



Free Promotional Opportunities to Get More Product Exposure at the 2012 Show

Due Date: January 6, 2012

Promoting your product through the Miami International Boat Show and Strictly Sail Miami is a great way to gain free exposure and generate awareness to visitors of the 2012 show! Our PR Team works year-round to secure local, regional and national news stories that will bring qualified traffic to your exhibit. As we develop story ideas and media "hooks," we want to know what **new or unique products you plan to exhibit at the show**. We would also like to know if you're planning on offering any **special incentives or show specials** this year.

Please send us the following information by **Friday, January 6** to help us gain additional media exposure for the 2012 show and generate potential leads for your product.

- Company name, contact information, and contact onsite at the show
- Booth #
- Product name, model, year and description
- Is your product launching at the 2012 show? What sets it apart from the rest?
- Show specials or buyer incentives (if applicable)
- Product photos (must be hi-res)

Additional promotional and sales opportunities at the 2012 show:

- **Affordability Pavilion** – "Get Into Boating for \$250 Per Month or Less." This pavilion will feature boats that can be financed for \$250 per month or less. Boat dealers who have exhibit space in the show can take advantage of this feature area at NO COST. If you have a boat you'd like to promote within this area, let us know!
- **Online Product Showcase** – Exhibitors also have the opportunity to **submit one product** of your choosing that will be on display at the show to be featured on www.MiamiBoatShow.com in the **Product Showcase** section.
- **Get on Board with Boat Finder, Upload Your Show Inventory** –The Miami International Boat Show's Boat Finder allows you to post your show inventory online at www.MiamiBoatShow.com to **reach qualified prospects year-round**. Attendees can shop your product before they visit the show and schedule appointments with you onsite or at your dealership – giving you a chance to generate leads before, during and after the show.

As part of Boat Finder, consumers that visit the show website and see a boat they're interested in will be offered free tickets to the show – **tickets must be picked up at the participating dealer's showroom**. NMMA pays for half of the ticket, and the other half is paid by you via NMMA's EGT program. Benefits include: driving traffic to your showroom; creating relationships with highly-qualified consumers; delivering one-on-one sales opportunities; generating "hot" leads; and more. **Who can participate?** Any contracted boat dealer who is deemed "current" is eligible to participate. Don't miss this opportunity!

For New Product submissions contact:

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For Boat Finder and Affordability Pavilion info contact:

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