

NMMA INNOVATION AWARDS

Presented at the 2010 Miami International Boat Show

OFFICIAL RULES & REGULATIONS

NMMA will be presenting Innovation Awards in a number of Product categories at the 2010 Miami International Boat Show (the "2010 Miami Show"). The judging of the Innovation Awards will be conducted by persons selected by Boating Writers International, Inc. ("BWI"). Innovation Awards are awarded based upon the judges' subjective determination of which nominated Product best satisfies the criteria listed below. There will be eleven Product categories (included on the Official Entry Form) eligible for Innovation Awards at the 2010 Miami Show; however, there is **no guarantee** that an Innovation Award will be selected for each category. Winning Products will be selected based on the following criteria:

- Innovative distinction from other Products currently being manufactured.
- Benefit to the marine industry and/or consumer.
- Practicality.
- Cost-effectiveness.

In order to be qualified to be entered for the Innovation Award program for the 2010 Miami Show:

- Product must be on display in its finished, sellable state at the 2010 Miami Show for the first time (*i.e.*, Product wasn't displayed at the Miami Show in 2009).
- Product introduced at the 2009 MAATS or IBEX shows may enter the Innovation Awards at the 2010 Miami Show only if the Product category for which the Product qualifies was not available at MAATS or IBEX.
- Product must not have been previously submitted for an Innovation Award at any other show.
- Product must be being sold and marketed or "in production" at the time of the 2010 Miami Show or the manufacturer must demonstrate that the Product will be available for sale to the public within 60 days after the end of the 2010 Miami Show. No concept Products will be considered unless the Product will be "in production" and available to the public in its sellable state within such 60-day period. Innovation Awards will be subject to being revoked and must be returned for non-compliance.
- Product cannot have been marketed or sold in the U.S. before the last Miami Show (February 12, 2009).

*** Please Note: All boats entered in the Innovation Awards must be NMMA Certified.**

HOW TO ENTER:

Prepare ten packets (one packet will be sent to each judge for review prior to the show) that include:

- Completed Miami 2010 Innovation Awards Entry form.
- A summary (**120 words or less**) describing the Product/process and its innovative nature. Please send this description via email or include it on a CD to guarantee the accuracy of the description.
- Product photos, brochures, catalogues, or other pertinent information about the Product.
- Any other supporting materials that clearly describe the nature and innovative characteristics of the Product.
- Entry fee (\$200.00 per Product).
- Email Product photo and company logo (300 dpi) to Melissa Gurniewicz at mgurnie@nmma.org.

The material that a manufacturer includes in the packet will serve to make its case with the judges, so it should provide information sufficient to convince the judges that the Product deserves an Innovation Award. January 22, 2010, is the final entry deadline. PLEASE DO NOT SEND PRODUCT SAMPLES. Ship your packets so that they can be tracked (e.g. Federal Express, UPS, Courier, etc.)

ENTRY FEE:

The entry fee is \$200 per Product entered (U.S. currency, no cash please). Make checks payable to National Marine Manufacturers Association. All entries must be received by Friday, January 22, 2010 to be considered. Products received after that time will be shipped back to the entrant at their expense, and not entered into judging.

PARTICIPATION:

Participation in the 2010 Miami Show Innovation Awards is limited to companies exhibiting in the 2010 Miami Show.

DISCLAIMER:

The Innovation Awards are awarded based on information submitted by participating manufacturers to the Innovation Award judges. Those persons who serve as judges have a limited time to review the information submitted and to review the Product. The judges make their determination based on such information submitted, such review and the knowledge, experience, and skill of the judges. The judges will conduct no testing of the Product itself. The selection of a particular Product for an Innovation Award does not constitute NMMA's or BWI's (i) endorsement of the Product nor (ii) a warranty of the Product's fitness for a particular purpose, effectiveness, or safety. It merely reflects the judges' judgment that, if the Product in fact performs or functions as the materials submitted with the Product purport, such Product is more "innovative" than the other Products in its category and satisfies the other criteria listed above.

PARTICIPANT DECLARATION:

By completing an Official Entry Form to submit a Product for consideration for an Innovation Award, each company submitting a Product (an "Applicant") is deemed to have read and understood all of the Official Rules and Regulations and, in addition, is deemed to have acknowledged and agreed to the following:

- Applicant represents to NMMA and to BWI that (i) Applicant owns the Product without conflict with, or infringement upon, the valid rights of others, (ii) the Product was not marketed or sold to any person or entity in the U.S. prior to February 12, 2009, and (iii) Applicant has no knowledge of any other person or entity marketing or selling any Product that is similar to the Product that has not been disclosed in the materials submitted.
- Applicant acknowledges that any Innovation Award granted is based on compliance with these Rules and Regulations and the accuracy of the above representations and warranties. Therefore, any violation of the Rules and Regulations or breach of any of the representations or warranties (in the sole determination of NMMA) shall give NMMA grounds to revoke any award granted by giving written notice to that effect to an Applicant, in which event, Applicant agrees to return the Innovation Award and to cease making reference to the Innovation Award in its marketing literature.
- Applicant agrees to hold NMMA and BWI harmless and indemnify NMMA and BWI from any and all loss, cost, expense (including reasonable attorneys fees), and damage that may arise or be incurred by either or both of them as a result of Applicant's participation in this Innovation Awards program or Applicant's being granted an Innovation Award.