

**NMMA INNOVATION AWARDS**  
**Presented at the 2012 Miami International Boat Show**

**OFFICIAL RULES & REGULATIONS**

NMMA will be presenting Innovation Awards in a number of Product categories at the 2012 Miami International Boat Show and Strictly Sail (the "2012 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 2012 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:

- Have innovative distinction from other products currently manufactured in the marine industry
- Have substantial modification or adaptation to the marine market if the product is an extension from a non-marine or general market
- Provide benefit to the marine industry and/or consumer
- Provide practicality of use
- Are cost-effective

In order to be qualified to be entered for the Innovation Award program for the 2012 Miami Show, the products must qualify under these rules:

- Product must be on display in its finished, sellable state at the time of the show at which it is entered.
- Product must not have been previously submitted for an Innovation Award at any other show.
- Product must be sold and marketed or "shipping to market" at the time of the show at which it is entered or for sale to the public within 60 days after the end of the show. No concept products will be considered.
- Product cannot have been marketed or sold in the U.S. more than one year prior to being entered for an Innovation Award at any show.

**\* 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 2012 Innovation Awards Entry form (or printed confirmation email after online submission).
- A summary (**150 words or less**) describing the Product/process and its innovative nature submitted online with entry form.
- 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) submitted online.
- Product Photo submitted online.

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 18, 2012, 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 Wednesday, January 18, 2012 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 2012 Miami Show Innovation Awards is limited to companies exhibiting in the 2012 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 11, 2011 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.