



January 19-22, 2011

2012 Exhibitor Rewards Program

About the Program

Progressive Insurance Minneapolis Boat Show Exhibitor Rewards program was created to encourage exhibitors to creatively enhance their show displays and recognize exhibitors who actively and aggressively promote the Show and their participation in the show. The Marketing and Display rewards are designed to save exhibiting companies money and enable participating exhibitors 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 an exhibiting company in the 2012 show in good standing with a signed contract and required deposit submitted. Space must be paid in full by show start 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 January 16, 2012. (See Official Participation Form on the last page of this document.)
3. **“Marketing Partner of the Year”** will be awarded to the Exhibiting company 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
4. **“Display of the Year”** will be judged by your display at the show based on the following:
 - a. Use of Space- Accessibility of product and staff, neat and clean, Inviting and appealing.
 - b. Interest of Display- Brand Recognition, Creativity, layout.
 - c. Promoting the boating lifestyle
 - d. Enhancing the customer experience.

5. One bulk and one booth exhibiting company will be named the 2012 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 after the show has concluded. All other prizes will be delivered onsite, there are no cash substitutions.
6. Contest begins November 1, 2011. 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.

Exhibitor Rewards

Marketing Partner of the Year

Grand Prize: 2012 Exhibitor Marketer of the Year Award
 \$1,500 Space Rebate (Bulk); \$500 Space Rebate (Booth)
 \$500 Manny's Gift Card
 Complimentary Electricity (10-amp service, \$104 value)
 Parking Pass

2nd Place: \$350 Credit with Brede Exposition Services
 \$100 Spike's Sports Bar (Hyatt) Gift Card
 \$50 Dunn Bros. Coffee Gift Card (Convention Center)
 Complimentary Electricity (10-amp service, \$104 value)
 Parking Pass

3rd Place: \$50 Martini's Bar (Millennium) Gift Card
 \$50 Nic's on Nicollet Restaurant (Millennium) Gift Card
 Complimentary Electricity (10-amp service, \$104 value)
 Parking Pass

Display of the Year

2012 Best Bulk Display Award
 2012 Best Booth Display Award
 \$500 Space Rebate (Bulk)
 \$250 Space Rebate (Booth)

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
- Electronic or Paper Discount Coupons (\$2 off- weekday only)

Additionally, show management will provide you with a quantity of complimentary show admission tickets for you to distribute to your best customers based on the square footage of your space in the show as follows:

Square Footage	No. of Complimentary Tickets
9,000 sq. ft. and more	200
4,500 sq. ft. to 8,999 sq. ft.	100
2,250 sq. ft. to 4,499 sq. ft.	50
1,125 sq. ft. to 2,249 sq. ft.	25
500 sq. ft. to 1,124 sq. ft.	15
Less than 500 sq. ft.	10

We also encourage you to order additional tickets through our Exhibitor Guest Ticket program. Order as many as you like, you are only charged for those tickets that are redeemed at the show, (\$4.00 per redeemed ticket). An order form can be found in the online Exhibitor Kit under NMMA Forms.

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 advantage@nmma.org or [Jennifer Thompson](mailto:jthompson@nmma.org) to get started.

Questions?

If you have any questions related to the Exhibitor Rewards Program, please contact Jennifer Thompson at 612.332.8330 or jthompson@nmma.org.

