



January 24-27, 2019
2019 Exhibitor Rewards Program

About the Program

Progressive Insurance Minneapolis Boat Show Exhibitor Rewards program was created to encourage exhibitors to actively and aggressively promote the Show and their participation in the Show. It also recognizes exhibitors that enhance the attendees experience with their creative show displays. The Marketing and Display rewards are designed to save exhibitors money and to reward top exhibitors for going above and beyond.

Rules and Requirements for the Program

To be named “Marketing Partner or Exhibitor of the Year”, you must meet the following criteria.

1. Must be a 2019 Boat Show exhibitor in good standing with a signed contract, Certificate of Insurance and Operators Certificate of Compliance. The exhibit space must also be paid in full prior to the opening of the Show to be eligible for rewards.
2. Exhibitors must submit an official, legible nomination form detailing examples of marketing efforts done before and/or during show. Supporting photos and/or copies of efforts must be submitted by Friday, January 18th. (See Official Participation Form on the last page of this document.)
3. **“Marketing Partner of the Year”** will be awarded to the Exhibitor that best promotes the Show and their participation. (See promotional tools below for materials and ideas) Samples and specific promotions must be outlined and submitted to show management. Be as creative as you like, and have fun with it! You will be judged on the following:
 - a. Creativity
 - b. Visibility and exposure
 - c. Quality of promotion

Contest begins Monday, December 17th. Winners are determined by a panel of marketing staff and Show Management, all results are final. All exhibitors will be notified of winners. NMMA reserves the right to change contest rules, regulations and offers at any time without notice.

4. **“Display of the Year”** will be judge by the Exhibitor Committee Members at the show based on the following:
 - a. Use of Space- Accessibility of product and staff, neat and clean, inviting and appealing. The display has to meet NMMA’s Allocation Procedure and Display Guidelines.
 - b. Interest of Display- brand recognition, creativity, layout.
 - c. Promoting the boating lifestyle.
 - d. Enhancing the customer experience.

One bulk and one booth exhibiting company will be named the 2019 Progressive Insurance Minneapolis Boat Show “Display of the Year”. One Grand prize will be awarded to each winning company. Space rebate prizes will be delivered to winning exhibitor within eight weeks from the show close. All other prizes will be delivered onsite, there are no cash substitutions.

Exhibitor Rewards:

Marketing Partner of the Year

Grand Prize Bulk: 2019 Exhibitor Marketer of the Year
\$1,500 Space Rebate (Bulk)

Award \$500 Manny’s Gift Card

2nd Place: \$200 Dunn Bros. Coffee Gift Card (Convention Center)

3rd Place: \$50 Manny’s Gift Card

Grand Prize Booth 2019 Exhibitor Marketer of the Year Award
\$250 Space Rebate

Display of the Year 2019 Best Bulk Display Award
\$500 Space Rebate (Bulk) 2019
Best Booth Display Award

Promotional Tools – NMMA Makes it Easy to Promote the Show!

NMMA makes it easy for you to promote the Progressive Insurance Minneapolis Boat Show. Our online promotional toolkit online contains:

- Downloadable Online Banners
- Show Logos
- Web Logos

Please don't forget about our Be My Guest Ticket program. Order as many Be My Guest Tickets as you like and you are charged for only those tickets that are redeemed at the show. Information on ordering Be My Guest Tickets can be order off the [Minneapolis Boat Show](#) website.

Other ways to promote the Minneapolis Boat Show and your participation:

- Do you or your company have a Facebook or Twitter account? If not, create one and "like" the Minneapolis Boat Show on Facebook (www.facebook.com/MinneapolisBoatShow) or follow us on Twitter (@MPLSBOATSHOW). Encourage your employees and customers to join us on Facebook and follow the Boat Show on Twitter.
- Run a show-only special and tell your customers about it, and tell show staff as well. We can post your show special or giveaway on the Minneapolis Boat Show website to help promote your company. Attendees love to know what specials are going to be at the show, and they love free giveaways: Let us promote your specials with you to draw more attendees to the show and to your booth.
- Are you a boat dealer? If so, be sure to post your show inventory on the show website—at no additional cost! The success of the new NMMA Advantage program continues to grow. Questions? Contact Darren Envall to get started.

Questions?

If you have any questions related to the Exhibitor Rewards Program, please contact Darren Envall at 612.332.8330 or denvall@nmma.org.

