

# ROCKY MOUNTAIN INTERNATIONAL

ROUNDUP SUPPLIER INFORMATION  
BUTTE MONTANA USA  
MARCH 30<sup>TH</sup> TO APRIL 1<sup>ST</sup>, 2006

## 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 2006 Roundup will be hosted by Butte, Montana from March 30th to April 1st. The Roundup covers both winter and summer product with two marketplaces. The Marketplaces will be held at the Copper King Hotel, 4655 Harrison Avenue, Butte, Montana.

## 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 30 to 35 tour operators invited via our overseas offices in London, Frankfurt, Amsterdam, Paris and Milan. Also new this year, we will have five Australian tour Operators attending. 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

Cost is **\$475** for early registration (prior to March 1, 2006) and **\$525** for registration received after **March 1, 2006**. 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.

*Each supplier will receive:*

- a name badge and registration materials
- an extensive briefing and orientation
- lunch on the marketplace day
- dinner with the tour operators
- an opportunity to meet with all tour operators and receptives during the 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 DVD's or videos of their products (PAL format please for German, Italian and British operators, Seacam for French participants) directly to operators.

## YOUR LOGO

Add your logo to the official program. For an additional \$25.00 you can add your logo to the program. 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 1 1/2 inches by 1 1/2 inches.

## AIRPORT INFORMATION

Butte Airport (BTM) is served by Horizon (Alaska Air) and Skywest (Delta connections).

## ACCOMMODATIONS

Suppliers are encouraged to stay one of the following host facilities. Please contact the Butte CVB for hotel reservations and advise them of your first and second preference for hotels. These will be assigned on a **first-come, first-served basis**.

Copper King Hotel  
Special Rate: \$69 + tax

Best Western Butte Plaza Inn  
Special Rate: \$75 + tax

Hampton Inn Butte  
Special Rate: \$72 + tax

Holiday Inn Express  
Special Rate: \$75 + tax

Red Lion  
Special Rate: \$72 + tax

**Butte CVB**

**Randy Rafish, Director**

**1000 George Street**

**Butte MT USA 59701-7901**

**E-mail: rrafish@buttecvb.com or chamber@buttecvb.com**

**Phone: 406-723-3177 or 800-735-6814**

**Fax: 406-723-1215**

# ROCKY MOUNTAIN INTERNATIONAL

## ROUNDUP SUPPLIER REGISTRATION FORM BUTTE MONTANA USA MARCH 30TH TO APRIL 1ST, 2006

*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, 2006 and **\$525** per marketplace after March 1, 2006.
- **Registration deadline in March 15, 2006.**
- **No refunds for cancellation after March 15, 2006.**
- Make checks and money orders payable to "RMI Roundup."
- Your registration will be confirmed by e-mail or mail.



Add my logo to the program for an additional \$25.

*(Please provide electronic logo. Logos will be black and white and no larger than 1 1/2 inches by 1 1/2 inches)*

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 2169, 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

**MARCH 31, 2006**

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### Exact Times to be Determined

#### Thursday, March 30

Noon – 5:00 p.m.

3:00 – 5:00 p.m.

Registration

Supplier briefing

Evening activities on own

#### Friday, March 31

Breakfast at Hotel

Marketplace #1 Begins

9:00 a.m.

10:30 – 11:00 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 1, 2006**

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### Exact Times to be Determined

#### Friday, March 31

Noon – 5:00 p.m.

3:00 – 5:00 p.m.

TBA

Registration

Supplier briefing

Reception & Dinner with

Tour Operators (Includes Suppliers from both Marketplaces)

#### Saturday, April 1

Breakfast at Hotel

Marketplace #2 Begins

9:00 a.m.

10:30 – 11:00 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.

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What kind of business are you looking for at the Roundup? (Limit of 20 words)

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P.O. Box 2169

1815 Evans Avenue

Cheyenne, WY 82003 USA

Phone: 307-637-4977

Fax: 307-634-5873