



Dear Exhibitor;

Now is the time to reserve your space for the Q99.7 Valley Radio-sponsored 2010 Mat-Su Outdoorsman Show. This is the fifth year for the event – produced by Chinook Shows LLC. Dates of the 2010 show are March 26, 27, & 28, 2010. It will be held at the Curtis D. Menard Memorial Sports Complex on Mack Road.

The Mat-Su Outdoorsman Show is the Valley's largest trade show of its kind, with over 140 booths – and growing. There are numerous reasons your business should have a presence at this year's show:

- The average attendance is 6,500.
- Booth space is only \$475 – the same price as the previous four years. **ADDITIONALLY**, we are offering ... ***A \$25 DISCOUNT for sign-ups before Dec. 1st - to help Vendors feeling the pinch of a slower economy.***
- Show attractions include seminars, local authors, events and youth activities.
- There is a break room available Friday thru Sunday for vendors and their employees with complimentary coffee and snacks.
- Outdoor display space will again be available in the front parking lot this year. Cost is \$100/200 sq. ft. with indoor booth rental. Each additional 200 sq. ft. space is \$50. Space is limited.**

Additional information about the Show:

- Hours of the Show will be: Friday, March 26 from 12:00 p.m. to **7:00 p.m. (changed!)**; Saturday, March 27 from 10:00 a.m. to 6:00 p.m.; and Sunday, March 28 from 10:00 a.m. to 5:00 p.m.
- November 1, 2009, we will begin scheduling seminars and demonstrations. Space is limited, so call early if you are interested.
- 2009 vendors have priority until Nov. 1, 2009. New vendors will be assigned spaces after that date, but should sign up early to be first on the list for the best booths available. We did have a short waiting list in 2008 of vendors that did not receive booths.

VENDOR TESTIMONIALS

“Tony Russ and his staff truly care ... will do everything they can to help you make the show a success” - Afishunt

“I've seen them all - You do a good job!” - Museum of Alaska Transportation & Industry

“The show has been a great success. We have always met new people to share with on what we can do.”
- Greatland Welding & Machine

“I am extremely happy with the promotional efforts and personal attention to exhibitors by the show staff.”
- Fishtale River Guides

“Your show brings fun and happiness to attendees and vendors. Great job, Great Show!” - Honey Charters

“Very well organized – evident by attendance and community involvement.” - Alaska USA Federal Credit Union

“Thank's for taking the time, effort and energy to produce this fantastic show! This is my favorite show!” - Valdez CVB

“The show has a friendly, home town atmosphere with number and variety of vendors that a big city show would have.”
- Mahay's Riverboat Service

As a Valley-owned business and a member of the Wasilla Chamber of Commerce, we are looking forward to another great show.

Sincerely, Tony Russ, Owner/Manager



THE 2010 MSOS



- The **first outdoor show of 2010** in Alaska.
 - 142 Indoor booths plus Outdoor display area for boats, trailers, RV's, ATV's, etc.
 - Two meeting rooms dedicated entirely to entertaining & informative seminars on outdoor topics.
 - FREE PARKING, FREE ADMISSION FOR KIDS UNDER 12.
 - FREE ADMISSION WITH MILITARY ID. We encourage full support of our military.
 - A \$25 DISCOUNT for sign-ups before Dec. 1st - to help Vendors feeling the pinch of a slower economy.
 - MSOS's fifth year, following four successful years of growth and experience.
 - Wide diversity of booths, great attendance, variety of food, family activities, convenient parking, excellent vendor services - **including a break room, plus a vendor dinner** — this adds up to better value for the public and our vendors (= our goals).
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ALL EXHIBITORS: Q99.7 VALLEY RADIO AND KBYR SMART RADIO IN ANCHORAGE will be talking LIVE about the show for weeks prior to the show and they need **“TALKING POINTS” ABOUT YOUR BUSINESS.** Please fill in the following form and include it with your application and deposit.



OF YOUR BUSINESS _____

WORDING OF YOUR PRODUCT OR SERVICES: _____

ANY SHOW SPECIAL WE CAN PROMOTE: _____

TERMS AND CONDITIONS OF SPACE RENTAL



1. USE OF SPACE:

A. Liability - The Exhibitor is entirely responsible for the space leased and shall not injure, mar or deface the premises. The Exhibitor shall not drive, nor permit to be driven any nails, hooks, tacks, or screws in any part of any building. Furthermore, Exhibitor shall not affix to the walls or windows of building any advertisement, sign, etc, or use any form of tape or adhesive materials on painted surfaces. The Exhibitor agrees to reimburse the facility and/or decorator, for any loss or damage to the premises or equipment occurring in the space leased to the Exhibitor.

Show management and their sponsors shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, acts of God, or any other cause beyond its control.

B. Aisles - The aisles, passageways, and overhead spaces remain strictly under control of the management, and no signs, decorations, advertising materials, or special exhibits will be permitted except by special written permission of the Management. All exhibits and their personnel must remain within the confines of their own space and no Exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view, occasion injury or disadvantageously affect the display of other Exhibitors. No interference with the light or space of another Exhibitor will be permitted.

C. Space - The space contracted is to be used solely for Exhibitor whose name appears on the Contract, and it is agreed that Exhibitors will not sublet or assign any portion of same without the written consent of the management. In the event Exhibitor fails to occupy or use his space or have his exhibit completed and in place before the show opens on Friday afternoon, the Exhibitor will forfeit all rights to that space, all prepaid rents, and Exhibitor will remit upon demand any rental balance owing to the management.

D. Demonstrations - All demonstrations and/or promotional activities must be confined within the limits of the leased space. Noise resulting from demonstrations and/or promotional activities must not interfere with other Exhibitors.

E. Restrictions - The management reserves the right to restrict or remove exhibits without refund, that may have been falsely entered, or may be deemed by the management unsuitable or objectionable, including but not limited to: noise, PA Systems, persons, animals, birds, conduct, printed matter, or anything of an objectionable character as deemed by the management.

F. Offenses - Any Exhibitor or Representative of an Exhibitor committing any of the above offenses will be asked to leave the area without refund.

2. RULES FOR EXHIBITS

A. Booths - All booths and decorations must concur with the facility regulations, city ordinances, and local fire codes. Any violation may result in the removal of any and all materials found to be in violation. Materials for booth decoration and construction must be fire retardant. Contact the Show Management if you have any questions or doubts.

B. Installation - Any special carpentry, wiring, electrical, gas, steam, water, or drainage connection shall be installed at Exhibitor's expense, and only with written approval of the Management.

C. Licenses - Any and all Municipal, State, and/or Federal licenses, permits, and/or inspections required by law of any Exhibitor in the installation or operation of display, shall be obtained by the Exhibitor at his own expense prior to the opening of the show.

D. Rights of Management - The Management shall not be liable for any damages or expense incurred by Exhibitors in the event the show is delayed, interrupted, or not held as scheduled. If the show is not held for any reason beyond the control of the Management, the Management may hold any payments.

E. Amendments - Exhibitor agrees to abide by decisions of the Management concerning all matters pertaining to the administration and success of the Show, which are not specifically stated.

F. Attorney Fees - In the event any suit or action is brought by any party under this agreement to enforce any of its terms, it is agreed that the prevailing party shall be entitled to a reasonable attorney fee to be fixed by the trial and appellate courts.

3. SECURITY

We wish to provide the tightest security possible for the protection of your exhibit properties; however, neither the Mat-Su Outdoorsman Show, the Sponsors, facility Management, nor the insurance companies of either are financially liable for the losses or “mysterious disappearance” of property of any kind. We recommend that all Exhibitors contact their own insurance company to confirm proper coverage of exhibit materials. Neither the Mat-Su Outdoorsman Show nor the Wasilla Multi-Use Sports Complex will be responsible for items left unattended.

4. LIABILITY

Neither the Mat-Su Outdoorsman Show, Chinook Shows LLC, KMBQ Corporation, the Sponsors, Wasilla Multi-Use Sports Complex, the electrical distribution Contractor, or any member of the above, shall be responsible for any injury, loss, or damage that may occur to the Exhibitor, an Exhibitor’s employee, or the property thereof, from any cause whatsoever. **The Exhibitor, on signing the 2010 Registration Form, expressly releases the aforementioned from any and all claims for such loss, damage, or injury.**

5. CANCELLATION

If the Exhibitor is unable to occupy his space for any reason, **cancellation must be made in writing to the Mat-Su Outdoorsman Show, no later than March 1, 2010.** All cancellations are subject to a \$50 cancellation fee, and should the Management be unable to re-lease the space, no amount will be refunded. The Management will make every diligent effort to re-lease the cancelled space.

FOR ALL EXHIBITORS

1. ALL BOOTHS MUST HAVE THEIR OWN A.B.C. RATED FIRE EXTINGUISHER.

2. All carpet edges and electrical cords must be taped down by the EXHIBITOR. Safety within your booth is your responsibility.
3. Many businesses are required to have State, Mat-Su Borough, and City of Wasilla business licenses available to show to officials when asked. It is your responsibility to check with the appropriate government bodies and have all the required licenses prior to the Show.
4. Vehicles are not allowed to unload inside the building. Any display vehicles can be moved in carefully – do not damage the turf.
5. Nothing can be attached to the booth drapes. Vendors must bring their own hanging racks.
6. No smoking is allowed inside this facility.
7. For move in on Thursday afternoon or Friday morning, you may park in front or back. On Friday, Saturday, and Sunday, exhibitors may park in any lot except the two in front of the Complex. Make our customers feel welcome by leaving close-in parking spots for them – happy customers buy more.

8. ALL BOOTHS MUST BE MANNED ALL HOURS THE SHOW IS OPEN.

9. NO EARLY MOVE-OUTS WILL BE PERMITTED.



**2010 MAT-SU OUTDOORSMAN SHOW
REGISTRATION
Show Dates are March 26, 27, & 28, 2010**



Company Name: _____ Website: _____
(The name that will appear in all advertising – including radio and print)

Contact Person: _____ email: _____

Mailing Address: _____ City _____ State _____ Zip _____

Phone Number: _____ Fax Number: _____ Cell Number: _____

Description of Exhibit: _____

Most booth spaces are 8' x 10', and their cost is \$475 per booth. Booths on walls H and K are 6' x 12', and their cost is \$475. Provided with your space are colored 8' drapes in back, and 3' drapes on each side. Outdoor spaces are \$100 for the first 200 sq. ft. space, and \$50 for each additional space – indoor space rental is required. Tables, chairs, and all electrical supply must be arranged through our Decorator. The Decorator will contact all vendors with a list of available booth accessories.

**\$25 DISCOUNT for sign-ups before Dec. 1st - to help Vendors feeling the pinch of a slower economy.*

50% of your booth space cost is due by November 1, 2009, and the full payment is due by March 1, 2010

Number of Indoor Exhibit Space(s) Requested: _____ Preferred indoor exhibit space #'s _____

Number of Outdoor Exhibit Space(s) Requested: _____ Preferred outdoor exhibit space #'s _____

Signature for Contract: _____

**\$25 DISCOUNT for sign-ups before Dec. 1st - to help Vendors feeling the pinch of a slower economy.*

Check Payments: Ck # _____ Amount Paid: \$ _____ Balance Due \$ _____

Credit Card Payments: (circle one) Visa or MC CC # _____

Exp Date: _____ Amount Paid: \$ _____ Balance Due \$ _____

Signature for Credit Card: _____

Do you want us to automatically charge this credit card for the final payment that comes due March 1st, 2010?
_____ Yes _____ No

Is the exact information for credit card the same as above? YES _____

If not, please fill in here: Printed Name on Credit Card: _____

Address: _____ City: _____ State: _____ Zip: _____

