

## **NMMA Advantage: Inventory Showcase/Lead Generator**

### **Exclusive opportunity for NMMA boat and sport show exhibitors**

The NMMA Advantage allows you to post your show inventory online; attendees and prospects can shop your product before they visit the show and schedule appointments with you onsite – giving you a chance to generate leads before, during and after the show.

Pre- and post-show selling—Reach out to qualified prospects *year-round*  
Post inventory 60-90 days prior to show opening; it remains active until 90 days before the opening of next year's show (2012)—It's up to 9 months of *FREE online advertising* for your brands and your dealership

Post inventory as early as possible: the earlier inventory is posted, the more frequently it is shopped, resulting in more exposure for your product and your dealership.  
Time invested uploading inventory can pay BIG dividends year round.

Boosts your show traffic—interested buyers know to seek out your exhibit at the show

Improved inventory planning: Site shopping patterns give you a snapshot of the market—  
See which boats and RVs drew the most interest; tailor your show inventory to meet market demands

No additional cost to participate.

Uploading your show inventory is simple; step-by-step instructions and training video make it easy to participate.

Added Web presence/Web shopping experience—Increases familiarity with your brand and your business

### **NEW! Bounce “In” Ticket Program**

This program lets you offer Exhibitor Guest Tickets (EGT) to potential buyers who have shopped your products on our website—to claim tickets, prospects must visit your dealership

- Drives traffic to your showroom
- Creates a relationship with highly-qualified consumers
- Delivers one-on-one sales opportunities
- Gives you opportunity to make your pitch on your home turf, away from the competition
- Generates “hot” leads/ builds prospect database
- Cost-effective—Pay only for tickets redeemed at show box office
- “Permission” selling —Prospects choose to visit you and to opt in to the sales experience

### **Who can participate?**

Any contracted dealer deemed “current” is eligible to participate

**Questions?** Contact [advantage@nmma.org](mailto:advantage@nmma.org) or your show team.

[easy to follow instructions](#) detailing steps you need to take to add your inventory. You can also watch the [training video](#).