



January 19-22, 2012
2012 Exhibitor Rewards Program

About the Program

The Progressive Insurance Baltimore Boat Show Exhibitor Rewards program was created to encourage exhibitors to creatively enhance their show displays and recognize exhibitors who actively and aggressively promote the Show and their participation.. The Marketing and Display 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

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

1. Must be an exhibiting company in the 2012 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 15, 2012. (See Official Participation Form on the last page of this document.)
3. **“Marketing Partner of the Year”** will be awarded to the Exhibiting company that best promotes the Boat Show and their participation. (See promotional tools below for materials and ideas) Samples and specific promotions must be outlined and submitted 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 exposure
 - c. Quality of promotion

4. **“Exhibitor of the Year”** will be judged by your display at the show based on the following: (one bulk/boat and one booth award will be given- All exhibits are eligible)
 - a. Use of Space- Accessibility of product and staff, neat and clean, Inviting and appealing.
 - b. Use of the “Welcome to the Water” Theme
 - c. Interest of Display- Brand Recognition, Creativity, layout.
 - d. Promoting the boating lifestyle
 - e. Enhancing the customer experience.

5. One exhibiting company will be named the 2012 Progressive Insurance Baltimore Boat Show “Marketer of the Year” and one boat/bulk and one booth will be named “Exhibitor of the year”. One Grand prize will be awarded to each winning company. Space rebate prizes 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.

6. Winners are determined by a panel of marketing staff and Show Management, 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

Marketing Partner of the Year

Grand Prize:

Grand Prize TBD
 \$500 Space Rebate (Bulk)
 \$250 Decorator Credit, with Shepard Expositions.
 50 Complimentary tickets
 VIP Parking Pass (2)

Exhibitor of the Year,

Best Display Award (Bulk)

Grand Prize : 2011 Exhibitor of the Year award
 Lunch Cruise for 10 people aboard Entertainment Cruises,
 Baltimore, Inner Harbor (\$550 Value)
 \$250 Space Rebate (bulk)
 \$100 Credit with Shepard Exposition Services
 25 Complimentary tickets

Exhibitor of the Year,

Best Display Award (Booth)

Grand Prize : 2011 Exhibitor of the Year award
 Morton's Gift Basket
 \$100 Space Rebate
 25 Complimentary tickets

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

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

- Downloadable Online Banners
- Show Logos
- Web Logos
- Electronic or Discount Coupons (\$2 off- good any day!)
- Submit your products and special offers to the New Product Show Case

Other ways to inexpensively promote the Progressive Insurance Baltimore Boat Show and your participation:

- Does your company have a Facebook or Twitter account? If not, create one and become a fan of the Baltimore Boat Show on Facebook or follow us on Twitter (@BALTIMOREBOATSHOW). 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 Baltimore 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 Boat Finder program was a great success for dealers during NMMA's 2011 Winter boat shows.

Questions?

If you have any questions related to the new Exhibitor Rewards Program, please contact Tara Davis 410-224-7633 or tdavis@nmma.org.

