

15TH ANNUAL

NIFTY 50

POWERSPORTS BUSINESS

Editors' Choice Awards for Top New 2014 Products and Services

Do you have a hot new product or service for 2014?

Join us for our 15th annual Nifty 50 awards as the consumer and *Powersports Business* editors at EPG Media, LLC select the 50 most interesting new products and services for 2014. All entrants will be judged on potential marketability and dealer profitability.

Winners
announced
online as well
as in the
Feb. 17 issue
of *Powersports
Business!*

ALL NIFTY 50 WINNERS RECEIVE THE FOLLOWING:

1. A listing in an upcoming issue of *Powersports Business* of their product. All 50 winners will be announced in the Feb. 17, 2014 issue.
2. All winners that advertise in *Powersports Business* will receive the Nifty 50 logo to place in their ad, and use for marketing purposes.
3. Each winner will receive an award certificate in the mail.

LAUNCH YOUR
MARKETING PROGRAM
WITH SPECIAL NIFTY 50
ADVERTISING OPTIONS!

- **ONLINE** – Nifty 50 Online Product Showcase: \$250 per month
- **IN PRINT** – Advertise in our February 17 and March 17 issues for special Nifty 50 prices!

CONTACT YOUR SALES REPRESENTATIVE FOR MORE DETAILS

Allison Gruhn 763-383-4467 or agruhn@powersportsbusiness.com

Mark Rosacker 763-383-4433 or mrosacker@snowgoer.com

Dave Voll 763-383-4421 or dvoll@ridermagazine.com

NIFTY 50

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To participate, simply fill out the form below and **FAX** or **E-MAIL** it to us by **Friday, Jan. 10, 2014**. 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) Is it scheduled for delivery to dealers in 2014? Yes No

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

Product Name: _____ Product's MSRP: _____
Company: _____
Contact information: Website: _____
Phone: _____

STEP 3 *Describe the product*

Product Specifications:

Unique Features (*Editor's note: Don't tell us that 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 Lkeener@powersportsbusiness.com.

STEP 5 *Where to send it*

E-mail or fax to: Liz Keener, *Powersports Business*' managing editor, at 763/383-4499 or Lkeener@powersportsbusiness.com.
Questions? Call 763/383-4413. **Deadline: Friday, Jan. 10, 2014.**