

# 13th ANNUAL



## Editors' Choice Awards for Top New 2012 Products and Services

### Do you have a hot new product or service for 2012?

Join us for our 13th annual Nifty 50 awards as the consumer and *Powersports Business* editors at GS Media & Events select the 50 most interesting new products and services. All entrants will be judged on potential marketability and dealer profitability.

Winners  
announced  
online as well  
as in the  
Jan. 16 and  
Feb. 6 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, if they are showing at Dealer Expo.  
The first 25 winners of the Nifty 50 will be announced in the Jan. 16 issue.  
The second 25 winners of the Nifty 50 will be announced in the Feb. 6 issue.
2. All winners that advertise in *Powersports Business* will receive the Nifty 50 logo to place in their ad.
3. All winners will be on a poster mounted on *Powersports Business*' booth at the Indy show.
4. Each winner will receive an award to use for display at their Dealer Expo booth.

**LAUNCH YOUR  
MARKETING PROGRAM  
WITH SPECIAL NIFTY 50  
ADVERTISING OPTIONS!**

- **ONLINE** - Nifty 50 Online Product Showcase - \$250 per month
- **IN PRINT** - Advertise in our January 16, February 6 and March 12 issues for special Nifty 50 prices

## CONTACT YOUR SALES REPRESENTATIVE FOR MORE DETAILS

Allison Gruhn, 763-383-4467 or [agruhn@powersportsbusiness.com](mailto:agruhn@powersportsbusiness.com)

Dave Voll, 763-383-4421 or [dvoll@ridermagazine.com](mailto:dvoll@ridermagazine.com)

Mark Rosacker, 763-383-4433 or [mrosacker@snowgoer.com](mailto:mrosacker@snowgoer.com)



**To participate**, simply fill out the form below and **FAX** or **E-MAIL** it to us by **Thursday, Dec. 15, 2011**. 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/updated?  Yes  No
- 2) Will it be shown at the 2012 Dealer Expo?  Yes  No  
 If yes, what booth number? \_\_\_\_\_
- 3) Is it scheduled for delivery to dealers in 2012?  Yes  No

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

Product Name: \_\_\_\_\_ Product's MSRP: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Contact information: Web site: \_\_\_\_\_  
 Phone: \_\_\_\_\_

**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 [ehochstedler@powersportsbusiness.com](mailto:ehochstedler@powersportsbusiness.com)

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

E-mail or fax to: Liz Hochstedler, *Powersports Business*' associate editor, at 763/383-4499 or [ehochstedler@powersportsbusiness.com](mailto:ehochstedler@powersportsbusiness.com). Questions? Call 1-800/848-6247. **Deadline: Thursday, Dec. 15, 2011.**