

**Benefits of Participating in the Miami International Boat Show  
Innovation Award Program**

**Boost Visibility for Your New Products to the Marine Industry  
Deadline: January 8, 2018**

**Promotion of Innovation Award Entries**

- Incredible exposure at a leading marine industry event in North America
- Complimentary Innovation Awards signage let's everyone know your company has entered a new product that is worthy of an Innovation Award
- Visibility for your new product before 8 top marine journalists
- Another arrow in your quiver of product launch options
- Inclusion in the Show Directory
- Recognition through multiple social media channels linked to the marine industry

**More Benefits if you WIN!**

- Recognition before industry leaders attending the opening day Industry Breakfast
- Additional signage for your booth announcing your winning status
- Inclusion in international press releases from MIBS to hundreds of media outlets
- Year-round press from MIBS promoting your new product in the 2018 campaign
- Conversations with distributors, dealers and consumers who may have otherwise walked by
- The ability to use the Innovation Award Winner logo in your marketing materials
- Showcased on the MIBS Show website throughout the year to help MORE buyers find you