



February 8 – 12, 2012

2012 Exhibitor Marketing Rewards Program

About the Program

The Progressive Insurance 58th St. Louis Boat & Sportshow Marketing Rewards program was created to recognize exhibitors for marketing excellence in presenting their products and services through the show, both pre-show and onsite, in addition to exhibitors who enhance their displays to create a better experience for show visitors – with the **Best in Show and the 58th St. Louis Boat & Sportshow Marketing Partner of the Year Awards**.

What's in it for you?

The Exhibitor Rewards Program is designed to honor exhibitors who go the extra mile and enable participating exhibitors to reward top employees for going above and beyond. Participants not only save money and benefit from added exposure, but will be rewarded with various incentives, space rebates, awards, gift certificates and more.

Rules and Requirements for the Program

- 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 the show start to be eligible for rewards.
- Exhibitors must submit an official, legible nomination form detailing examples of efforts done before and/or during show. Supporting photos and/or copies of efforts must be submitted by January 27, 2012 – official participation form is below.
- One exhibiting company will be rewarded the Grand Prize for 2012 Progressive Insurance 58th St. Louis Boat & Sportshow Marketing Partner of the Year, and one exhibitor will be awarded Runner-Up.
- Best in Show Awards will go to 5 companies in the following categories: Best of Awards –
 - Best Boating Exhibit
 - Best Accessories Exhibit
 - Best Fishing Tackle
 - Best Hunting Outfitter Exhibit
 - Best Fishing Outfitter Exhibit
- Space rebates 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.
- Contest begins November 1, 2012 date. Winners are determined by a panel of NMMA staff and/or marketing professionals; all results are final. All exhibitors will be notified of winners post-show.
- NMMA reserves the right to change contest rules, regulations and offers at any time without notice.

Criteria

Marketing Partner of the Year will be awarded to the exhibitor which best promotes the 2012 Progressive Insurance 58th St. Louis Boat & Sportshow pre-show and onsite. Samples and specific promotions must be outlined and submitted to show management – this is your chance to get creative and have fun driving attendees to the show, and more importantly, your exhibit!

Exhibitors will be judged on the following for Marketing Partner of the Year:

1. Creativity
2. Visibility and exposure
3. Quality of promotion

Best in Show entrants will be judged at the show based on the following criteria:

1. Use of Space- Accessibility of product and staff, neat and clean, inviting and appealing.
2. Interest of Display- Brand Recognition, Creativity, layout.
3. Promoting the boating lifestyle
4. Enhancing the customer experience.

Exhibitor Rewards

Grand Prize: 2012 Exhibitor Marketer of the Year Award

- \$1,000 Space Rebate Bulk; \$500 Space Rebate Booth
- Regular Suite at the St. Louis Renaissance Suites for Show Duration (5 nights - \$700 value)

Runner-Up: 2012 Exhibitor Marketer of the Year Award

- \$350 Credit with George Fern Services
- Complimentary Electricity (10-amp service, \$80 value)
- 25 Complimentary Tickets

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

NMMA makes it easy for you to promote the Show. Visit our [online promotional toolkit](#) to get show logos and web logos.

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 58th St. Louis Boat & Sportshow [Facebook](#) and Twitter pages (@stlboatsportshow), 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 Exhibitor Rewards Program, please contact Mark Adams 314-821-5400 or madams@nmma.org.

