

ROUNDUP¹⁶

SUPPLIERS INFORMATION

MAY 3-6, 2016

Cody, Wyoming

Hosted by Cody/Yellowstone Country & Holiday Inn Cody at Buffalo Bill Village



CODY, WYOMING

Don't miss your chance to visit Historic Cody Wyoming during this year's RMI Roundup - there are many fun things to do and see while you are here! Enjoy the Buffalo Bill Center of the West, a complex of five museums and a research library featuring art and artifacts of the American West.



Colonel William F. "Buffalo Bill" Cody was one of the most colorful characters in American history. He toured the United States and Europe with his Wild West Show, featuring bronc riding, cattle roping and sharpshooting. Buffalo Bill spent some of his most cherished moments in the mountains, rivers and lakes near Cody, Wyoming. This was his personal playground. He loved the peace and quiet he found in these

wild places as well as all the fun and adventure. You will learn all about his legendary life and the West he loved at the Buffalo Bill Center of the West, host of the Roundup reception and banquet.



After the RMI Roundup, Cody is just one hour's drive from America's first and most famous national park - Yellowstone. More than a park, it's a place full of natural beauty and spectacular wildlife. See some of the famous attractions, including Old Faithful Geyser, Mammoth Hot Springs, as well as the Grand Canyon of the Yellowstone and its breathtaking Lower Falls. It all starts at Cody's east gate - the wildest way into Yellowstone.

Don't miss this great opportunity to experience Cody/Yellowstone Country in the spring!

WHAT IS THE ROUNDUP?

The RMI Roundup provides an opportunity for businesses, destinations and attractions within the region to meet face-to-face with targeted tour operators from Europe who specifically want to do business in Montana, North Dakota, South Dakota, and Wyoming. It is a low-cost and highly efficient way for local suppliers to meet with international tour operators and a small number of US-based receptive operators.

MARKETPLACES

Marketplaces will be held at:
Holiday Inn Cody at Buffalo Bill Village
1701 Sheridan Ave, Cody, WY 82414
Phone: (307) 587-5555

Marketplace 1 - Thursday, May 5
Marketplace 2 - Friday, May 6

Register early as there is limited space in each marketplace.

REGISTRATION

\$550 - early registration by Aug. 17, 2015
\$650 - registration from Aug. 17, 2015
Final Registration Deadline: February 29, 2016

Registration must include payment and must be confirmed by the RMI office in Cheyenne to be considered valid. If you do not receive confirmation, please contact RMI to make sure your registration was received. Spaces will be assigned on a first-come, first-served basis. If all spaces are filled in one marketplace, suppliers will be given the opportunity to book a spot in the other marketplace. All participants must register in advance. Registration fees are non-refundable. A maximum of two participants per company may attend.

(Registration includes two people, adding guests could incur an additional charge)

Suppliers will receive:

- name badge and registration materials
- extensive briefing and orientation
- breakfast and lunch on the marketplace day
- dinner with the tour operators
- opportunities to meet with all tour operators and receptives during the marketplace



HOW DOES IT WORK?

The Roundup consists of a supplier briefing, a marketplace between buyers and sellers (suppliers), lunch and reception/dinner. At each marketplace tour operators will be located at specific tables and suppliers will circulate on a schedule of assigned appointment times, to each table, to meet with every tour operator and receptive.

Both marketplaces are identical in terms of tour operators present and you may choose to register for either one. Marketplaces will be filled on a first-come, first-served basis. Participation may be limited due to space constraints and registration may fillup fast before the deadline.

WHAT KIND OF TOUR OPERATORS WILL BE THERE?

International tour operators who specialize in selling the Real America region are invited to attend Roundup, to enhance their product base and knowledge of the region. Most operators are small to medium size companies who specialize in tailor-made fly and drive itineraries for individual clients. These operators provide their clients with unique experiences customized to needs and wants of each client.

Approximately 35 tour operators are invited via our RMI overseas offices in London, Munich, Amsterdam, Paris, Milan, and Sydney. In addition, RMI staff and state tourism representatives will participate in each marketplace as well as US-based receptive operators and a representative from the Real America Guide.

MATERIALS

Suppliers are encouraged to distribute thumb drives containing their information directly to operators instead of bulky printed materials which take up too much space and weight in luggage. It is important that you have commissionable or net rates (for lodging businesses) in place for at least a year in advance. If you need assistance with commissionable rates, please contact your state representative or RMI. You are welcome to show images and information on your laptop.

Registrants will receive detailed background information about the tour operators, along with pertinent information on what the operators are specifically looking for during the Roundup. Tour operators will receive information about registered suppliers as well.

ACCOMMODATIONS

The Holiday Inn Cody at Buffalo Bill Village and the Comfort Inn are both offering an event rate of \$128.52 including tax for single or double occupancy (up to 4 people) hotel rooms. Buffalo Bill Village Resort is offering a rate of \$106.92 (up to 4 ppl.) All 3 hotels are on the same property and include free shuttle service to and from the airport. Breakfast is included for Marketplace participants on your Marketplace day.

Holiday Inn Cody at Buffalo Bill Village, 1701 Sheridan Ave, Cody, WY 82414
Call (307) 587-5555 for reservations and say you are attending the RMI Roundup to get this rate.

AIRPORT INFORMATION

The Yellowstone Regional Airport is conveniently located only 3.1 miles from the Buffalo Bill Village Resort and has daily service from United Airlines via Denver, CO. and Delta Airlines via Salt Lake City, UT.

MARKETPLACE ONE

Wednesday, May 4

Check-in and supplier briefing at Holiday Inn
Dinner on your own

Thursday, May 5

Marketplace One at Holiday Inn with breakfast, lunch and break snacks included
Main banquet at Buffalo Bill Center of the West

Friday, May 6

Depart for home

MARKETPLACE TWO

Thursday, May 5

Check-in and supplier briefing at Holiday Inn
Main banquet at Buffalo Bill Center of the West

Friday, May 6

Marketplace Two at Holiday Inn with breakfast, lunch and break snacks included
Dinner on your own

Saturday, May 7

Depart for home

COMPANY LOGO

Add your company logo to the official program for an additional \$35. Logos should be provided electronically. They will appear in the program above your listing in Black and White. The size will be not larger than 2 in. by 2 in.

Send high resolution files to:
RMcCaughey@RMI-RealAmerica.com



CONTACT

Rachel McCaughey at RMcCaughey@RMI-RealAmerica.com Or Susie Pratt at SPratt@RMI-RealAmerica.com
Or call 307-637-4977 with questions or for more information