



Presented at
IBEX 2010
The industry's premiere forum
for OEM and aftermarket product
introductions

Rewarding Ingenuity. Honoring Excellence.

Increase the visibility and recognition of your products at IBEX by entering the 2010 Innovation Awards. One of the industry's most prestigious honors, the IBEX Innovation Awards will be presented in recognition of exceptionally innovative new marine equipment and processes in the OEM and aftermarket sector. The Awards are judged by seven members of Boating Writers International (BWI) who write for the most prestigious marine publications both online and in print. Innovation Awards nominees will be on display throughout the IBEX show, and winners will be announced on the first morning of the show at the IBEX Industry Awards Breakfast.

The IBEX Innovation Awards acknowledge the importance of technological advancement and encourage manufacturers to continue pursuing consumer-targeted new product developments.

Your entry will secure you additional promotional benefits at IBEX:

- Booth signage on-site
- Post-show promotion
- A special Innovation Awards logo next to your company's listing in the IBEX 2010 *Official Show Directory & Buyers' Guide* (entry must be received by August 20, 2010)
- Consumer PR opportunity for winners exhibiting at the 2010 Miami International Boat Show

Winning products will be selected based on the following criteria:

- Innovative distinction from other products currently being manufactured
- Benefit to the marine industry and/or consumer
- Practicality
- Cost-effectiveness

How to enter:

Please see the following page for rules, regulations and an entry form. Information is also available online at www.ibexshow.com.

Questions? Contact Melissa Gurniewicz at 312-946-6281 or mgurnie@nmma.org



INNOVATION AWARDS

Presented at the 2010 IBEX Show

OFFICIAL RULES & REGULATIONS

IBEX will be presenting Innovation Awards in a number of product categories at the 2010 International BoatBuilders' Exhibition & Conference (IBEX). The judging of the Innovation Awards will be conducted by persons selected by Boating Writers International, Inc. ("BWI"). Innovation Awards are awarded based upon the judges' subjective determination of which nominated product best satisfies the criteria listed below. There will be thirteen product categories (included on the Official Entry Form) eligible for Innovation Awards at IBEX; however, there is no guarantee that an Innovation Award will be selected for each category. Winning products will be selected based on the following criteria:

- Have innovative distinction from other products currently manufactured in the marine industry
- Have substantial modification or adaptation to the marine market if the product is an extension from a non-marine or general market
- Provide benefit to the marine industry and/or consumer
- Provide practicality of use
- Cost-effectiveness

In order to be qualified to be entered for the Innovation Award program for the IBEX:

- Product must be on display in its finished, sellable state at the time of the show at which it is entered.
- Product must not have been previously submitted for an Innovation Award at any other show.
- Product must be sold and marketed or "shipping to market" at the time of the show at which it is entered or for sale to the public within 60 days after the end of the show. No concept products will be considered.
- Product cannot have been marketed or sold in the U.S. more than one year prior to being entered for an Innovation Award at any show.
- Participation in the Awards is limited to only companies exhibiting at IBEX.

HOW TO ENTER:

Prepare nine packets (one packet will be sent to each judge for review prior to the show) that include:

- Completed IBEX 2010 Innovation Awards Entry form.
- A summary (**150 words or less**) describing the Product/process and its innovative nature. **Please send this description via email to guarantee the accuracy of the description.**
- Product photos, brochures, catalogues, or other pertinent information about the Product.
- Any other supporting materials that clearly describe the nature and innovative characteristics of the Product.
- Entry fee (\$250.00 per Product).
- Email Product photo and company logo (300 dpi) to Melissa Gurniewicz at mgurnie@nmma.org.

The material that a manufacturer includes in the packet will serve to make its case with the judges, so it should provide information sufficient to convince the judges that the Product deserves an Innovation Award addressing the criteria above. **September 2, 2010**, is the final entry deadline. PLEASE DO NOT SEND PRODUCT SAMPLES. Ship your packets to NMMMA so that they can be tracked (e.g. Federal Express, UPS, Courier, etc.)

NEW THIS YEAR – YOU MUST ALSO SHIP YOUR PRODUCT TO ARRIVE IN LOUISVILLE BY SATURDAY, SEPTEMBER 25 AND BE AVAILABLE TO POSSIBLY MEET WITH THE JUDGES AT 8:00 AM ON MONDAY, SEPTEMBER 27th BEFORE THE OPENING OF THE SHOW TO DISCUSS THE DETAILS OF INNOVATION IN YOUR ENTRY, IF YOU MAKE THE SHORT LIST OF FINAL PRODUCTS!

New In 2010!!

Awards will be given at the Industry Breakfast which will take place in the morning on opening day. For your product to be seen and judged by the Innovation Award judges, you must also SHIP YOUR PRODUCT(S) to Louisville for the judges to review on Saturday, September 25th. IBEX will provide a shipping label for your product to arrive in the judges meeting room the week before IBEX (IBEX is not liable for lost or damaged products). If your product is too large to ship it MUST be set up in your booth or the New Product Showcase on Sunday, September 26th for the judges to view. All products that make the judges short list will need to be discussed with the exhibitor on Monday, September 27th. All entrants should plan to be available at the Louisville Kentucky Exposition Center on Monday morning, September 27th before the show opens in the event that the judges need to review and discuss your product with a member of your staff.

ENTRY FEE:

The entry fee is \$250 per product entered (U.S. currency, no cash please). Make checks payable to **IBEX**. All entries AND payment must be received by **September 2, 2010** to be considered. Products received after that time are subject to be shipped back to the entrant at their expense, and not entered into judging.

PARTICIPATION:

Participation in the 2010 IBEX Innovation Awards is limited only to companies exhibiting at IBEX (both Member and Non-Member).

DISCLAIMER:

The Innovation Award judges make their determination based on information submitted by participating manufacturers. Those persons who serve as judges have a limited time to review the information submitted and to review the Product. The judges make their determination based on such information submitted, such review and the knowledge, experience, and skill of the judges. The judges will conduct no testing of the Product itself. The selection of a particular Product for an Innovation Award does not constitute NMMA's or BWI's (i) endorsement of the Product nor (ii) a warranty of the Product's fitness for a particular purpose, effectiveness, or safety. It merely reflects the judges' judgment that, if the Product in fact performs or functions as the materials submitted with the Product purport, such Product is more "innovative" than the other Products in its category and satisfies the other criteria listed above.

PARTICIPANT DECLARATION:

By completing an Official Entry Form to submit a Product for consideration for an Innovation Award, each company submitting a Product (an "Applicant") is deemed to have read and understood all of the Official Rules and Regulations and, in addition, is deemed to have acknowledged and agreed to the following:

- Applicant represents to NMMA and to BWI that (i) Applicant owns the Product without conflict with, or infringement upon, the valid rights of others, (ii) the Product was not marketed or sold to any person or entity in the U.S. prior to October 12, 2009, and (iii) Applicant has no knowledge of any other person or entity marketing or selling any product that is similar to the Product that has not been disclosed in the materials submitted.
- Applicant acknowledges that any Innovation Award granted is based on compliance with these Rules and Regulations and the accuracy of the above representations and warranties. Therefore, any violation of the Rules and Regulations or breach of any of the representations or warranties (in the sole determination of NMMA) shall give NMMA grounds to revoke any award granted by giving written notice to that effect to an Applicant, in which event, Applicant agrees to return the Innovation Award and to cease making reference to the Innovation Award in its marketing literature.

Applicant agrees to hold NMMA and BWI harmless and indemnify NMMA and BWI from any and all loss, cost, expense (including reasonable attorneys fees), and damage that may arise or be incurred by either or both of them as a result of Applicant's participation in this Innovation Awards program or Applicant's being granted an Innovation Award.



IBEX 2010 INNOVATION AWARD ENTRY FORM
Official Entry Form – to be included in all nine packets that are sent to the judges.

Company Name _____ Booth Number _____

Contact Name/Title _____ Email _____

Phone _____ On-site Cell Phone Number at Show (*mandatory*) _____

Product Name _____

PAYMENT INFORMATION (\$250 for each product entered into the Innovation Awards program)

***If paying by credit card please only include the card number on only one Entry Form of the nine packets**

_____ Amex _____ Visa _____ MasterCard _____ Check (Payable to IBEX)

Credit Card Number _____ Expiration date _____

Name as it appears on card _____

Signature _____ Date _____

PLEASE INDICATE THE PRODUCT CATEGORY FOR THIS ENTRY:

- Boatbuilding Methods & Materials (techniques and equipment to build boats)
- Deck Equipment and Hardware (Rigging, rope, docking and anchoring equipment, boat covers, canvas work, mooring gear, steering mechanisms and wheels, exterior and underwater lighting, etc.)
- Furnishings & Interior Parts (appliances, furniture, lighting, textiles, interior systems, galley)
- Mechanical Systems (air conditioning, heating, plumbing, ventilation, pumps, tanks and fuel systems, etc.)
- Electrical Systems (AC/DC onboard and shore power systems, batteries, control apparatus, battery management tools, etc.)
- Inboard Engines (sterndrives, jet drives, diesel and gas inboard engines, struts and shafts, inboard engine equipment)
- Outboard Engines (outboard engines and electrical systems, trolling motors and props for outboards)
- Boatyard Hardware (yard installed boat lifts, cranes, docks, marina equipment and software -management programs, inventory and job flow software, etc.)
- Propulsion Parts, Propellers (engine equipment and gauges, trim tabs, engine maintenance)
- Boat Care and Maintenance (Coatings, Chemicals, Paints, Finishes, Additives, Oils and Tools)
- OEM Electronics (entertainment, navigational, onboard systems, instrumentation, sonar, software, etc.)
- Trailers, Parts and Trailer Accessories
- Safety Equipment

Please briefly (150 words or less) describe the product, emphasizing what makes this product innovative. Send the 150 word description, company logo and product photo via email (mgurnie@nmma.org) along with mailing the 9 packets that are then sent out to the judges. **NEW THIS YEAR – YOU MUST ALSO SHIP YOUR PRODUCT TO ARRIVE IN LOUISVILLE BY SATURDAY, SEPTEMBER 25th AND BE AVAILABLE TO POSSIBLY MEET WITH THE JUDGES AT 8:00 AM ON MONDAY, SEPTEMBER 27th, BEFORE THE OFFICIAL OPENING OF THE SHOW!**

NEW in 2010!!! Awards will be given at the Industry Breakfast which will take place on Tuesday, September 28th before the official opening of the show. For your product to be seen and judged by the Innovation Award judges, you must also SHIP YOUR PRODUCT(S) to Louisville for the judges to review on Saturday, September 25th. IBEX will provide a shipping label for your product to arrive in the judges meeting room the week before IBEX (IBEX is not liable for lost or damaged products). If your product is too large to ship it **MUST be set up in your booth or the New Product Showcase on Sunday, September 26th for the judges to view. All products that make the judges short list will need to be discussed with the exhibitor on Monday, September 27th. All entrants should plan to be available at the Louisville Kentucky Exposition Center on Monday morning, September 27th before the show opens in the event that the judges need to review and discuss your product with a member of your staff.**

****All participating companies are required to sign the following:** I certify that all product performance claims being made in the materials submitted to the Innovation Award Judges for consideration in the Innovation Awards program are true and can be validated through product testing.

Name (Please Print) _____ Signature _____

DEADLINE: Entry form, supporting material and payment is due September 2, 2010.

Return the completed Entry Form, Supporting Materials (including nine packets for judges) and \$250 payment (checks made out to IBEX) to: NMMA, Attn: Melissa Gurniewicz, NMMA Innovation Awards, 231 S. LaSalle St., Suite 2050, Chicago, IL 60604. Or Fax To: 312.946.0401

****PLEASE EMAIL (mgurnie@nmma.org) A PRODUCT DESCRIPTION, PRODUCT PHOTO AND COMPANY LOGO AND MAIL NINE PACKETS FOR THE JUDGES REVIEW BY SEPTEMBER 2, 2010!**