

RESORTS OF
ONTARIO

BOOTH SALES NOW OPEN!

Attention:
Preferred Supplier Members

30 -Day
Lead

Monday March 26, 2012

2 pm—5:30 pm

Casino Rama Hotel—Silvernightingale Room

Hosted by Resorts of Ontario, we are pleased to announce that booth sales for the 2012 Trade Show are now open. As usual Preferred Supplier members of Resorts of Ontario have a 30-day head start in ordering their booth.

Casino Rama offers a complete entertainment experience! A 300-room all-suite, full-service hotel features the Balance In Life Spa as well as adult-only fitness facilities and an indoor swimming pool. Casino Rama's attributes include: 192,000 square feet of fun and excitement, with over 2,500 slot machines and 110 table games, FREE parking, 10 unique restaurants and a world-class, 5,000-seat Entertainment Centre.

The Resorts of Ontario Trade Show is an Industry Event! Register today! We are getting the message out to our key decision-makers in our Association and also through prominent advertising vehicles including Ontario Restaurant News. Every effort is being made to maximize attendance! This show will attract both members and non-members.

Demand for Space will be high. We urge you to return the Booth Space Application Form today!



Resorts of Ontario

Come on up to our place.

29 Albert St. N.,
Orillia ON
L3V 5J9

TF: 800.363.7227
P: 705.325.9115
F: 705.325.7999

Contact: Michelle Duff for
further details at:

michelle@resortsofontario.com

Our promotion targets the entire accommodation industry! Don't miss the opportunity to market your product / services to hundreds of registered buyers, including visitors, coming to the Trade Show.

Plus... Greater Profile & Visibility for you...

- **FREE 8' Table and 2-Chairs per Booth**
- **FREE 8' Table and 1-Chair per Table Top**
- **Showroom floor is carpeted**

- Exhibitor Move-In: March 26th: 10 am - 1:30 pm
- Trade Show Hours: March 26th: 2 pm - 5:30 pm
- Exhibitor Tear-Down: March 26th: 5:30 pm - 6:30 pm
- More intimate setting.

www.resortsofontariopreferreds suppliers.com/tradeshow

MORE IMPORTANT INFORMATION

The Resorts of Ontario Trade Show is held at the perfect time for industry operators' buying and shopping cycles, before gearing up for the coming season.

The show is directly managed by Grace Sammut, her staff and the Resorts of Ontario Spring Conference Working Group.

WHY SHOULD YOU EXHIBIT AT OUR TRADE SHOW IN 2012?

- ☑ Show that you are a leader in Ontario's accommodation industry. By not participating, companies miss the Resorts of Ontario Trade Show attendees that do not attend any other shows.
- ☑ Gain a competitive advantage over industry rivals.
- ☑ It is cost-effective for you! Affordable booth fees (which includes your **six month** online presence on our Preferred Supplier Web Page). This show lets you easily access accommodation owners and operators.

FACT: 93% of visitors say that trade shows influence their buying decision!

FACT: 7 out of 10 visitors do buy one or more products seen at a trade show.

- ☑ The Resorts of Ontario Trade Show specializes in the accommodation industry.
- ☑ Dramatically increase your contact with hard-to-reach purchasers: **independent operators.**

IF YOU WANT EXPOSURE FOR YOUR PRODUCT, BE IT...

- | | |
|---|---|
| <ul style="list-style-type: none">☑ Accommodation furnishings and supplies☑ Foodservice equipment and supplies☑ Beverage equipment and supplies☑ Computer & telephone hardware & software☑ Consulting, insurance, financial and printing services☑ Refrigeration, heating and A/C equipment☑ Hot Food & Beverage Products☑ Maintenance and sanitation supplies | <ul style="list-style-type: none">☑ Motel, hotel, resort real estate☑ Playgrounds and pools☑ Landscaping and exterior equipment☑ Plumbing, ventilation products☑ Garden & patio accessories☑ Showcase Opportunities☑ Or other product/service that could be used by the accommodation industry. |
|---|---|



Resorts of Ontario

Come on up to our place.

...THEN YOU SHOULD BE AT THE
RESORTS OF ONTARIO TRADE SHOW 2012
Book Your Booth Today!

29 Albert St. N., Orillia ON L3V 5J9 TF: 800.363.7227 P: 705.325.9115 F: 705.325.7999
Contact: Michelle Duff for further details at: michelle@resortsofontario.com

www.resortsofontariopreferredsuppliers.com/tradeshaw



Resorts of Ontario

Come on up to our place.



Trade Show and Spring Conference

EXHIBITOR KIT

*An incredible opportunity for you to reach a qualified audience of owners
and managers of Ontario's resort industry
and other tourism and accommodation operators.*

March 26, 2012

Casino Rama Hotel, Silvernightingale Room

5899 Rama Rd., Rama, ON L0K 1T0

1-800-832-7529 or 705-329-3325

To book your accommodation See Back Page

RESORTS OF ONTARIO TRADE SHOW

Come and exhibit your latest products and services to the Resort Industry and other Accommodation operators.

Dates & Times:

Set-Up: Mon. March 26 10 am - 1:30 pm Tear-Down: Mon. March 26 5:30 - 6:30 pm
Show Date: Mon. March 26 2 pm - 5:30 pm

Booth Fee Options: (HST applicable on all fees)

Resorts of Ontario Preferred Supplier Member Companies also enjoy space preference and a protected time period on booth sales.

Note: 10% discount for multiple booths.

1. Standard Booth

(8' x 10' single aisle exposure) (2 Free Lunches)

- \$ 600— Resorts of Ontario Preferred Supplier Member
- \$ 825 for non-member companies.

2. Oversized Booth (Max: 6)

(10' x 10' single aisle exposure) (2 Free Lunches)

- \$ 675 Resorts of Ontario Preferred Supplier Member
- \$ 900 for non-member companies.

3. Table Top (Max: 5)

(single aisle exposure) (1 Free Lunch)

- \$ 425 Resorts of Ontario Preferred Supplier Member
- \$ 575 for non-member companies.



Resorts of Ontario

Come on up to our place.

Bonus:

Premium Booths (two aisle exposure):

- \$125 extra on all shaded booths shown on floor plan below.

Fees Include:

- **FREE Admission** for **3 (Booth) or 2 (Table Top)** company representatives.
- **2 FREE Lunches** per booth.
1 FREE Lunch per Table Top
- **FREE White Draped Table** (2' x 8'), & **up to 2 chairs** (Must be ordered with booth fees)
- **Trade Show Floor is Carpeted**
- **FREE Parking.**

Plus:

- Professional 8' high rear drape, two 3' high draped side railings. (**Table Top space excluded**)
- Printed listing in Show Guide.
- **Free** posting of your company on our online Resorts of Ontario Supplier Web Site, one month prior and six months after the show day.
- Professional assistance prior to show, and on site.
- Complete listing of all attendees promptly after show. (Name, Address, Phone Number)
- **NEW: Vouchers: On Web / At Show**

Come and exhibit at the Resorts of Ontario Trade Show to showcase your latest products and services to the Resort Industry and other Accommodation operators.

Save time and money by making contacts, generate sales leads and facilitate sales all in one venue.

**EXCITING ENHANCEMENTS
FOR 2012!**

Value added:

- 4 – Buy-In Opportunities
- NO COST— White Draped 8' Table & 2 Chairs
- 1 Focused Day
- 2-Lunches included with Booth,
1-Lunch included with Table Top
- Enhanced Marketing

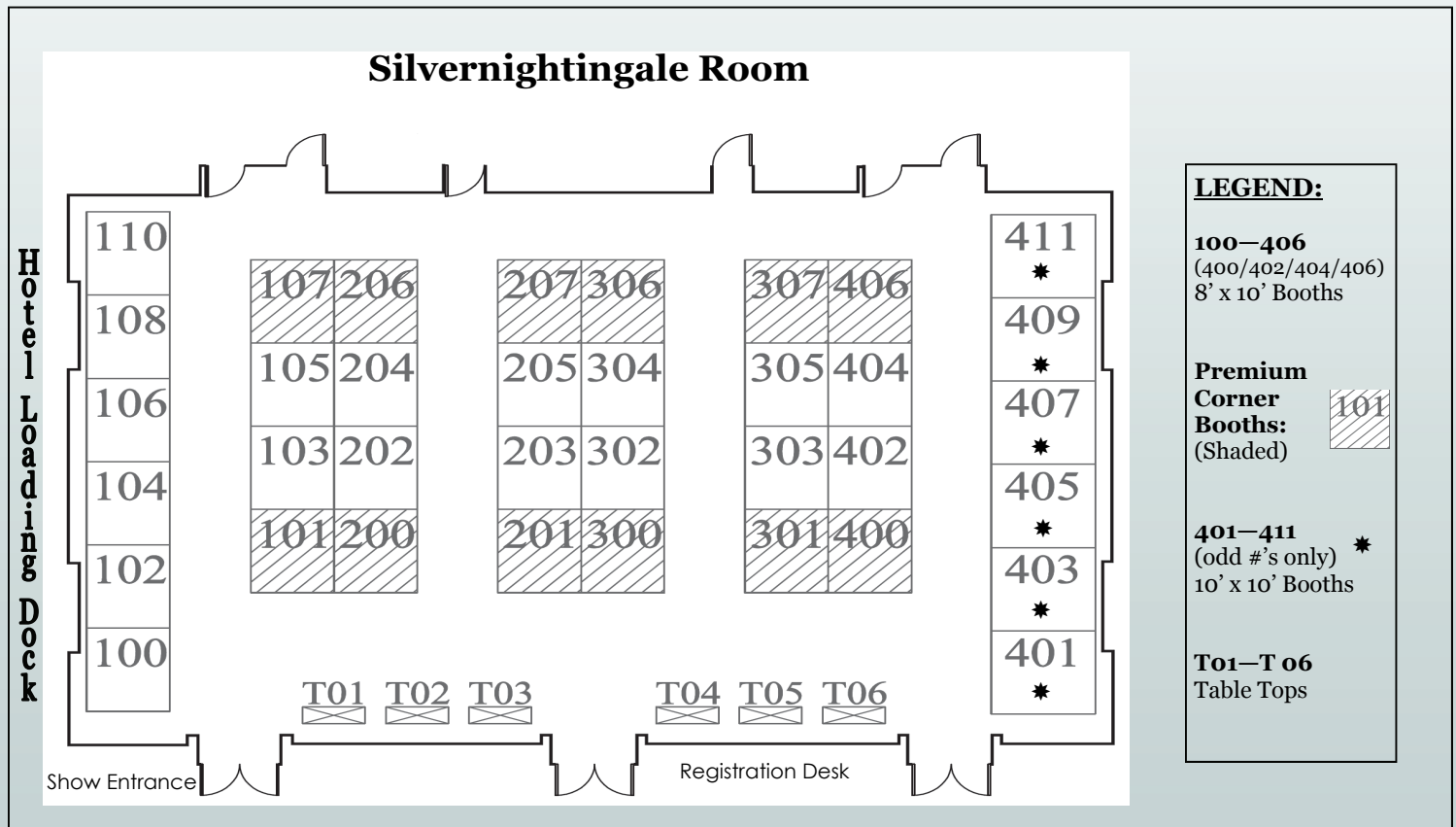


Resorts of Ontario

Come on up to our place.

2012 FLOOR PLAN

Casino Rama Hotel, Rama — Rama Hall



Let our visitor audience of decision makers know you want their business.

DON'T MISS OUT!

RESORTS OF ONTARIO TRADE SHOW

Monday March 26, 2012

Casino Rama Hotel - Silvernightingale Room—Rama Hall, Rama, ON Canada

Other Services

- Furniture rentals, carpets (hall is carpeted), electrical power, floodlights, material handling, dollies and storage are available at an extra cost.
- Exhibitor Manual and Order Forms will be sent to applicants.
- **Please read your exhibitor kit for further details on Loading Bay location & guidelines.**
- **Labour is not provided.**

How to Reserve Space

Please review floor plan and ensure your booth does not conflict with our height restrictions (see Application Form). Complete the enclosed Exhibitor Booth Application Form indicating your preference of location and runner-up choices. Send completed form with full payment (cheque or major credit card) to Resorts of Ontario. Space is allocated on a first-come, first-served basis with receipt of completed application form and fully-paid fees at the Resorts of Ontario Office.

Why You Should Exhibit

- The Resorts of Ontario Trade Show gives you sales and leads and lets you reach buyers less expensively than sales calls. Visitors rate trade shows as the leading source for purchasing information. On average, it only takes one sales call to close a sale with a Trade Show lead, and over half of these sales are concluded over the phone. **YOUR VISIBILITY COUNTS!**
- Quality
- Offers qualified buyers a convenient central accessible location.

Who Attends

- Owners/Operators/Managers of Ontario resorts, restaurants and other accommodation operators.
- You are guaranteed a quality audience of decision-makers: owners and managers.
- An additional draw will be the Resorts of Ontario Conference.
- Day-trippers coming just for the show itself.

Your Success is Important to Us!!

- Many aggressive tactics to maximize show attendance, including direct mail and magazine advertising.
- Value added rates.

Access

- Hotel Loading area on South side of Casino Rama Hotel
- **FREE PARKING** for your vehicle.

Accommodation:

Casino Rama 1-800-832-7529 \$179.00 plus taxes

5899 Rama Rd., Rama, ON L0K 1T0

Reservation ID #: Resorts of Ontario

Booking Deadline: February 29, 2012

Directions: <https://www.casinorama.com/Getting-Here-Home.html>

Show Details:

Show Date:

Mon. March 26, 2012

2:00 pm — 5:30 pm



Resorts of Ontario

Come on up to our place.

Move In:

Monday March 26:

10:00 am — 1:30 pm

Monday March 26:

Luncheon:

12:15 — 1:30 pm

Trade Show:

2 pm — 5:30 pm

Tear Down:

5:30 pm—6:30 pm

Additional Hotels in area:

Days Inn \$99.95
Plus taxes
1.877.326.8288

Best Western \$129.95
Couchiching Inn Plus taxes
1.888.869.2306

Fern Resort \$139.00
Plus taxes
1.800.567.3376

For further information please contact Resorts of Ontario
Grace Sammut, Managing Director or Michelle Duff

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