Appraisers & Surveyors
- FA010 Banking & Finance
- FA015 Boat Cleaning and Detailing
- FA017 Boat, Canoe, and Watercraft Rentals
- FA020 Brokerage Yacht Sales
- FA025 Charter Operators
- FA028 Fractional Boat Ownership
- FA030 Dockominiums
- FA035 Dockside Transportation, Water Taxis
- FA040 Documentation Service
- FA042 Dog Training, Kennels & Supplies
- FA043 Engine Repair
- FA044 Home Builder/Construction
- FA045 Insurance
- FA050 Interior Decorators

- FA055 Marina Operators
- FA060 Marine Supply Stores
- FA065 Publications: Periodicals & Magazines
- FA070 Pre-Owned Boat Listings
- FA073 Sail Repair
- FA075 Shipyards & Repair Services
- FA078 Shrinkwrap
- FA080 Software & Programming
- FA085 Specialty Retailer, Catalog House or Chain Stores
- FA088 Taxidermy
- FA090 Towing/Boat Hauling
- FA091 TV & Radio Shows (For fishing and boating)
- FA095 Used Boat Sales
- FA097 Waterfront Real Estate Developers
- FA098 Web-Based Marine Businesses
- FA100 Yacht Maintenance & Crew Services

SERVICES FOR THE MARINE INDUSTRY

- FB005 Boat Show Producers
- FB010 Boat Transport Services
- FB013 Component Testing Services
- FB015 Corporations (Event Sponsoring)
- FB020 Exporter
- FB025 Fishing/Tournament Organizers
- FB028 Importer
- FB030 Marine Internet Services
- FB035 Government Relations
- FB040 Mailing Lists
- FB041 Manufacturer Representation
- FB045 Public Relations & Advertising Agencies
- FB050 Sailing Regatta Organizers
- FB055 Shrinkwrap

SCHOOLS, CLUBS, ASSOCIATIONS

- FC005 Boat Owner Associations
- FC010 Certification & Testing
- FC015 Diving Schools
- FC020 Education
- FC025 Fishing/Hunting/Sport Clubs
- FC030 Marine Industry Associations
- FC031 Marine Trade Associations
- FC035 One-Design Sailboat Associations
- FC039 Sailing Clubs
- FC040 Sailing Schools
- FC045 Schools & Instruction
- FC050 Yacht Clubs

ENGINEERING & TECHNICAL SERVICES

- FD005 Consultants
- FD010 Legal Assistance
- FD015 Naval Architects
- FD020 Marina Design Consultants & Engineers
- FD023 Standards & Certification Services
- FD025 Yacht Design & Engineering

TRAILERS & TRAILERING EQUIPMENT

- K0004 Boat Dollies
- K0005 Boat Trailers
- K0006 Cargo & Utility Trailers
- K0007 Hydraulic Trailers
- K0010 Personal Watercraft Trailers
- K0015 Snow Vehicle Trailers
- K0020 Trailer Hitches, Parts & Accessories

TRAVEL & RESORTS

- H0003 Boating Resorts
- H0005 Campgrounds
- H0010 Charter Boats, Power
- H0015 Charter Boats, Sail
- H0020 Fishing Charters/Guides
- H0025 Fishing Lodges & Resorts
- H0030 Hunting Lodges & Preserves
- H0039 Outfitters, Hunting Guides
- H0040 Outfitters, Raft & Canoe Guides
- H0042 Parks & Park Services
- H0045 Raft & Canoe Guides
- H0047 Real Estate: Waterfront/Hunting/Vacation Property
- H0050 RV Resorts
- H0053 Scuba & Skin Diving Resorts
- H0055 Tourism: Local, State, Country
- H0060 Fly-In Camps