



CHICAGO Exhibitor Rewards Program

About the Program

The Exhibitor Rewards program was created to recognize exhibitors that actively and aggressively promote the Show, and their participation in the show. The Exhibitor Rewards Program is designed to help companies engage with the show to market themselves and the show, and be rewarded for going above and beyond the norm.

Rules and Requirements for the Program

To be named “Marketing Partner of the Year,” you must meet the following criteria.

- 1) Must be an exhibiting company in the current year show in good standing. Space must be paid in full by show opening to be eligible for rewards.
- 2) Exhibitors must submit an official, legible, entry form with examples of marketing efforts done before and/or during the show. Supporting photos and/or copies of efforts taken must be submitted with the entry form before the opening of the show. (See Official Entry Form on the last page of this document.)

“Marketing Partner of the Year” will be awarded to the Exhibitor that best promotes the Show and their participation in the show. (See promotional tools below) Samples and specific promotions must be outlined and submitted with entry form to show management. Be as creative as you like, and have fun with it! You will be judged on the following:

- a. Creativity
- b. Visibility and Amount of Exposure
- c. Quality of Promotion

NEW for 2013 – The Consumer Choice Awards - Where the attendee's vote determines the "Best of Show Award." This year the 2013 “Best of Show Awards” will be voted on by the attendee.

Every consumer, attending the show Thursday the 24th and Friday the 25th will have an opportunity to cast a vote for their favorites in the show- from boats to booths, new products and fun features – it’s the 2013 Consumer Choice Awards.

2013 Categories:

- Best Boat Under 30’
- Best Boat Over 30’
- Best Booth Display
- Best New Product
- Best Show Feature

Criteria For Voting:

- Votes must be cast in person on site Thursday and Friday only.
- All votes must be in the ballot boxes by 7PM Friday.
- Voters may choose their favorite in one or all five categories.
- Votes are at the discretion of the voter. Voters may only cast one ballot.

- Ballot boxes can be found at each entrance and at the show office.
- Official ballots can be found at the ticket box office in the lower lobby at entrance two, each entry door & at the show office. No photo copies will be accepted.
- Winners will be announced Saturday.

Every voter will be entered to win "A Night Out in Chicago." Prize includes a \$150.00 certificate for dinner at Shula's Steakhouse and one night stay at the Chicago Sheraton Hotel & Towers. Only one entry per person will be counted and accepted for the prize drawing.

Ballots can be found at the box office, each of the three entrances to the show and the show office in room 206. Once you have made your choices, submit your ballot at any of the Consumer Choice Award Ballot Boxes located at each of the three entrances or at the Show Office.

Upon completion and submission of your ballot you'll be automatically entered to win the "Night Out In Chicago" prize just for voting! Prize includes a \$150.00 dinner certificate to Shula's Steakhouse and one night luxury hotel accommodations at the Sheraton Chicago Hotel and Towers. Restrictions apply, reservations are based on availability and certificates must be used by the expiration date. Certificates are not redeemable for cash and must be used at the issuing restaurant and hotel

Winning exhibitors in each category will be acknowledged on site as the "2013 Consumer's Choice" award winner, featured in the on-site and post show newsletters, post show press release and listed on the website.

All ballots will be counted and calculated by NMMA staff. All decisions are final. No cash value for prizes, no substitutions will be offered. Ballots will be collected Thursday and Friday with the winner announced Saturday.

Please contact Kevin Murphy with any questions related to the prize or the promotion. 401.293.5207

Exhibitor Reward Winner's Prize

Marketing Partner of the Year - 2013 Exhibitor Marketing Partner of the Year Award will receive a \$500.00 space credit toward 2014 space & 25 Comp tickets for 2013.

Consumer Choice Award Winner's Prizes

Best Boat Displays (over 30) \$500 Space Credit for 2014 & 25 comp tickets

Best Boat Displays (under 30) \$500 Space Credit for 2014 & 25 comp tickets

Best Booth Display \$250 Space Credit for 2014 & 10 comp tickets

NMMA Makes it Easy to Promote the Show by Providing Promotional Tools Online

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

- Downloadable Online Banners
- Show Logos
- Web Logos
- Email Promotional Opportunities
- NMMA Boat Finder Instructions

Other ways to inexpensively promote the Show and your participation:

Many of you are now embracing Facebook and Twitter, and we love to see it! Stay engaged with customers and peers all year long through our **Facebook** and **Twitter** pages and encourage your employees to do the same. You can post information on your show specials, company updates and

products on display, as well as network with other boating enthusiasts and potential customers through social media. Follow us on Twitter for the latest local boating news and show updates

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 Show's website to help promote your company. Attendees love to know what specials companies will be offering at the show, and they love free giveaways: Let us promote your specials and help 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 Boat Finder program is a great success for dealers exhibiting at NMMA's shows and we expect even better results this year.

Please contact Kevin Murphy with questions or concerns 401-293-5207 or kmurphy@nmma.org



Exhibitor Rewards Program Official Entry Form

Company Name: _____
Contact Name: _____
Contact Phone: _____
Contact Email: _____

_____ Our company would like to participate in the “**Marketing Partner**” of the year Program. We have read and agree to the rules of participation. We understand that this form must be submitted no later than **January 22, 2013**. And any supporting materials should be e-mailed to kmurphy@nmma.org or faxed to 866.543.0503 by Jan 22, 2013.

Please describe the marketing efforts your company has undertaken to promote the 2013 Progressive Insurance Strictly Sail Chicago Boat Show. Supporting materials must be submitted with entry form.

Please contact Kevin Murphy with any questions.
401-651-3220 or kmurphy@nmma.org Fax 866-543-0503