



2019 Exhibitor Rewards Program

About the Program

Progressive Insurance Northwest Sportshow Exhibitor Rewards program was created to recognize exhibitors who actively and aggressively promote their participation in the Show. It was also created to encourage exhibitors to enhance their show displays. The Marketing and Display rewards are designed to save exhibiting companies money and to reward top exhibitors for going above and beyond.

Rules and Requirements for the Program

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

1. Must be an exhibiting company in the 2019 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 Friday, March 15, 2019. (See Official Participation Form on the last page of this document.)

“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

Contest begins Friday, February 1, 2019. 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.

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

NMMA makes it easy for you to promote the Progressive Insurance Northwest Sportshow. Our online promotional toolkit online contains:

- Downloadable Online Banners
- Show Logos
- Web Logos

We encourage you to order 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, (\$7.00 per redeemed ticket). Please contact Gunnar Tubbs with questions on our Be My Guest ticket program.

Other ways to promote the Northwest Sportshow and your participation:

- Do you or your company have a Facebook or Twitter account? If not, create one and “like” the Northwest Sportshow on Facebook (www.facebook.com/NorthwestSportshow) or follow us on Twitter (@NWSportshow). Encourage your employees and customers to join us on Facebook and 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 Northwest Sportshow 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 or RV dealer? If so, be sure to post your show inventory on the show website—at no additional cost! The success of the new NMMA Advantage program continues to grow. Questions? Contact [Darren Envall](mailto:denvall@nmma.org) to get started.

Questions?

If you have any questions related to the Exhibitor Marketing Rewards Program, please contact Darren Envall at 612.332.8330 or denvall@nmma.org.



**Progressive® Insurance Northwest Sportshow
Exhibitor Rewards Program
OFFICIAL ENTRY FORM**

Company Name: _____

Contact Name: _____

Contact Phone: _____ Contact Email: _____

Yes! Our company would like to participate in the Exhibitor Marketing Rewards Program. We have read and agree to the rules of participation. We understand that this form must be submitted no later than **Friday, March 15, 2019** via e- mail to denvall@nmma.org. Any supporting materials that cannot be e-mailed should be faxed to 612-827-1424 or mailed to:

NMMA
331 2nd Avenue S, Suite 701
Minneapolis, MN 55401

Please describe the marketing efforts your company has undertaken to promote the Progressive Insurance Northwest Sportshow. Please provide supporting materials where possible.

Display of the Year for Bulk and Booth Exhibitors will be judged and awarded onsite.