



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!

Ballots are completed at point of purchase, with either the dealer or the consumer dropping the ballot 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 2018 exhibitor.