



2012 Exhibitor Rewards Program

About the Program

Progressive Insurance Chicago Boat, Sports & RV 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 in the show. The Marketing and Display rewards are designed to save exhibiting companies money and enable participating exhibitors to reward top exhibitors for going above and beyond.

Rules and Requirements for the Program

To be named “Marketing Partner or Exhibitor 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 4, 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 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. **“Display of the Year”** will be judged by your display at the show based on the following:
 - a. Use of Space- Accessibility of product and staff, neat and clean, Inviting and appealing.
 - b. Interest of Display- Brand Recognition, Creativity, layout.
 - c. Promoting the boating lifestyle
 - d. Enhancing the customer experience.

5. One bulk/in-water and one booth exhibiting company will be named the 2012 Progressive Insurance Chicago Boat, Sports & RV Show “Display of the Year”. All registered participants will receive Complimentary tickets to distribute to customers. (number of tickets given, depends on space square footage) 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. Contest begins November 1, 2012. 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
(up to \$1,800 value)

2012 Exhibitor Marketer of the Year Award
\$1,000 Space Rebate
50 Complimentary tickets

Display of the Year Award
(up to \$900 value)

2012 Best Display Awards
\$500 Space Rebate (bulk)
\$250 Space Rebate (booth)
25 Complimentary tickets

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

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

- Downloadable Online Banners
- Show Logos
- Web Logos
- Electronic Discount Coupons (\$4 off- good any day!)

Additionally, show management will provide Registered Exhibitors 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:

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 Progressive Insurance Chicago Boat, Sports & RV Show [Facebook](#) and [Twitter \(@ChicagoBoatShow\)](#) pages, and encourage your employees to do the same. You can post information on your show specials, company updates and products, as well as network with other boating enthusiasts and potential customers on our Facebook page. And 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 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 Boat Finder program was a great success for dealers during NMMA's 2011 Winter boat shows and we expect even better results this year.
- **Questions?**

If you have any questions related to the new Exhibitor Rewards Program, please contact Keith Ogulnick at 312.946.6242 or kogulnick@nmma.org.



**Exhibitor Rewards Program
OFFICIAL ENTRY FORM**

Company Name: _____

Contact Name: _____

Contact Phone: _____ Contact Email: _____

Yes! Our company would like to participate in the **Marketing Partner of the year** Exhibitor Rewards Program. We have read and agree to the rules of participation. We understand that this form must be submitted no later than **December 23, 2011** via e-mail to kogulnick@nmma.org. Any supporting materials that cannot be e-mailed should be faxed to 312.946.0401

Yes! Our company would like to participate in the **Display of the year** Exhibitor Rewards Program. We have read and agree to the rules of participation. We understand that this form must be submitted no later than **December 23, 2011** via e-mail to kogulnick@nmma.org. Any supporting materials that cannot be e-mailed should be faxed to 312.946.0401

Both! Please consider our efforts for both awards.

Please describe the marketing efforts your company has undertaken to promote the 2012 Progressive Insurance Chicago Boat, Sports & RV Show. Please provide supporting materials where possible.