

FEBRUARY 14-18, 2019  
THURS-MON: 10AM-6PM



MIAMI MARINE STADIUM  
PARK & BASIN

## 'Be My Guest' Tickets — Invite Your best customers and prospects to the Show

You will be sent a unique link in a separate email to order your show tickets. **Please do not share your link with anyone.**

**To ensure a more efficient and improved experience at the Miami International Boat Show please note the following policy changes for Be My Guest Tickets**

1. Redeemed **Electronic Be My Guest tickets** will continue to be 50% off the general admission price.
2. Redeemed **Hard Stock Be My Guest tickets** will be **35% off the general admission price.**
3. The ability to order hard stock tickets will be available at a later date.

Create, design and manage your electronic Be My Guest Tickets. The BMG site allows you to:

1. Request e-tickets
2. Customize your e-ticket at an additional cost
  - a. Bold your **Company Name - FREE**
  - b. Include a company logo
  - c. Add text to your e-ticket—25 words or less (i.e. Visit us in space A1)
  - d. Add your brand logo to the footer
  - e. Attach a preferred e-ticket (Your company campaign/flyer, etc.)
3. Upload a spreadsheet of your customer base and email in a few easy steps
  - a. Email customers one at a time—whenever you want

**Please Note: e-tickets will not be sent directly to you as a single PDF as they were in the past. To send e-tickets you need your customers' first and last names, and email address**

  - i. **Save your BMG Ticket link (below) to log in and send emails**
  - ii. **One ticket allowed per email—to send multiple tickets to one person, enter their information multiple times.**
4. Order tickets for other NMMA Shows you are exhibiting in without logging out
5. Pay a \$50.00 non-refundable deposit via credit card and order as many tickets as you like
  - a. A minimum of 10 tickets is required with the deposit.
  - b. Orders of 9 tickets or less are paid in full at the time of checkout
6. Your credit card will be charged for the total redeemed tickets, less your deposit, within 30 days of the show's closing date
7. New orders originating on site will be charged a \$50 non-refundable deposit. Tickets will be printed on hard ticket stock

The ability to order and send e-tickets is open throughout the show.

If you have any questions or concerns, please contact is at [miamitickets@nmma.org](mailto:miamitickets@nmma.org).

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## NEW Reimagined WILL CALL process on show site

We have updated and are implementing a new **WILL CALL** system this year for hard stock tickets. The new system will help both you and your customer have a better show experience.

Once we go live you will receive a link to order Exhibitor Credentials and Be My Guest Tickets.

- You will have two options for hard stock tickets.
  - Option 1 – Hard stock tickets mailed to you in advance.
    - If you choose to have your hard stock tickets mailed to you we will not be responsible for distribution. ***We are no longer accepting tickets in envelopes.***
  - Option 2 - Will Call Tickets
    - Will Call tickets will NOT be mailed to you. You will be prompted to type in the first and last name of your customer, email is optional. If you include an email address your customer will receive an email stating you have left tickets for them at WILL CALL and the quantity.
- A mobile version for this site will be provided for use on mobile devices and tablets. The mobile version will be each page of the Will Call system optimized for use on your device (phone or tablet). When users navigate to the system from a phone, the pages will automatically adjust to the mobile friendly version.
- Guests will arrive at WILL CALL onsite at the event, provide their name, an ID and which company left them the tickets. We will print the ticket(s) on demand to provide to your customer.
- No more illegible handwritten envelopes of multiple sizes etc.

These new processes will help by

- Faster moving lines – no need to have counters in alpha order.
- You will be able to easily see who or who has not picked up tickets and on what day.

If you have any questions, please contact Melissa Hall at [mhall@nmma.org](mailto:mhall@nmma.org) or call her at (954) 441-3236.