



Rockingham Park Racetrack  
Salem, NH  
*Vendor Information Packet*

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**EXPO HOURS**

<b>Saturday, January 7<sup>th</sup>, 2012</b>	<b>10:00 AM - 7:00 PM</b>
<b>Sunday, January 8<sup>th</sup>, 2012</b>	<b>10:00 AM - 5:00 PM</b>

Exhibiting Staff will also have access to the expo floor 1 hour after closing each day of the event and 2 hours before. Access to the Expo by exhibit staff outside of these times can be arranged by contacting Show management.

**MOVE-IN AND SET-UP HOURS**

<b>Thursday, January 5<sup>th</sup> 2012</b>	<b>10:00 AM – 8:30 PM</b>
<b>Friday, January 6<sup>th</sup> 2012</b>	<b>8:00 AM – 8:30 PM</b>
<b>Marinas and Open space Exhibitors</b>	<b>Will be notified (~Jan 6, 8AM-1PM)</b>

Move-In and set up must be completed by 9:00 AM, on Saturday (**The Park will be open to exhibitors by 7:00 AM on Sat morning**).

**EXHIBITOR MEETING**

**Saturday, January 7<sup>th</sup>, 2012** **9:00 AM**  
All exhibitors should have at least one representative at the Exhibitor Meeting.

**MOVE-OUT HOURS**

**Sunday** **5:00 PM –8:00 PM**

Move-out must be completed by 8:00 PM Sunday. If special arrangements are necessary, Show Management must be contacted by Friday, one week prior to move-in date. Unless otherwise arranged, all merchandise or other materials not removed by exhibitors after the specified

move-out time will be considered discarded. Exhibitors will be held responsible for any cost of removing and/or disposing of any discard items.

## **ENTRANCES TO ROCKINGHAM**

Rockingham Park has several entrances that may be used for exhibitors to move in. Weather conditions at the time of move in and in the few days prior to the event will impact what entrances can be used. Exhibiting staff will be providing detailed instructions when they arrive. It is the objective of Show Management to make move in and move out as easy as possible for exhibitors. To that end every effort will be made to allow exhibitors to park as close to their booth location as possible during move in and move out. **Exhibitors will NOT be allowed to use the front main entrance of the Rockingham Park to move in and out.** Exhibitors must use the side or back entrances. Once you have completed moving in you must move your vehicle(s) away from the building to allow others access. **The Rockingham Park will NOT let us open the doors for attendees until all vehicles have been moved away from the building and parked in the parking lots only.**

### **Special Note for exhibitors of boats, trucks, etc.**

In order to ensure a smooth and safe exit in the time available, Show Management will coordinate with exhibitors the order in which these items will be removed. A written schedule for removal will be provided to these exhibitors on the morning of Sunday of the event.

**All Boats, Vehicles, ATV's or other engine bearing exhibits will not be allowed in the Rockingham Park if there is any fuel in the tanks.** Please make sure there is no fuel. If you have any questions or need arrangement, please notify the Expo staff.

## **DIRECTIONS**

Directions to the Rockingham Park Racetrack are:

**Take Exit 1 off of Interstate 93 in Salem, NH and follow the signs to the Rockingham Park, Rockingham Park Boulevard.**

Directions from your specific location can be obtained on the event web page at:  
<http://www.rockinghamexpo.com/pages/directions.htm>

## **ELECTRICITY**

Electrical service is available for exhibitors. Unless otherwise arranged electrical service is limited to 10 Amps per booth. In order to ensure electrical service is provided it must be requested on the Exhibit detail sheet attached with this package and returned to Show Management by Friday, 1 week prior to move in date.

## **EXHIBIT PERSONNEL**

All exhibit personnel must be registered with Show Management to gain access to the show floor during move-in and move out times. Management will provide exhibit personnel with an identification badge when they arrive. This identification will provide access to the Expo during move-in and move-out and during designated times when the Expo is closed to the public.

During show hours, all booths must be manned by at least one representative of the exhibiting company unless otherwise discussed with Show Management.

### **EXHIBITOR SURVEY**

All Exhibitor Staff are requested to fill out a survey that they will be provided during the event providing valuable feedback to Show Management.

### **FINAL PAYMENT**

Final payment on all Exhibiting Fees has been due in full since December 31<sup>st</sup> 2010. Show Management requests that all exhibitors with balances make final payment immediately. No exhibitor carrying a balance will be allowed to set up until final payment has been made.

### **SOLICITATION**

**Solicitation in the Exhibit Hall:** The aisles and other spaces in the exhibit hall not leased to exhibitors shall be under the control of Show Management. All displays, interviews, conferences, distribution of literature, lectures, and the transactions of business of any nature shall be made inside the space contracted for. Standing in aisles or in front of exhibit booths of other exhibitors, or intercepting of those in attendance for advertising purposes is **STRICTLY PROHIBITED**.

Persons connected with non-exhibiting concerns are prohibited from any dealing, exhibiting or loitering within the exhibit hall. Exhibitors are urged to report violations of this rule immediately. Report such instances directly to the Show Management Staff.

### **INSURANCE RIDER**

As advised in the Expo Rules and Regulation all food exhibitors are required to carry insurance for the event if you are selling food items. A rider providing proof of coverage must be provided before an exhibitor can set up. Copies of riders can be faxed to 603-584-8191

### **EXHIBIT HEIGHT REGULATIONS/DISPLAY RULES**

Given the ceiling limitation of Rockingham Park exhibit structures and displays must not exceed 9 feet in height. Exhibitor displays must not have high sides as to block your neighboring exhibitor.

### **NOISE RESTRICTION**

Show Management reserves the right to restrict exhibits which, because of noise, method of operation, or any other reason, become objectionable, or otherwise detract from or are out of keeping with the character of the Expo as a whole.

### **PARKING**

Parking is in abundance at Rockingham Park so at this point Show Management has no plans to place restrictions on exhibitor parking but reserves the right to do so to deal with circumstances as they arise.

## **HOTEL ACCOMODATIONS**

Special event discount rates have been arranged at the following hotels and are on a first come first server basis: (Mention Rockingham Fishing & Hunting Expo)

### **Accommodations of the Rockingham Fishing & Hunting Expo.**

If you are looking for accommodations for the weekend of the expo, be sure to book at one of the two following Hotels. Let them know you are with the Rockingham Fishing and Hunting Expo and they will offer you a special discounted rate.

#### **Both Hotels located off Exit 2 on I93**

	<p><b>La Quinta Inn &amp; Suites Salem</b> 8 Keewaydin Drive Salem, NH 03079 Phone: (603) 893-4722 Fax: (603) 893-2898</p> <p>Call and mention you are with the Rockingham Fishing &amp; Hunting Expo to receive a discounted room rate per night.</p>
	<p><b>Holiday Inn Salem</b> 1 Keewaydin Drive Salem, NH 03079 Phone: (603) 893-5511 Fax: (603) 893-5511</p> <p>Call and mention you are with the Rockingham Fishing &amp; Hunting Expo to receive a discounted room rate per night.</p> <p><b>Includes Hot tub and Pool</b></p>

Additional information on this and other hotels in the area is located on the event web page at <http://www.rockinghamexpo.com/pages/exhibitors.htm>.

## **QUESTIONS**

If you have any questions or concerns after reviewing this package, please contact Rob or Sue Frye at [info@rockinghamexpo.com](mailto:info@rockinghamexpo.com). You may also contact Rob (cell: 603-490-4199) or Sue (cell: 603-490-1443). We look forward to working with you to make this event a great success for you. We'll see you at the Show!!!



**Rockingham Park Racetrack, Salem, NH**

**Exhibitor Information Form** – Please return this via mail or fax. You can also email us a simple list. We work hard to have Exhibitor Badges done prior to the show but need your cooperation in getting names to us in a timely manner.

**Company Name:** \_\_\_\_\_

**List Product(s) you wish to include in the Expo’s hourly drawings.**

Prizes will be announced with promotion of your company name.


**List Product(s) you wish to donate to the famous and popular Kid’s Moose Clues Scavenger Hunt. (Held on Sunday – Kids Day. More details at Exhibitor meeting)**

This is a great idea to help drive more traffic to your exhibit space.


**List all staff that will be working the event during open event hours**

Exhibitor staff will be provided Identification on arrival. This identification will be required for entrance in to the Expo area during Move-in and Move-out time. If additional space is required please include in separate EMAIL or fax sheet.

– **Limit 6 per exhibitor.** If more are needed please contact show staff for reason.


**Return this form (or just the info) to:**

- **Mailing Address:**  
Rockingham Expo  
P.O. Box 321, Sandown, NH. 03873
- **Fax:** 603-388-0747 (No cover sheet necessary)
- **Email:** info@rockinghamexpo.com

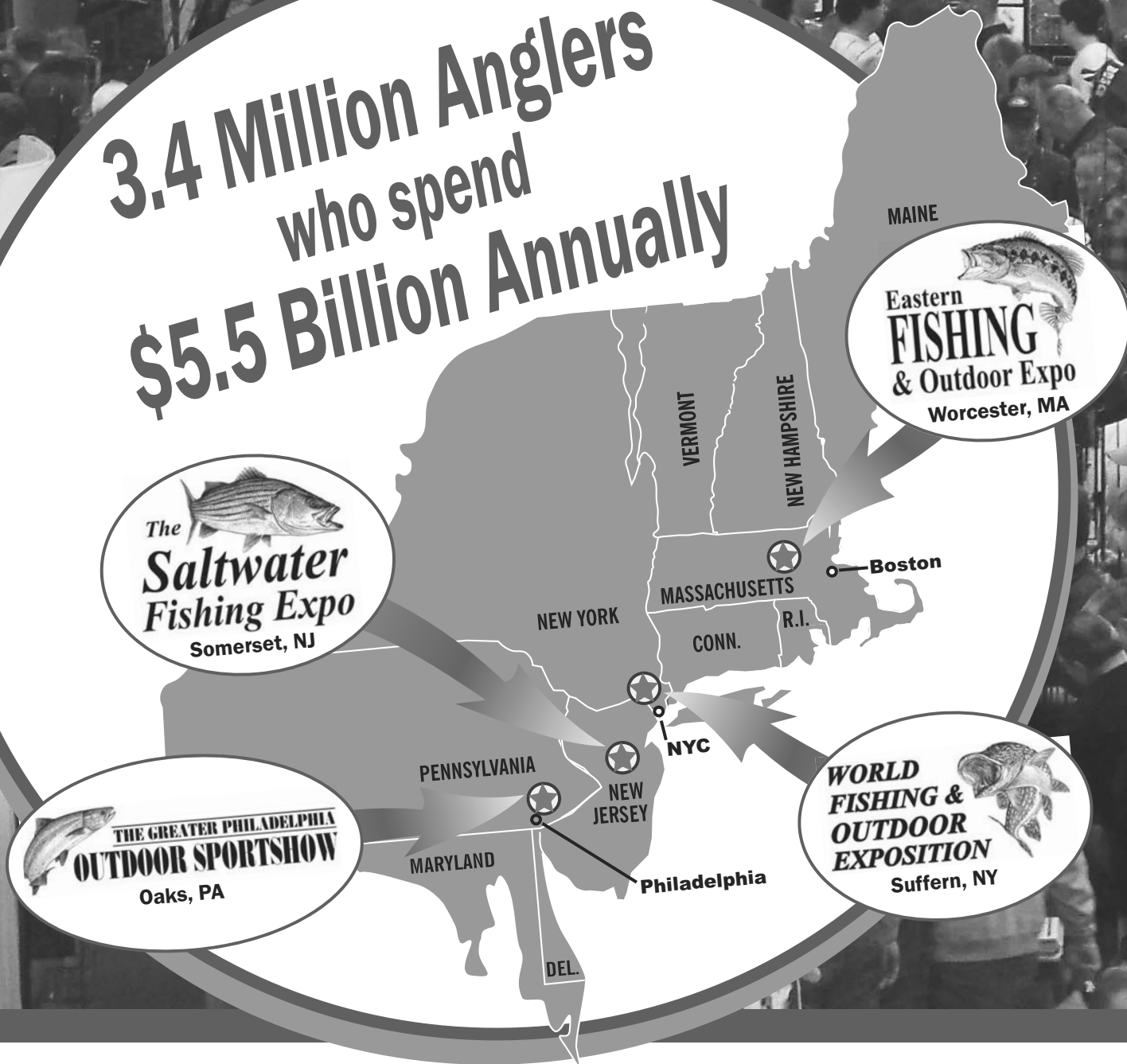
**Non-profit groups please take notice: Badges are for working exhibitors only.**

We offer non-profits the opportunity to have a presence at the event but we will not be taken advantage of and let this be an opportunity for all members to get in free. A maximum total of eight (8) badges will be given out. If others come to work the booth and there no badges available, they will be required to pay full admission to enter the event. This will be strictly enforced.

# Jump start your business in 2012 with an ASA produced consumer show.

*From Maryland to Maine, we have you covered!*

**3.4 Million Anglers**  
who spend  
**\$5.5 Billion Annually**



**Connect with your Customers** ▪ **Introduce New Products**

**Support your Retailers** ▪ **Sell More!**

# HERE'S WHAT SOME OF LAST YEAR'S EXHIBITORS SAID ABOUT OUR SHOWS.....

"You run the most prominent shows in the North East. You know how to advertise" - Sandy Oja, Northern Bass Supply

"The additional exposure my products receive due to the forum the multiple ASA Shows present is fabulous. You receive constant support from the show staff allowing you to concentrate on selling your products."

- Bryan Hurst with Thomas F. Gowen & Sons, representing Plano Molding and Nikon

"Over the years, the Northeast ASA shows have provided us with the opportunity for many successful product launches. With the right balance of exhibitors (dealers, outfitters and reputable manufacturers) the ASA shows draw a great crowd with a wide array of interests. By late winter when these shows occur, anglers are hungry to see what is new and gear up for the season."

- Greg Kondak with the Don Coffey Company, representing Shimano, G-Loomis, Powerpro and Sebile

**COME FIND OUT FOR YOURSELF.**

## THE BOSTON-METRO MARKET

36<sup>th</sup>  
Annual

**Eastern Fishing & Outdoor Exposition**

**Worcester, MA - February 10-12, 2012**

*New Hours, New Dates, New Price! The Best Value of any New England Show!*

## THE PHILADELPHIA-METRO MARKET

3<sup>rd</sup>  
Annual

**Greater Philadelphia Outdoor Sportshow**

**Oaks, PA - February 16-19, 2012**

## THE NYC-METRO MARKET

35<sup>th</sup>  
Annual

**World Fishing & Outdoor Exposition**

**Suffern, NY - March 1-4, 2012**

## THE TRI-STATE SALTWATER MARKET

7<sup>th</sup>  
Annual

**Saltwater Fishing Expo**

**Somerset, NJ - March 16-18, 2012**



### To Find Out More:

**ASA/Eastern Fishing & Outdoor Exposition, LLC**  
**Tod Alberto, Sales & Show Management**

**Phone: 800-227-2067**

**Email: [tod@sportshows.com](mailto:tod@sportshows.com)**

**Web: [www.sportshows.com](http://www.sportshows.com)**