

ROCKY MOUNTAIN INTERNATIONAL

ROUNDUP SUPPLIER INFORMATION
BOISE, IDAHO
APRIL 14-16, 2005



WHAT IS THE ROUNDUP?

The strategy behind the Rocky Mountain Roundup is to provide an opportunity for businesses, destinations and attractions within the region to meet face-to-face with targeted tour operators from Europe and around the world who specifically want to do business in Montana, Wyoming, South Dakota and Idaho. 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. The Roundup is designed not only for suppliers who are currently operating internationally, but also especially for those who want to test the waters at a cost-effective price in an environment where they'll get the opportunity to promote their product and do business one-on-one.

The Roundup concept has been extremely well received by both buyers and suppliers. Most participants indicated that they would participate again. Real business is generated at each Roundup site – room nights are booked, packages are included in foreign tour brochures, and deals are negotiated.

WHEN AND WHERE WILL IT TAKE PLACE?

The 2005 Roundup will take place April 14th to 16th at the Red Lion Hotel Boise Downtowner, 1800 Fairview Avenue in Boise, Idaho. Once again, we will offer only one Roundup with two marketplaces. The RMI Roundup in April will cover both winter and summer product.

WHAT KIND OF TOUR OPERATORS WILL BE THERE?

Although we certainly wouldn't turn major tour operators away from the Roundup, the targeted operators best suited for the program are medium to small operators who specialize in outdoor adventure as well as US-based receptive operators who sell to a host of international companies. Our target is approximately 25 to 30 tour operators invited via our overseas offices in London, Frankfurt, Amsterdam, Paris and Milan. It's essential that the operators be key personnel who can negotiate contracts and make critical decisions on site. RMI and state tourism representatives will also participate in each marketplace so you'll have the opportunity to meet with and educate them about your product. RMI Website and Publications (The Real America Guide) staff and the RMI overseas representatives will also be present.

HOW WILL IT WORK?

The Roundup will consist of a briefing, breakfast, lunch, reception, dinner and marketplace between buyers and sellers (suppliers). At each marketplace, the tour operators will be located at specific tables, and the suppliers will circulate on a specific schedule to each table with their information.

Register early to reserve your choice of marketplaces.

You may choose to register for either Marketplace. Marketplaces will be filled on first-come, first-served basis. Once the Marketplaces are full, we reserve the right to change your requested marketplace to keep them balanced. Both marketplaces are completely identical in terms of tour operators present.

Reservations are not guaranteed until payment is received.

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

HOW TO PARTICIPATE

Each supplier will receive •a name badge and registration materials, •breakfast, lunch and a reception, •an extensive briefing and orientation, •dinner with the tour operators and •opportunity to meet with all tour operators and receptives during the marketplace.

Cost is **\$475** for early registration (prior to March 1, 2005) and **\$525** for registration received after March 1, 2005. Registrations with payment must be received by mail or fax in the RMI office in Cheyenne to be considered valid. Spaces will be assigned on **first-come, first-served basis**. In the instance that all spaces are taken in one marketplace, suppliers will be given the opportunity to book a spot at the other marketplace. The reason for limiting spots is to provide an adequate opportunity for all suppliers to meet with all buyers during the allotted marketplace.

MATERIALS

Suppliers are encouraged to bring at least 40 complete sets of materials, including brochures, business cards with telephone and fax numbers, commissionable or net rates (for lodging businesses), booking and deposit information, and press kits and/or slide sets, if available. It will be a waste of your time and the tour operator's time if you do not have rates in place. If you need assistance with commissionable rates, please contact your state representative or RMI. Suppliers are encouraged to distribute videos of their products (PAL format please for German, Italian and British operators, Seacam for French participants) directly to operators.

SPONSORSHIPS

For greater exposure to both tour operators and local supplies, sponsoring a function or activity at any or both of the RMI Roundup marketplaces has proven very effective. If you're interested in sponsorship, please contact RMI.

AIRPORT INFORMATION

The airport located in this area is the Boise Airport (BOI). Schedule service includes Alaska Airlines, America West, Big Sky Airlines, Continental Express, Delta, Frontier, Horizon Air, Northwest Airlines, Salmon Air, Sky West, Southwest and United.

ACCOMMODATIONS

Suppliers are encouraged to stay in the host facility. Special rates of \$79.00 for RMI Roundup participants are available at the Red Lion Hotel Boise Downtowner. For reservations call 1-800-Red Lion or 1-208-344-7691 and mention the RMI Roundup room block.

If you have questions or need more information contact Rocky Mountain International
Phone: 307-637-4977 ext 113 Fax: 307-634-5873 E-mail: nhall@RMI-RealAmerica.com

ROCKY MOUNTAIN INTERNATIONAL

ROUNDUP SUPPLIER REGISTRATION FORM BOISE, IDAHO APRIL 14 -16, 2005

Please type or print legibly.

Organization: _____

Primary Contact Name: _____

Does not have to attend the show, but will be listed in the Roundup Guide

Address: _____

City, State, Zip: _____

Telephone: _____ Fax: _____

E-Mail: _____ Website: _____

Please List the names of participants. This is how the names will appear on their badges.

1. _____ 2. _____

(Maximum of two people per business; both people must accompany each other to appointments - you may not split up.)

PAYMENT

Your spot will not be reserved unless payment in full accompanies this registration.

(Checks, money orders or credit cards will be accepted.)

- Cost for the RMI Roundup participation is **\$475** per marketplace prior to March 1, 2005 and **\$525** per marketplace after March 1, 2005.
- **Registration deadline in March 15, 2005.**
- **No refunds for cancellation after March 15, 2005.**
- Make checks and money orders payable to "RMI Roundup."
- Your registration will be confirmed by e-mail or mail.

Yes, please charge my Mastercard or Visa in the amount of the registration.

(Sorry, we do not take American Express or Discover)

Account # - - - Expiration Date /

Signature _____ Names as it appears on the card _____

Please mail or fax registration & payment to:

RMI Roundup, P.O.Box 5031, Cheyenne, WY 82003 Fax: 307-634-5873

RMI reserves the right to deny participation to applicants at any Roundup site.

Organization: _____

Which Roundup Marketplace are you registering for? Please "X" your preferred marketplace.

MARKETPLACE 1
APRIL 15TH

Exact Times to be Determined

Thursday, April 14
3:00 – 5:00 p.m. Supplier briefing
Evening activities on own

Friday, April 15
7:00 a.m. Breakfast at Marketplace Site
8:00 a.m. Marketplace #1 Begins
10:00 – 10:30 a.m. Break
Noon – 1:00 p.m. Lunch Break
3:00 – 3:30 p.m. Break
5:00 p.m. Marketplace #1 Closes
TBA Reception & Dinner with Tour
Operators (Includes Suppliers from both Marketplaces)

MARKETPLACE 2
APRIL 16TH

Exact Times to be Determined

Friday, April 15
3:00 – 5:00 p.m. Supplier briefing
TBA Reception & Dinner with Tour
Operators (Includes Suppliers from both Marketplaces)

Saturday, April 16
7:00 a.m. Breakfast at Marketplace Site
8:00 a.m. Marketplace #2 Begins
10:00 – 10:30 a.m. Break
Noon – 1:00 p.m. Lunch Break
3:00 – 3:30 p.m. Break
5:00 p.m. Marketplace #2 Closes

The following question/answers will be distributed to the tour operators prior to the marketplace.
Please describe your property / service / destination / attraction in 30 words or less.

What kind of business are you looking for at the Roundup?
