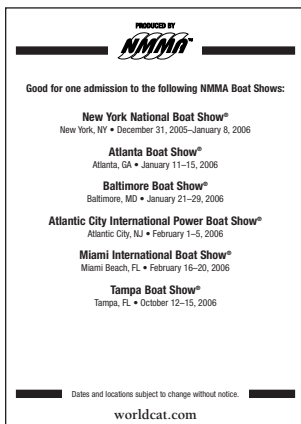


# Preferred Customer Tickets

**Boost brand awareness. Increase your sales. Build relationships.**

NMMA Boat Shows' Preferred Customer Tickets draw your top prospects to the Show! Customized with your company's name, logo and advertising message, these tickets make your best leads and customers feel special. They also promote your brand and give prospects added incentive to see YOU at the Show.

Order as many tickets as you want...you pay only for the tickets redeemed at the Show (plus printing, shipping, and a \$50 production cost). Simply complete the order form on the reverse side, supply us with electronic artwork and a color proof and we'll deliver your tickets to your door.



## Exhibitor Guest Tickets The Standard Option

Our popular Exhibitor Guest Tickets, which feature space for your company's name and exhibit space number, are also available for each Show. To order, please complete the Exhibitor Guest Ticket order form.



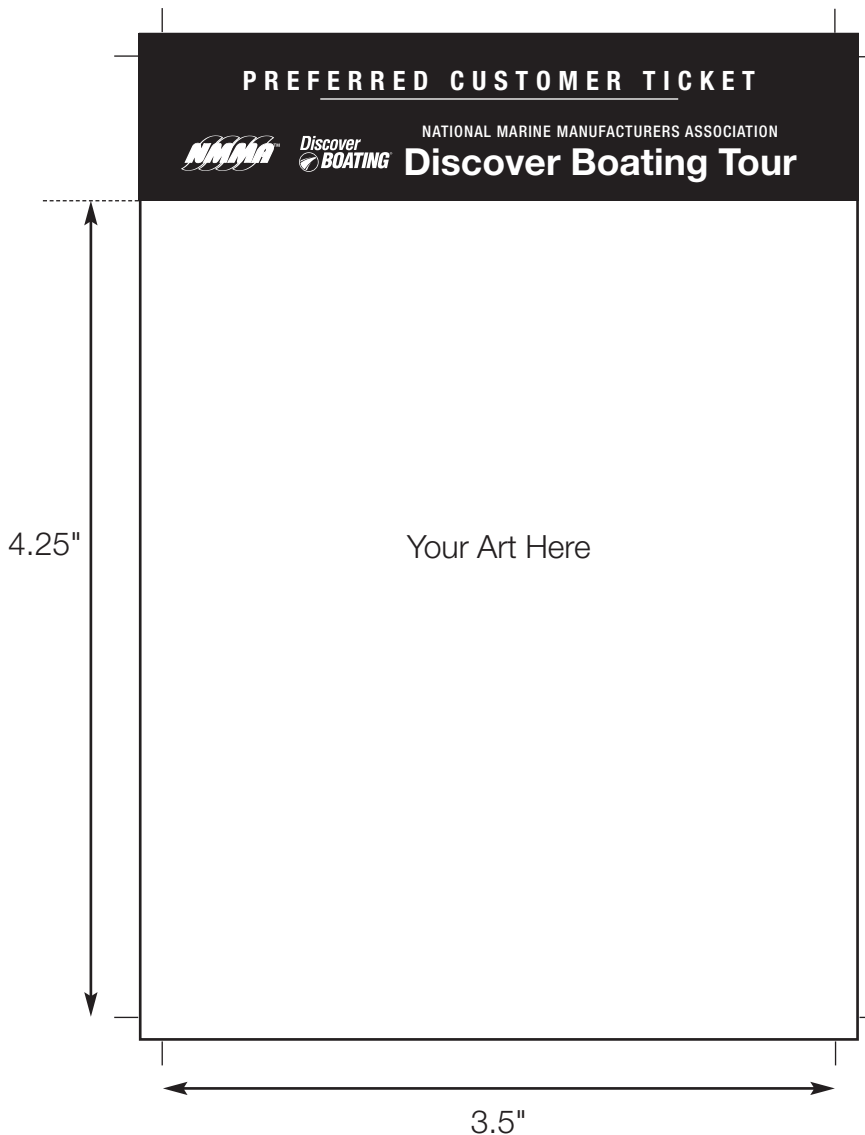
**Preferred Customer Tickets** are valid only at the shows you specify; after the show you will be billed half the adult admission price per ticket redeemed at the gate. Printing, shipping, and a \$50 production cost are billed separately. For more information, please call Susan DiNapoli at 212.984.7003.

To place an order complete the form below and send with your art (JPEG/EPS) to: Susan Lokaj, NMMA, 200 E. Randolph Drive, Suite 5100, Chicago, IL 60601

**PLEASE ALLOW A MINIMUM OF 15 BUSINESS DAYS FROM RECEIPT OF ARTWORK TO DELIVERY.**

PREFERRED CUSTOMER TICKET ORDER FORM	
DATE _____	I would like to order _____ tickets.
COMPANY _____	Tickets redeemed will be billed within 30 days of the show. Your credit card will be charged if payment is not received within 60 days of receipt of invoice. We cannot process your request without a credit card on file.
ATTN: _____	Credit Card # _____ Exp. Date _____
ADDRESS _____	<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express
CITY/STATE _____ ZIP _____	I agree to pay total amount according to card issuer agreement.
PHONE _____	SIGNATURE _____

TICKETS ARE VALID FOR THESE SHOWS: (please check appropriate boxes)			
<input type="checkbox"/> All Shows	<input type="checkbox"/> Louisville Boat, RV & Sportshow	<input type="checkbox"/> Norwalk International In-Water Boat Show	<input type="checkbox"/> Strictly Sail Philadelphia
<input type="checkbox"/> Atlanta Boat Show	<input type="checkbox"/> Miami International Boat Show	<input type="checkbox"/> St. Louis Boat & Sportshow	<input type="checkbox"/> Strictly Sail St. Petersburg
<input type="checkbox"/> Atlantic City International Power Boat Show	<input type="checkbox"/> Minneapolis Boat Show	<input type="checkbox"/> San Diego Boat Show	<input type="checkbox"/> Tampa Boat Show
<input type="checkbox"/> Baltimore Boat Show	<input type="checkbox"/> Nashville Boat & Sportshow	<input type="checkbox"/> Schaumburg Boat & Sportshow	<input type="checkbox"/> Toronto International Boat Show
<input type="checkbox"/> Chicago Boat, RV & Outdoors Show	<input type="checkbox"/> New Orleans Boat Show	<input type="checkbox"/> Strictly Sail Chicago	<input type="checkbox"/> Toronto In-Water Boat Show
<input type="checkbox"/> Des Moines Sportshow	<input type="checkbox"/> New York National Boat Show	<input type="checkbox"/> Strictly Sail Miami	<input type="checkbox"/> Vancouver International Boat Show
<input type="checkbox"/> Kansas City Sportshow	<input type="checkbox"/> Northwest Sportshow	<input type="checkbox"/> Strictly Sail Pacific	<input type="checkbox"/> Virginia Boat Expo



**PRODUCTION SPECIFICATIONS**

**Front of Preferred Customer Ticket**

- Mechanical Trim Size** 3.5 x 5 inches
- Bleed (each edge)** .125 inches
- Your Art Area** 3.5 x 4.25 inches + bleed
- Live Area** .25 inches from trim
- Required Material** CD-ROM & Color Proof  
Files to be supplied in a Quark document.  
All fonts and images required
- Contact** Susan Lokaj  
Ph: 312.946.6244  
Fax: 312.946.0401  
slokaj@nmma.org