



52nd Annual Detroit Boat Show

Free Pre-Show Ticket Promotion Agreement

The success of the free pre-show ticket promotion at the 50th and 51st Annual Detroit Boat Show has prompted the MBIA Board to approve another free ticket program for the 52nd Annual Detroit Boat Show. This Agreement and Order Form includes Rules and Regulations for the program, and must be signed, dated and returned to the MBIA as soon as possible to assure your order will be processed.

The ticket giveaway flyer will be an 8.5" x 11" tri-fold flyer that will have a tear off ticket. The tear off ticket will be for (1) One free adult admission. There will be white space on the flyer for you to add your company information whether it be a special deal at the show, a coupon, or just a statement such as "compliments of.."

Show sponsors will be recognized on the flyer, show promotions will be highlighted, and we will add relevant incentives to help entice your customers to come to the event.

Please use the attached "**Free Pre-Show Ticket Promotion Agreement & Order Form**" to place your order and agree to the Rules and Regulations in order to participate in this program. Fax the form to the MBIA at 743.261.0880. There is NO CHARGE for these tickets; but you must agree to distribute these tickets to your clientele **in advance** of the show. If you do not wish to distribute free tickets, please indicate by placing a zero in the "Quantity Requested" and fax the form back so we have record of your intentions and won't keep asking for your information. We ask that you only order a quantity that is appropriate for your distribution needs.

Thank you for your help promoting the Detroit Boat Show to your customers. We are excited about the 2010 event and look forward to another increase in attendance which should lead to increased sales activity for everyone.

Rules and Regulations:

- The 2010 Free Pre-Show Ticket promotion is a 1-yr. special program for the 2010 Detroit Boat Show.
- All orders are subject to review and show management approval.
- Tickets **MUST** be distributed prior to the show.
- **These tickets must not be brought to Cobo Hall**, cannot be left at Will-Call, or distributed to clients or the general public at the event.
- These tickets cannot be sold or bartered. They are your free giveaways to your customers.
- Your company and boat show staff must be informed on the proper use of the free pre-show promotional tickets.
- Any company found to violate the terms of this agreement will be ineligible for participation in future ticket promotions.

PLEASE SEE & COMPLETE ATTACHED AGREEMENT AND ORDER FORM



Free Pre-Show Ticket Promotion Agreement & Order Form

Please print or type:

Company/Exhibitor Name: _____

Contact/Your Name: _____

Please answer the following questions:

Planned method of distribution (Check all that apply):

- Will mail to my client list
- Will contact my clients and ask them to visit my business to personally receive their free ticket to the show
- Other (give details) _____

Quantity requested: _____ (your client list)

Rules and Regulations:

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- These tickets cannot be sold or bartered. They are your free giveaways to your customers.
- Your company and boat show staff must be informed on the proper use of the free pre-show promotional tickets.
- Any company found to violate the terms of this agreement will be ineligible for participation in future ticket promotions.

Our company and employees agree to abide by the program Rules and Regulations. We understand that if any company employee does not abide by this agreement, we will not be eligible to participate in this or similar programs MBIA offers in the future.

Signature: _____

Date: _____

Please fax this form to the MBIA ASAP - FAX No. 734.261.0880.