



January 20-24, 2010

2010 Exhibitor Marketing Rewards Program

About the Program

The Minneapolis Boat Show Exhibitor Marketing Rewards program was created to encourage and recognize exhibitors who actively and aggressively promote the Minneapolis Boat Show 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 2010 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 13, 2010. (See Official Participation Form on the last page of this document.)
3. One exhibiting company will be named the 2010 Minneapolis Boat Show Exhibitor Marketer of the Year and receive the grand prize reward. Additional rewards will be distributed to 2nd and 3rd place exhibiting companies. Any additional reward prizes will be distributed via a drawing of all participating exhibitors. Grand prize space rebate 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.
4. Contest begins **October 26, 2009**. 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

Grand Prize: 2010 Exhibitor Marketer of the Year Award
\$1,500 Space Rebate (Bulk); \$500 Space Rebate (Booth)
Luxury Suite at Partner Hotel for Show Duration
(Four Nights - \$1000 value)

\$500 Manny's Gift Card
Parking Pass

2nd Place: \$350 Credit with Brede Exposition Services
Complimentary Electricity (10-amp service, \$98 value)
\$100 Spike's Sports Bar (Hyatt) Gift Card
Parking Pass

3rd Place: Complimentary Coffee from Dunn Bros. (\$50 Value)
Complimentary Electricity (10-amp service, \$98 value)
Parking Pass

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

NMMA makes it easy for you to promote the 38th Minneapolis Boat Show. Our online promotional toolkit online contains:

- Downloadable Online Banners
- Show Logos
- Web Logos
- Electronic or Paper Discount Coupons (Now \$3 off- good any day!)

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. This year we have reduced the price of these tickets to you by 20% to \$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:

- Does your company have a Facebook or Twitter account? If not, create one and become a fan of the Minneapolis Boat Show on Facebook or follow us on Twitter (@MPLSBOATSHOW). Encourage your employees and customers to become fans on Facebook and to 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 new NMMA Advantage program was a great success for dealers during NMMA's fall boat shows. The program is scheduled to go live on the Minneapolis Boat Show website on November 16, 2009. Dealers will be contacted by NMMA staff in the coming weeks to get their inventory listed.

Questions?

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

