

2012 ROCHESTER SPORTS & VACATION SHOW

January 27, 28 & 29, 2012

Mayo Civic Center-Rochester, Minnesota

A Premier World Wide Medical, Manufacturing and Technology Destination Offering

Employer Diversity-Employment Stability-Above Average Household Income

The Rochester market consists of a diverse and stable variety of industries and employers. Agriculture, Bioscience, Computer Technologies, Education, Hospitality, and its vast Medical industries are the foundations of this region.

- Home of the Mayo Clinic, the “World’s Largest Private Medical Center“.
- 3,000 Doctors and over 30,000 Medical Support Personnel are within walking distance of this event.
- Visited annually by over 2.75 million individuals including over 500,000 U.S. and International medical patients.
- IBM with 4,000 employees, was responsible for the development of one of the fastest Super Computers in the world.
- Early show dates are utilized for this event to accommodate the numerous employees who must schedule multiple vacations as early as possible in the calendar year.

“One of the Highest Incomes Per Household in the Midwest”

Median household income \$57,957.00* Median Family Income \$74,467.00* (*American Community Survey 2005-2007)

Host To Over 600 Events Each Year

The Mayo Civic Center hosts over 600 events yearly. It is a familiar facility to individuals in Southern Minnesota and Northern Iowa. It is connected by a heated skyway and subway system to over 1,700 first class hotel rooms, 3,900 parking spaces and thousands of employees, and visitors to “Rochester’s World Renowned Medical Facilities.”

Learn more about Rochester by visiting: www.visitrochestermn.com or www.raedi.com

Extensive Marketing Program

The areas leading news and entertainment mediums along with other advertising mediums will be utilized to promote this event. New this year will be a Direct Mail programs to our customer data base of Companies in Rochester and surrounding communities. Access to Internet Discount Coupons will be provided to these Companies as well as to Exhibitors for email distribution to your customers.

A Critical Time To Participate In Consumer Trade Shows

Trade Shows should be aggressively utilized to directly communicate with potential customers. The opportunity to establish trust with consumers by discussing your products, service, or destination, face to face with potential customers can bring immediate sales and increase future sales in the coming year.

“Sharing Of This Exhibit Information Is Encouraged“

If you know of others who could benefit from participating in this timely event, our exhibit information web site will be: **www.rochestermnshows.com**

If you have any questions about this event, seminar suggestions, or information on the following pages, please contact our office by telephone at (507) 387- 7469 or by email at, **rochestermnshows@gmail.com**

Sincerely,

ROCHESTERMNSHOWS

Brad Hansen

Show Manager

Other Recommended Shows

River Hills Boat & Recreation Show
March 4, 5 & 6, 2012
River Hills Mall, Mankato, Minnesota
Attendance Estimate65,000 plus

Fox Cities Sports & Vacation Show
March 9, 10 & 11, 2012
Tri-County Arena, Neenah, Wisconsin
Attendance Estimate5,000 plus

ROCHESTERMNSHOWS

Exhibition Management and Exhibition Consultants

P. O. Box 1926 North Mankato, Minnesota 56002-1926

Telephone (507) 387-7469 rochestermnshows@gmail.com Fax (320) 438-2305

BLUFFLANDS DEER & TURKEY SHOW - ROCHESTER SPORTS & VACATION SHOW

2012 Exhibitor Fact Sheet

Location: Mayo Civic Center 30 Civic Center Dr. Rochester, Minnesota.

Dates & Hours: Friday, January 27 2 P.M. to 9 P.M. Saturday, January 28 10 A.M. to 8 P.M. Sunday, January 29 10A.M. to 4 P.M.

Exhibit Details: Exhibit spaces are 10 Feet wide x 8 Feet deep. 8 Foot Back and 3 Foot Side Curtains will be provided for each exhibit space.

Exhibit Space Rates: Corner Exhibit Space.....\$375.00 each. In Line Exhibit Space..... \$350.00 each.

Bulk Exhibit Space Rates: 300 to 899 Square Feet..95 per sq. ft.900 to 1,500 Square Feet..\$1.75 per sq. ft. 1,501 Square Feet Plus..\$1.55 per sq. ft.

Deposit, Final Payment & Reserving Exhibit Space: To reserve exhibit space ½ of the total exhibit amount must be returned to ROCHESTERMNSHOWS with a completed application. Final payment is due and payable by, December 31, 2011.

Payment Methods: Business, Certified, Personal, Credit Card Convenience Checks, Money Orders as well as Discover, Master Card or Visa Credit Cards, are accepted forms of payments. All payments are to be made in U.S. funds.

Electrical & Other Utility Services: Arrangements for Electrical, Internet, and other utility services are contracted with the Mayo Civic Center.

Exhibit Move In: Thursday, January 26.....10:00 A.M. to 8:00 P.M. Friday, January 27.....8:30 A.M. to 1:00 P.M.
All exhibits must be assembled by 2:00 P.M. on January 27. Bulk Exhibit move in will be assigned a specific time and date.

Exhibit Move Out: Move Out will begin at 4:15 P.M. and continue until 11:00 P.M. on Sunday, January 29.

Exhibit Accessories: Tables, chairs, carpet, and any other items needed for your exhibit may be rented from the Designated Decorator prior to the show. Use of your own tables, chairs, and carpet is permitted.

Exhibit Badges and Exhibit Passes: Two (2) Exhibit Badges and Two (2) Exhibit Passes will be provided for each single exhibit space.

Security: Your company's personnel will be responsible for the security of your exhibit and personal items contained within. After show closing, the building is secured and accessed only by facility personnel.

Retail Sales & Vacation Reservations: This is a selling event. The acceptance of payment for goods, services, or the receipt of a deposit for reservations at a vacation destination is encouraged.

Table Skirting & Covering: Tables must be skirted and covered. Skirting must be clean, of a solid color, and reach from table top to just at the floor.

Food Sales, Food Samples and Candy: Mayo Civic Center has specific restrictions and guidelines on food sales and food samples. Please contact our office for specific details. The gratuitous distribution of "Wrapped Candy" is encouraged.

Lodging: The Hilton Garden Inn, is the designated lodging facility for 2012. Visit www.rochestergardeninn.com for facility details. For Show discount please call (507) 285-1234.

General Restrictions

Pets: Pets are not allowed in the Mayo Civic Center.

Signage: All exhibits must have at least 1 sign identifying the exhibit. No hand lettered or stencil lettered signs will be permitted as exhibit identification.

Exhibit Line Of Sight: Exhibit materials in the general Exhibit Space area of the show higher than 4 feet that may block the view of an adjacent exhibit should not extend further than 4 feet from the back of Exhibit Space.

Batteries Fuel, & Propane Tanks: Display units containing flammable fuel must enter the facility with ¼ tank of fuel or less. Propane tanks containing any fuel must be removed from display units. Batteries must be disconnected.

Drawings, Registrations or Raffles: Drawings or Registration by the public for door prizes from exhibitors is permissible. Paid Drawings or Raffles conducted by exhibitors must meet Minnesota Guidelines.

Distribution of Restricted Materials: The distribution of Helium Balloons and Stickers is prohibited.

Final Exhibit Packet: The Final Exhibit Packet will include detailed information on the following: Signage, Exhibit Badges, Exhibit Passes, Electrical, Internet, Draping, Lodging, Receiving, Shipping, and other information related to your participation in this event.

*Learn more about Rochester by visiting these websites.
www.visitrochestermn.com www.raedi.com*

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BLUFFLANDS DEER & TURKEY SHOW - ROCHESTER SPORTS & VACATION SHOW

2012 Contract Application For Exhibit Space

RochesterMNshows, hereafter referred to as SPONSOR, grants to the company listed below, hereafter referred to as EXHIBITOR, the right to exhibit space at the 2012, Blufflands Deer & Turkey Show and or Rochester Sports & Vacation Show, subject to the terms and conditions on the reverse of this contract. We the undersigned, agree to the terms and conditions of this contract application and agree to abide by all rules and regulations governing this show as outlined on the reverse of this contract.

PLEASE TYPR OR PRINT ALL INFORMATION OTHER THAN REQUIRED SIGNATURE.

Exhibiting Company _____ Date _____
Address _____ Suite _____ PO Box _____
City _____ State or Province _____ Zip _____
Telephone _____ Cell Phone _____ Fax _____
Email Address _____
Web Address _____
By _____ Signature _____ Title _____
My Company Will Be Exhibiting

Show and Exhibit Location Requested.

Blufflands Show Space Request _____
Rochester Sports Show Space Request _____

NUMBER OF EXHIBIT SPACE(S) REQUESTED

My company will need 1 or 2 Corner Exhibit Space(s) at \$375.00 per space. () x \$375.00 per space.-----\$ _____
My company will need 1 or 3 In Line Exhibit Space(s) at \$350.00 per space. () x \$350.00 per space.-----\$ _____

AMOUNT OF BULK EXHIBIT SPACE REQUESTED

My company will need _____ Bulk Square Feet at \$1.95 per Square foot. (300-899 Square Feet)-----\$ _____
My company will need _____ Bulk Square Feet at \$1.75 per Square foot. (900-1,500 Square Feet)-----\$ _____
My company will need _____ Bulk Square Feet at \$1.55 per Square foot. (1,500 Square Feet Plus)-----\$ _____
Total Exhibit Investment.-----\$ _____
Deposit: (1/2 of the Total Investment of the Exhibit Space Leased) to be returned with contract.-----< \$ _____
Final Payment: Final Balance due and payable by December 31, 2011.-----\$ _____

Please Complete The Following Only If Paying By Credit Card

PLEASE TYPE OR PRINT ALL INFORMATION OTHER THAN REQUIRED SIGNATURE.

____ Visa ____ MasterCard ____ Discover Authorized Amount Of Payment \$ _____ - ____ Authorization Date ____ / ____ / ____

Credit Card Number _____ Credit Card Expiration Date ____ / ____

Signature Of Card Holder _____ Please Print Same Name _____

Name On Credit Card _____ Card Holder Telephone () _____

Card Holder Address _____ City _____ State _____ Zip _____

OFFICE USE ONLY

Received and Adopted, Month _____ Date _____ Year _____ By: _____

Spaces Assigned: 1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ 7. _____ 8. _____

First Deposit # _____ Deposit Date _____ Year _____ Amount \$ _____ Final # _____ Deposit Date _____ Year _____ Amount \$ _____

All Payments Are To Be Made Payable To:

RochesterMNshows

PO Box 1926 North Mankato, Minnesota 56002-1926

Telephone (507) 387-7469

rochestermnshows@gmail.com

Fax (320) 438-2305

A copy of this contract application will be returned with final billing.

BLUFFLANDS DEER & TURKEY SHOW - ROCHESTER SPORTS & VACATION SHOW

2012 Contract Rules and Regulations

RochesterMNShows, hereafter referred to as SPONSOR, grants to the company listed below, hereafter referred to as EXHIBITOR, the right to exhibit space at the 2012, Blufflands Deer & Turkey Show and or Rochester Sports & Vacation Show, subject to the terms and conditions of this contract as outlined below. This contract shall not be binding until accepted and signed by show SPONSOR.

Show Location: Mayo Civic Center 30 Civic Center Drive Rochester, MN 55904

Show Dates: Friday, January 27, Saturday, January 28, and Sunday, January 29, 2012

Show Hours: Friday, 2:00 P.M. to 9:00 P.M. Saturday, 10:00 A.M. to 8:00 P.M. Sunday, 10:00 A.M. to 4:00 P.M.

Exhibit Deposit and Reserving Exhibit Space: A deposit of ½ of the "Total Investment" for the exhibit area leased must accompany the signed contract to reserve exhibit space.

Final Payment: Final payment is due by Friday, December 31, 2011.

Move In: Exhibits can be assembled on Thursday, January 26, from 10:00 A.M. to 8:00 P.M. and on Friday, January 27, from 8:30 A.M. to 1:00 P.M. All exhibits must be assembled by the opening of the show at 2:00 P.M. on Friday, January 27. SPONSOR reserves the right to substitute and or reassign exhibit location in the event of uncontrollable circumstances.

Move Out: Exhibit Move Out will begin at 4:15 P.M. on Sunday, January 29. EXHIBITOR will not remove their exhibit in part or whole, prior to 4:15 P.M. on Sunday, January 29. All exhibits must be removed from the interior of the facility by 11:00 P.M. on Sunday, January 29.

If EXHIBITOR fails to remove their exhibit, the SPONSOR will do so and expenses incurred shall be the responsibility of the EXHIBITOR.

Exhibit Space: An exhibit space is 10 Feet wide by 8 Feet deep. All exhibits must be confined to the limits of the EXHIBIT space. Exhibitors in skirted exhibit spaces may not install any exhibit materials higher than eight (8) feet on the side walls projecting further than 4 feet from rear of exhibit space. Aisle space shall not be used for exhibits or demonstrative purposes. SPONSOR has final authority to allocate the amount and location of space in the exhibition facility. SPONSOR will provide 8 foot back and 3 foot side curtains for each exhibit space.

Character of Exhibits: SPONSOR reserves the right to restrict, prohibit, or remove any exhibit or exhibitor which in the SPONSOR'S judgment may be offensive or detract from the general character of the show. This reservation includes persons, noise, items, conduct, printed material, or anything of an objectionable character which may detract from the general character of the show. All display surfaces visible to the public must be finished. Personal items should remain out of view. EXHIBITOR may not assign contract, or sublet the contracted space without prior approval of SPONSOR.

Distribution of Literature and Promotional Materials: All promotional materials including printed advertising literature may only be distributed by Exhibitor from the exhibit space. Exhibitor must confine all sales activities to the limits of its own exhibit space.

Drapery and Signage: Tables must be skirted and covered. Use of your own display materials such as: tables, skirting, chairs and carpet are permissible. Skirting must be clean, of a solid color, and reach from table top to just at the floor. Each Exhibit must be identified by at least one sign. Hand lettered or stenciled signs will not be permitted.

Utilities: Each exhibitor is responsible for contracting with the Mayo Civic Center in advance of the show for all utilities. Grounded extension cords, in a length of at least 20 Feet should be brought for your exhibit.

Building, City, and State Regulations: EXHIBITOR agrees to, upon inspection, obey and abide by all rules related to participation by Building Inspector, Fire Marshal, State Health Inspector and such other departments and officials who regulate exhibits.

Sales Tax: All EXHIBITORS making sales during the show which subject to sales tax are responsible for the proper collection and reporting thereof.

Food and Beverage: EXHIBITORS may not distribute or sell food items without prior approval from SPONSOR. Exhibitors or their guests may not bring any food or beverage into the Mayo Civic Center for personal consumption.

Use of the Exhibitor's Name: Exhibitor authorizes Sponsor, its agents and employees, to use Exhibitor's name and contact information for the purpose of promoting this and future Shows, and to solicit other exhibitors for this and future shows.

Security: EXHIBITOR and their employees are responsible for the security of their exhibit.

General Liability Insurance: Exhibitor shall carry its own general liability insurance policy insuring its own conduct, including that of employees, agents and affiliates.

Liability and Indemnification: The SPONSOR, Co-SPONSORS, Mayo Civic Center, City of Rochester, Rochester Parks & Recreation Department, Show Decorator and or affiliates or employees of, shall not be liable for the safety or security of exhibits or any other property nor shall they be liable for any bodily injuries or other damages arising out of the exhibit area or on Mayo Civic Center property. EXHIBITOR agrees to indemnify and hold SPONSOR, Co-SPONSORS, Mayo Civic Center, City of Rochester, Rochester Parks & Recreation Department, Show Decorator and or affiliates or employees of, harmless from any damage, liability, loss or deficiency arising out of, or resulting from the contracting for exhibit space by EXHIBITOR, employees, sub-contractors, suppliers, and guests. Exhibitor shall insure its own exhibit, goods and sales materials prior to, during and after the show. Exhibitor are responsible for any damage to the facility or liability or injuries related to participation in this event.

Final Exhibit Packet: The Final Exhibit Packet will include detailed information on the following. Drapery, Lodging, Name Badges, Sales Tax, Signage, Shipping & Receiving, Utilities and Fuel Powered Equipment regulations, as well as other information related to participation in this event.

Cancellation and Forfeiture of Payment: If an EXHIBITOR'S leased space is not fully paid for by December 31, 2011, SPONSOR may terminate this contract and reassign the space to another EXHIBITOR. If Exhibitor does not claim or occupy the assigned space(s) by 10:00 A.M. on Friday, January 27, 2012, SPONSOR may terminate this contract and reassign the space(s) to another EXHIBITOR. In neither case shall the defaulting EXHIBITOR be entitled to the refund of any sums paid in advance for such space. Should SPONSOR fail to hold this event it shall promptly refund all EXHIBITOR sums paid. Such refund shall be accepted by the EXHIBITOR in full settlement of all loss or damage suffered by the EXHIBITOR. Should EXHIBITOR find it necessary to cancel his exhibit space, all funds will be returned if another EXHIBITOR can be found to replace the canceling EXHIBITOR prior to December 31, 2011. Cancellation by EXHIBITOR after that date will result in the forfeiture of all payments received.

Collection and or Insufficient Fund Fees: Collection and Legal Fees will be charged to EXHIBITORS, who have either contracted for exhibit space and fail to appear at event or for any and all outstanding balances as they may be. Returned check fees are \$35.00 per occurrence.

Force Majeure: If the Mayo Civic Center or any part of the exhibit area thereof is unavailable whether for the entire Show, or a portion of a Show as a result of fire, flood, tempest or any other such cause, or as a result of governmental intervention, malicious damage, acts of terrorism, acts of war, strike, lock-out, labor dispute, riot or any other cause it is necessary to cancel, or postpone the Show, or reduce installation time, event time or move out time, or change in exhibit location the SPONSOR shall not be liable to indemnify or reimburse the EXHIBITOR in respect of any damage or loss, direct or indirect expenses arising as a result thereof.

Revisions: SPONSOR may revise or amend terms and conditions of this contract, which are binding upon exhibitor.

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