

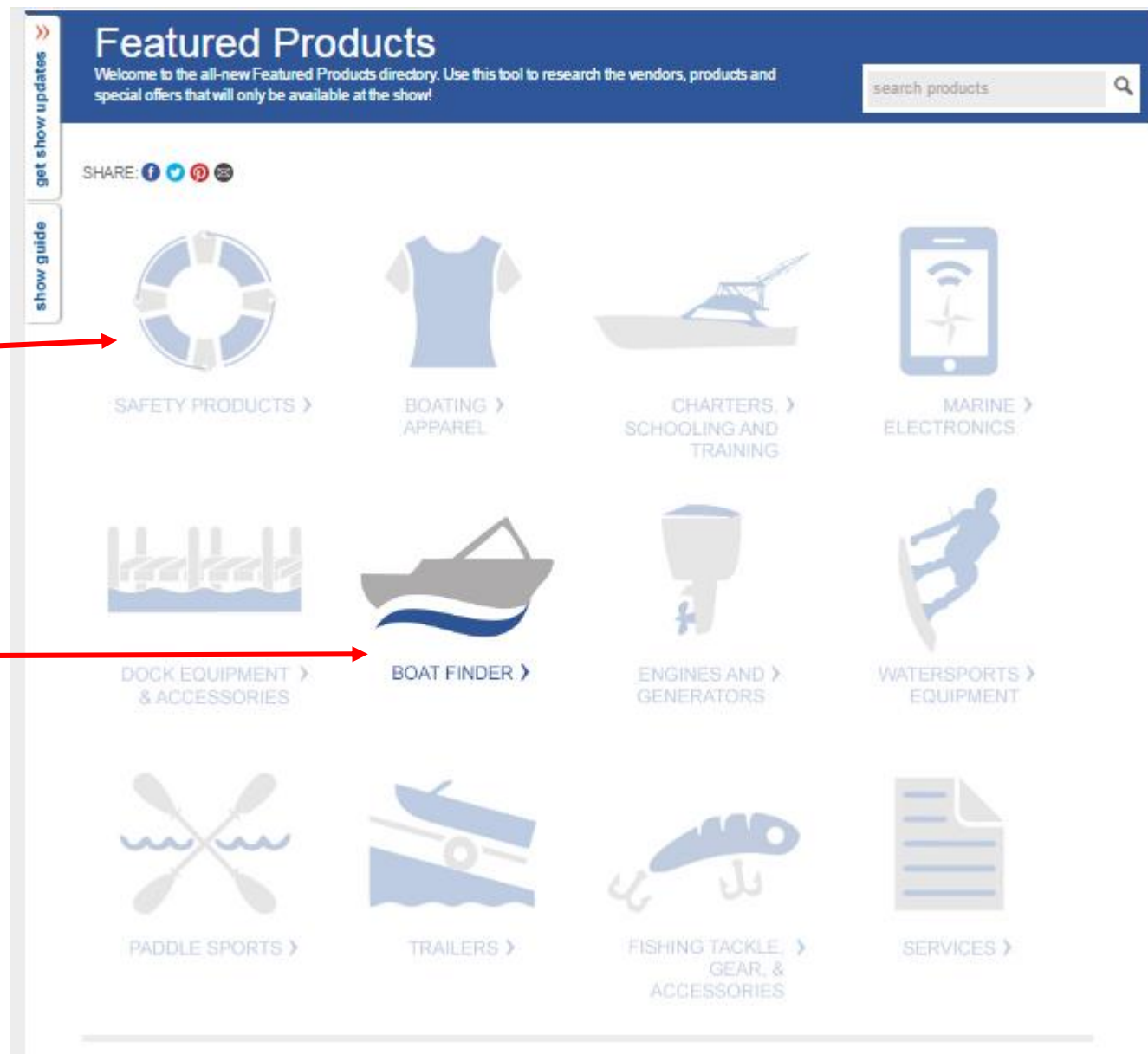
Featured Products

Overview + User Guide



Overview:

- FREE listing
- For all **non-boat** products.
- Categories will remain in a greyed out state until there is a product to populate category.
- Boat Finder will remain a separate feature.
 - Featured Products will have a link to Boat Finder (and RV finder for Sport Shows) for easy access.
- Featured Products replaces the Product Showcase.
- Submitted products will be live within 72 hours, unless there are issues with the submission (typo, lack of savings amount of show special, etc), in which case, Lisa Dick will contact the submitter for clarification and next steps.



How to Submit a Featured Product

1. Access via link for **each individual show** (full list on page 5)
 - You will be prompted to log in with your NMMA login (also known as your NMMA access token). Once logged in, you will be automatically redirected back to the Featured Products submission form.
2. Complete entry form
 1. **Only one** product can be entered at a time
 2. All fields are required on the form
 3. Being logged in will pre-populate with contact name, company name and a list of booths at confirmed shows.
 - Booth numbers will display for all shows for which that the exhibitor is confirmed. Exhibitor should select the booth for one show only (i.e. if on Miami show website, only select the booth number for Miami). If multiple booth number are selected, the entry will be rejected.

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Featured Products

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Drive traffic to your booth with a Featured Products listing!

- Great way to increase sales
- Boost exposure—both online and on site
- Promote your best products

This new tool is an ideal way to highlight product debuts, best sellers or show specials. No additional fee is required.

If you are submitting a show special, you must also include the complete offer.

Company Name:

Product Name:

Booth Number:

☐ 307 ☐ 309 ☐ 311 ☐ 313 ☐ 315 ☐ 325 ☐ 327 ☐ 329 ☐ 331

☐ 332 ☐ M83

This contact name & email address will be visible to site visitors so they can contact you before the show

Contact:

How to Submit a Featured Product, cont'd.

3. At the bottom of the form, there are two options – new product or show special.
 - **BOTH** can be selected, if relevant
4. In order for a show special to be approved as valid, there **must** be a \$ or % savings associated with the entry. Lack of savings message will result in a declined submission.
5. Review all information
6. Click “submit”. If there are any incorrect or missing fields, they will need to be corrected before the submission will go through.
 - There will be a link on the Thank You/Confirmation page that will redirect back to the submission form if you have additional products to add at that time.
7. An email confirmation will be sent within 10 minutes to verify that the submission was successful.
8. If no errors, entry will be live on site within 72 hours.
 - If there are any issues, you will be contacted to re-submit the entry.

☐ New Product

☐ Show Special

You must offer a \$ or % savings/rebate at the show in order to be eligible for this section.

Show Special:

Submit

Alphabetical listing for submission page on each show site:

Atlanta	http://atlantaboatshow.com/FeatureMyProduct
Atlantic City	http://acboatshow.com/FeatureMyProduct
Baltimore	http://baltimoreboatshow.com/FeatureMyProduct
Chicago Boat, RV & Strictly Sail	http://chicagoboatshow.com/FeatureMyProduct
Kansas City	http://Kansascitysportshow.com/FeatureMyProduct
Louisville	http://louisvilleboatshow.com/FeatureMyProduct
Los Angeles	http://losangelesboatshow.com/FeatureMyProduct
Miami	http://miamiboatshow.com/FeatureMyProduct
Miami Strictly Sail	http://strictlysailmiami.com/FeatureMyProduct
Minneapolis	http://minneapolisboatshow.com/FeatureMyProduct
Nashville	http://nashvilleboatshow.com/FeatureMyProduct
New England	http://newenglandboatshow.com/FeatureMyProduct
New York	http://newyorkboatshow.com/FeatureMyProduct
Northwest	http://northwestsportshow.com/FeatureMyProduct
Norwalk	http://boatshownorwalk.com/FeatureMyProduct
San Diego	http://sandiegointernationalboatshow.com/FeatureMyProduct
San Francisco	http://sfboatshow.com/FeatureMyProduct
St. Louis	http://stlouisboatshow.com/FeatureMyProduct
Tampa	http://tampaboatshow.com/FeatureMyProduct

Please note that during the show season we will be making updates and enhancements to ensure the best experience. We will keep you informed of any changes!

For any questions, concerns:

Lisa Dick
Senior Digital Marketing Manager
ldick@nmma.org
312-946-6266