

## **Benefits of Participating in the Minneapolis Boat Show Innovation Award Program**

### **Boost Visibility for Your New Products to the Marine Industry**

#### **Promotion of Innovation Award Entries**

- Exposure at a leading marine industry event in North America
- Complimentary Innovation Awards signage let's everyone know your company has entered a new product that is worthy of an Innovation Award
- Visibility for your new product before three top marine journalists
- Another arrow in your quiver of product launch options
- Inclusion in the Show Directory
- Recognition through multiple social media channels linked to the marine industry

#### **More Benefits if you WIN!**

- Recognition before industry leaders attending the Preferred Customer Evening
- Additional signage for your booth announcing your winning status
- Inclusion in press releases from the Minneapolis Boat Show and the National Marine Manufacturers Association to media outlets
- Year-round press from Minneapolis Boat Show promoting your new product in the 2019 campaign
- Conversations with distributors, dealers and consumers who may have otherwise walked by
- The ability to use the Innovation Award Winner logo in your marketing materials
- Showcased on the Minneapolis Boat Show website throughout the year to help MORE buyers find you