



BUY/SELL A BOAT & WIN!

The **Buy a Boat & Win** program returns as an important tool to help close the sale! An added incentive for the consumer to buy at the show, this program offers the boat-buyer the chance to enter to **win \$10,000** toward the cost of his or her boat purchased at the show!

The program hostess visits dealers daily to collect Buy a Boat & Win ballots completed at point of sale (dealers or consumers can also drop ballots off at the Show Office, Salon 103), and **each day a draw awards \$100 to a dealer who sold a boat that day.**

The program also gathers boat sales statistics for business stories, providing positive exposure for the industry.

Please note: The boat purchase need not be more than \$10,000. If the attendee purchases a \$700 canoe, for example he or she will receive payment for that boat, plus \$9,300 towards any other purchase at a 2017 exhibitor.