



## **2011 Exhibitor Marketing Rewards Program**

### **About the Program**

The Northwest Sportshow Exhibitor Marketing Rewards program was created to encourage and recognize exhibitors who actively and aggressively promote the Northwest Sportshow and their participation in the show. The rewards are designed to save exhibiting companies money and enable participating exhibitors to reward top employees for going above and beyond.

### **Rules and Requirements for the Program**

1. Must be an exhibiting company in the 2011 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 March 28, 2011. (See Official Participation Form on the last page of this document.)
3. One award will be given to a bulk space exhibitor and one award will be given to a booth space exhibitor. Exhibiting company will be named the 2011 Northwest Sportshow Exhibitor Marketer of the Year and receive the grand prize reward. Space rebates as part of the prize winnings will be delivered to winning exhibitors within eight weeks after the show has concluded. All other prizes will be delivered onsite, there are no cash substitutions.
4. Contest begins **March 8, 2011**. Winners are determined by a panel of marketing staff, 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**

Bulk Space Grand Prize:

\$1000 Space Rebate  
\$100 Spike's Sports Bar (Hyatt) Gift Card  
Complimentary Electricity (10-amp service, \$102 value)

Booth Space Grand Prize:

\$500 Space Rebate  
\$50 Martini's Bar (Millennium) Gift Card  
\$50 Dunn Bros. Coffee Gift Card (Convention Center)  
Complimentary Electricity (10-amp service, \$102 value)

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

NMMA makes it easy for you to promote the 79<sup>th</sup> Northwest Sportshow. Our online promotional toolkit online contains:

- Downloadable Online Banners
- Show Logos
- Web Logos

We encourage you to order 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, (\$5.00 per redeemed ticket). An order form can be found in the online Exhibitor Kit under NMMA Forms.

Other ways to promote the Northwest Sportshow and your participation:

- Do you or your company have a Facebook or Twitter account? If not, create one and "like" the Northwest Sportshow on Facebook ([www.facebook.com/NorthwestSportshow](http://www.facebook.com/NorthwestSportshow)) or follow us on Twitter (@NWSportshow). 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 Northwest Sportshow 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 or RV 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](mailto:advantage@nmma.org) or [Jennifer Thompson](mailto:Jennifer.Thompson) to get started. There are [easy to follow instructions](#) detailing steps you need to take to add your inventory or you can also watch the [training video](#).

### **Questions?**

If you have any questions related to the Exhibitor Marketing Rewards Program, please contact Jennifer Thompson at 612.332.8330 or [jthompson@nmma.org](mailto:jthompson@nmma.org).

