



## Editors' Choice Award for Top New Products/Services at the 2010 Dealer Expo

The Indianapolis Dealer Expo is just around the corner!

**Do you have a hot new product or service to display at the show?**

Join us for our 11th annual Nifty 50 Awards as the consumer and *PSB* editors at Affinity Media select the 50 most interesting new products and services to see at the Indianapolis Dealer Expo in February. All entrants will be judged on potential marketability and dealer profitability.

Winners  
announced  
online as well  
as in the  
Jan. 18 and  
Feb. 8 issues  
of *Powersports  
Business!*

### All Nifty 50 winners receive the following:

1. A listing in upcoming issues of *Powersports Business* of their product and booth location.  
The first 25 winners of the Nifty 50 will be announced in the Jan. 18 issue.  
The second 25 winners of the Nifty 50 will be announced in the Feb. 8 issue.
2. All finalists that advertise in *Powersports Business* will receive the Nifty 50 logo placed in their ads.
3. All finalists will be on a poster mounted on *Powersports Business*' booth at the show.
4. Each finalist will receive an award to use for display at their Dealer Expo booth.

**LAUNCH YOUR  
MARKETING PROGRAM  
NOW WITH A  
SHOW STOPPER!**

Get maximum exposure before, during and immediately following the single biggest show of the year with *Powersports Business*' Show Stopper package.

Advertise in our pre-show (January 18), show (February 8) and post-show (March 8) issues. A great three-issue package to help you start 2010 off with maximum exposure.

**FOR ADVERTISING QUESTIONS, CALL 800/848-6247**

Allison Gruhn, national accounts manager, ext. 467

Dave Voll, associate publisher, ext. 421



# ***POWERSPORTS*** **BUSINESS**

## **TOP PRODUCTS & SERVICES**

**To participate**, simply fill out the form below and **FAX** or **E-MAIL** it to us by Friday, Dec. 11. Multiple entries are accepted. One form for each product.

**To submit** your Nifty 50 application, follow these five easy steps:

### **STEP 1** Answer the following questions:

- |  |                              |                             |
|--|------------------------------|-----------------------------|
| 1) Is the product/service substantially new/update?                              | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 2) Will it be shown at the 2010 Dealer Expo?<br>If yes, what booth number? _____ | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 3) Is it scheduled for delivery to dealers in 2010?                              | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

### **STEP 2** (Each listing must be filled out to qualify!)

Product Name: \_\_\_\_\_ Product's MSRP: \_\_\_\_\_

Company: \_\_\_\_\_

Contact information: Phone **AND** Web site: \_\_\_\_\_

### **STEP 3** (Describe the product)

Product Specifications: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Unique Features (\*Editor's note: Don't tell us it's unique; tell us **WHY** it's unique): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### **STEP 4** (Product photo)

Include a high-resolution photo (at least 300 dpi). Images must be in TIFF, EPS or JPEG format. E-mail to kgelschus@affinitygroup.com

### **STEP 5** (Where to send it)

E-mail or fax to: Karin Gelschus, *Powersports Business*' associate editor, at 763/383-4499 or kgelschus@affinitygroup.com. Questions? Call 1-800/848-6247. **Deadline: Friday, Dec. 11.**