

# The NMMA Advantage

## Now more than ever—it pays to exhibit at an NMMA Show!

NMMA works hard to produce top-notch events for our exhibitors—and we're always striving to find better ways for our events to deliver the results you need. That's why we're pleased to launch our newest, exclusive show benefit.

## NMMA Lead Generation Program

NMMA is combining the reach of on-line advertising with the power of on-site selling to give our exhibiting boat dealers MORE for their money and generate leads before, during and after the show—all at NO ADDITIONAL COST!

For the first time ever, any boat dealer or manufacturer who exhibits at an NMMA show can:

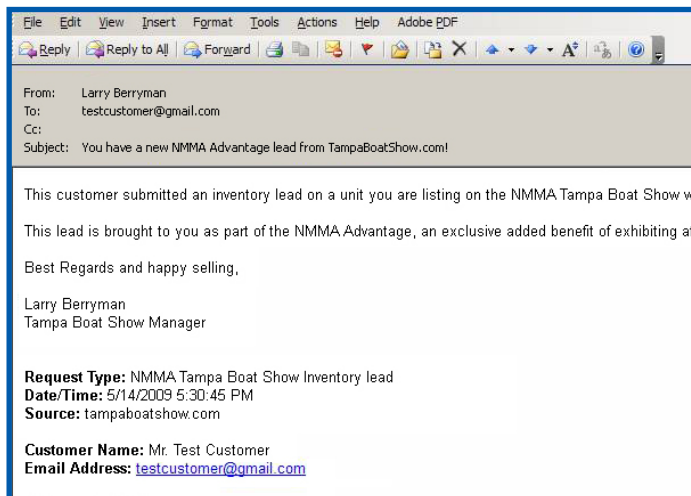
- Feature the products they're selling at the show on the show Web site
- Obtain consumer-generated leads in real time—Before, during and after the show
- Schedule appointments with prospects—Meet at the show or their showroom

### Here's how it works:

1. Any contracted exhibiting boat dealer who is "current" is eligible to participate.



2. Product that will be on display at the contracted show will be added to that show's web site approximately 90 days prior to the show opening date; it will remain on the site until 30 days after the show closes.



3. Leads will be delivered via e-mail as soon as they become available.

4. Consumers will be able to schedule appointments to meet with you at the show or at your showroom.

Boat dealer exhibitors will be responsible for managing their inventory. Inventory will be loaded onto NMMA sites via an inventory management platform; exhibitors who do not have automated inventory systems will be provided tools to upload their inventories.



## Exhibit at an NMMA show—It's the best marketing decision you'll make all year!

As an exhibitor in an NMMA-produced show, you also benefit from a combination of resources, expertise and accountability that is unequalled in the industry.

- NMMA Shows are the largest, best-attended consumer events in their respective markets.
- Meet buyers, not browsers. NMMA invests considerable resources in advertising, marketing and public relations to ensure our shows draw highly qualified prospects: Fully integrated advertising campaigns feature a strategic mix of print, broadcast (television and radio), online, and e-mail promotions.
- Public relations efforts reinforce the advertising, working to generate show awareness and secure news stories in TV, newspapers, magazines and online.
- Your money works twice as hard for you: Revenues generated at NMMA shows are reinvested in programs that strengthen and grow boating.
- NMMA invests in attractions, seminars and other special features that turn our shows into "must-attend" events for enthusiasts.
- NMMA Shows work year-round for you: Exhibitor listing on show Web site also includes link to your Web site.
- FREE Show Directory Listing—Year-round resource is available onsite and online.
- Exhibitor and preferred guest ticket programs for your top prospects.
- Professional staff available year-round, ready, willing and able to assist you with every aspect of the exhibiting process from contracts to move-in to move-out.
- Published rules ensure a fair and equitable system for all exhibitors.



## Get the NMMA Advantage—Reserve your space today!

For a complete list of NMMA boat shows visit [BoatShows.com](http://BoatShows.com)