

3 Great Selling Days

WHO?

WHO will attend? Hunters, Campers, Boaters, Hikers, Fisherman, and ANYONE who Loves the great outdoors from 1-99.

WHAT?

WHAT exhibits will be included? Boats, Campers, RV's, Hunting & Fishing, Suppliers, Manufacturers, Outdoor Crafts, Outdoor Art, Shooting Ranges, Trout Pond, Seminars and much more!!!

WHEN?

WHEN will it happen?

FRIDAY, MARCH 30TH 2 p.m. - 8 p.m.
SATURDAY MARCH 31ST 10 a.m. - 7 p.m.
SUNDAY APRIL 1ST 10 a.m. - 4 p.m.

WHERE?

WHERE will it be? WHERE will it be? Turning Stone Resort & Casino, Verona, NY • OVER 55,000 square feet of New EXHIBIT SPACE • Don't miss this unique show & sale!

HOW?

HOW will it help my company? By attracting thousands of prospective customers directly to you from Syracuse, Utica, Rome, and Mohawk Valley areas. Nothing sells like face to face selling. Demonstrate the strength of your product or service in front of a qualified audience. Blocks of time frames have been set for free admission to attendees to increase attendance.

2012 Advertising &

Promotional Campaign will include:

Programming, Sporting Events, Live Telecasts • Direct Mail Janus Boards throughout the

Turning Stone Resort & Casino for February & March
Poster Boards placed throughout the facility

- Broadcast and Cable Television
- Radio Commercials and Live Action Broadcasts
- Billboards • Newsletter Promotion • Posters & Flyers
- Public Service Announcements • Talk shows
- Other media Coverage from press releases

Brought to you by Kessler Enterprises & LJR Productions

SHOW-HOTLINES - 315-794-1418 • 315-794-0695
FAX Toll Free 1-866-710-9179 • Exhibitor@ntcnet.com

RESERVE YOUR SPACE NOW!!

Prime space available only to those on a first-come first served basis. This show will sell out.

www.bigeastshows.com

SYRACUSE • UTICA • ROME • MOHAWK VALLEY

APPLICATION & CONTRACT

(Please complete and return ASAP to reserve your space)

COMPANY NAME: _____

CONTACT PERSON: _____

ADDRESS: _____

CITY: _____ STATE _____ ZIP _____

TELEPHONE: () - FAX: () -

EMAIL ADDRESS: _____

WHAT Product/Service your company will exhibit: _____

Rules & Regulations

The undersigned, herein referred to as Exhibitor, has read and agrees to the "Rules and Regulations" listed on the back. Fax signatures binding as original.

AUTHORIZED SIGNATURE _____

DATE _____ PRINT NAME _____

FLOOR SPACE AS FOLLOWS:

Each BOOTH & BULK SPACE includes:

- Exhibitor Sign • 2 Passes • one 2 x 8 table • Curtain Back-drops • FREE PARKING

BOOTH TYPE	SIZE:	QUANTITY:	COST
<input type="checkbox"/> TRADITIONAL	10 wide x 8 deep	# of booths _____	x \$360.00 = _____
<input type="checkbox"/> NON-PROFIT Clubs & Organizations	10 x 8	# of booths _____	x \$175.00 = _____

<input type="checkbox"/> BULK SPACE (Boats/Rv's/ATV's)	BULK SPACE MINIMUM SPACE REQUIREMENT OF 300 SQ. FT _____ SQ. FT	x \$1.25 = _____
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<input type="checkbox"/> Electricity	# of duplex outlets x \$45.00 per booth = _____
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<input type="checkbox"/> Web site link from our site to your site for one year \$25.00	
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TOTAL PAYMENT ENCLOSED: \$ _____

FULL PAYMENT DUE BY FEBRUARY 14, 2012

NOTE: Deposit or full payment is required with application. No refunds if canceled within 45 days of the show. Please make check or money order payable to: Kessler Enterprises, 449 Gravesville Rd. Poland, NY 13431

315-794-1418 • 315-794-0695 • FAX Toll Free 1-866-710-9179

THIS SHOW WILL SELL OUT!!!

NEW FOR 2012

FROM: THE DESK OF THE PROMOTERS
TO: OUR VALUED EXHIBITORS

THE 2012, 21ST ANNUAL THE BIG EAST CAMPING & OUTDOOR SPORTS SHOW

on March 30th, 31st and April 1st at the
Turning Stone Resort & Casino
Rt. 365 Verona, NY, Exit 33 off the NY State Thruway.

Here is the line up for 2012.

- Entertainment & Attractions
- A variety of Hunting and Fishing Seminars by National and Locally recognized Sportsmen
- Youth Shooting Programs and Rifle Range • Big Buck Display
- Casting Contests for the leisurely fisherman & our youth.
- Youth Day featuring free admission for children • Birds of Prey
- Dangerous Reptiles of the World - Various snakes and alligators
- Laser Shooting Simulator • Fishing Simulator • Trout Pond
- Northeastern Field Editor for Deer & Deer Hunting magazine, and a contributing writer for Whitetail News Will be presenting five seminars. Dick Bernier is a master at the game of tracking down trophy bucks, and he has the trophy room to prove it" - North American Whitetail Magazine. R.G. Bernier, legendary whitetail buck hunter, consultant, award winning writer, nature photographer, and author from Standish, Maine has devoted much of his life to studying, writing, photographing, and lecturing about the greatest animal God ever created, the whitetail deer. He is the author of four immensely popular books, The Deer Trackers and On The Track, and The Deer Tracker's Journey, a coffee table book, which includes 235 color photos, and his newest release, Dickie The Deer - The Salvation Of A Fawn. R.G. writes monthly columns for regional publications devoted exclusively to the whitetail and the animals' behavior. Dick is also the Northeastern Field Editor for Deer & Deer Hunting magazine, and a contributing writer for Whitetail News and writes a weekly blog at www.bigwhitetail.wordpress.com. His articles and photography has appeared in every major outdoor publications in America including, Quality Whitetails, North American Whitetail, New England Game and Fish, Outdoor Life, Field and Stream, Petersen's Hunting, North American Hunter and Sports Afield. He owns and operates a unique consulting business geared towards helping hunters become more proficient. He has been an active scorer for the Maine Antler and Skull Club for the past 22 years.
- NY STATE Lumber Jack demonstrations
- Labrador Retriever demonstration with pool

We are planning to increase our advertising budget to bring in new visitors from within a 100 mile radius of the event.

Debbie Kessler and Lou Raya,
Kessler Enterprises & LJR Productions
www.bigeastshows.com

1. RULES & REGULATIONS - The following rules and regulations are part of the exhibitor's contract and each exhibitor shall be bound by such rules and regulations set forth herein and by such amendments or additional rules and regulations which may be established by Kessler Enterprises.
2. EXHIBITS - The show management reserves the right to determine the eligibility of any company or product for inclusion in the Exhibit and may reject its inclusion at its sole discretion. Lotteries, drawings, guessing games or prize contests of any kind sponsored by the individual Exhibitors are subject to Show Management. Display material must be confined to the individual Exhibitor own booth area. No placard stickers or other signs relating to on paid exhibiting firms will be allowed in individual exhibits or anywhere else in the show. No horns, bells alarms or flashing lights will be permitted to be operated. No amplifiers, television receivers or loud-speakers may be operated in the individual exhibits except with the signed approval of Show Management. No advertising or printed material which in the Show Management's opinion is undignified or otherwise objectionable shall be distributed. The Exhibitor agrees that its exhibit shall be admitted and shall remain from day to day solely on strict compliance with these Rules and Regulations and any other rules communicated by the Show Management to the Exhibitor. The show Management reserves the right to reject, eject or prohibit any exhibit in whole or part or the Exhibitor or his representative with or without giving cause. If the Exhibitor is ejected by the show management there shall be no return of any amount paid by the Exhibitor.
3. PAYMENT OF SPACE - No exhibit will be permitted to be placed in the exhibition space until full payment has been made.
4. SUBLETTING OF SPACE - No exhibitor shall assign or sublet the whole or part of the space allotted or exhibitor therein, any programs or services other than those specified in the contract for exhibit space unless such is pre-approved in writing by the Show Management.
5. SALE OF MERCHANDISE - There shall be no selling of food or drink by exhibitors unless approved by SHOW Management. Merchandise sales must comply with all local, state and federal regulations.
6. LIMITATION OF LIABILITY - The Exhibitor agrees to hold the facility, KESSLER ENTERPRISES, show management harmless and blameless and will make no claim for any reason whatsoever including negligence, against Show Management, its officers, agents and employees or the lessors or owners of the Facility for loss, theft, damage or destruction of property nor for any injury to its employees agents or invitees while in the Facility. Each Exhibitor shall purchase its own insurance coverage sufficient to insure against any possible liability.
7. CARE AND STAFFING OF EXHIBITS - All covering of exhibits must be removed and exhibitor staff must be on duty not later than one half hour PRIOR to the published opening hours of the show. Conversely, exhibitor personnel are mandatory. Exhibitors failing to comply with this requirement shall forfeit their rights to said space as well as any and all monies paid. In addition, SHOW management may use said space in such manner as it may deem in the best interest of the Show. Management may also, at the direct expense of any negligent exhibitor, employ persons to staff any un-staffed exhibit. A show fine of \$50 per hour will be imposed or levied upon any exhibitor for each and every hour or part thereof, that any exhibit is left without staff. We recommend that two people be available to staff booths for meals, breaks, etc. No more than four representatives should occupy a booth at one time.
8. DEFAULT IN OCCUPANCY - Any exhibitor failing to occupy space contracted for is not relieved of the obligation of paying the full rental of such space as provided for in the signed contract. If not occupied; Show Management may possess such space for such purposes as it may see fit, which case, the Exhibitor shall pay full rental for such space. Failure of enforcement of any provision hereof by Show Management shall not be deemed as a waiver with respect to such provision after demand by Show Management for strict performance of this agreement.
9. COMPLIANCE WITH LAWS - Exhibitors shall not engage in any display, publication, performance or its representatives or employees, engage in any level display, publication or performance. Exhibitor shall comply with any rules promulgated by owners or manager of the Trade Show premises.
10. NO GUARANTEE OF ATTENDANCE - Show Management does not guarantee specific volumes or levels of attendance at the Trade Show. Moreover, traffic by a specific exhibit is a function of the particular exhibit and not a responsibility of Show Management.
11. FIRE AND SAFETY LAWS - Exhibitors are responsible for complying with all Federal, State and City laws. Wiring must comply with fire department and underwriters rules. Smoking in exhibits is forbidden. Crowding will be restricted. No exhibitor shall bring into the facility any combustibles. All decorations must be flame proof and an affidavit including such flameproofing must be available for inspection by Fire Department Representatives.
12. TEAR DOWN - NO Displays are to be DISMANTLED PRIOR TO THE END OF THE SHOW. Any exhibitor dismantling prior to the end of the show will be fined \$100.00
13. LABOR - The Exhibitor must comply with union work rules where applicable and provide workmen's compensation coverage where applicable, all at its own expense.
14. INSURANCE - Fire, loss theft and personal liability insurance must be procured by the Exhibitor at its own expense.
15. ATTENDANCE - The Show Management shall have sole control over attendance policies at all times.
16. RESCHEDULING OF EVENT POLICY - Certain events can pre-empt a show. If the Exhibit is not held within five years of the original dates all Exhibit fees will be returned subject to Section 18 below.
17. CANCELLATION OF EXHIBIT SPACE - In the event of cancellation by the Exhibitor, no show or the fees will be refundable.
18. ACTS OF GOD, FIRES, STRIKES, ETC - In the event that any outside cause such as war, in or outside the United States of America, fires, strikes or Act of God such as an earthquake or other emergency prevents the Exhibit from being held Show Management may retain such part of Exhibitors rental as shall be required to compensate management or the facility for expenses incurred up the time such contingency shall have occurred.
19. AMENDMENT TO RULES - Any and all matters or questions not specifically covered by the preceding Rules & Regulations shall be decided solely by the Show Management. These Standards may be amended at any times by the Show Management without notice and all amendments so made shall be binding on the Exhibitor.
20. ATTORNEY'S FEES AND COSTS - In the event of the use of an attorney by Show Management to enforce any part of the contract all cost including reasonable attorney's fees will be paid by the Exhibitor.
21. ENTIRE CONTRACT - This instrument contains the entire Contract between the parties relating to the subject matter hereof which are not set forth herein. No modification of this Contract shall be valid unless made in writing and signed by the parties hereto.
22. CHOICE OF LAW - This contract shall be governed by and construed in accordance with the laws of the State of New York.
23. USAGE - As used herein the masculine, feminine and neuter gender and the singular and plural numbers, shall each be allowed to include the other unless the context clearly indicates to the contrary.
24. ASSIGNMENT - The parties' rights and obligations under this Contract shall not be assignable without permission of the other party.
25. NO THIRD PARTY RIGHTS - These Exhibitors Regulations govern the conduct of exhibitors at the trade show and are not to be construed as conferring any right or benefit upon any third party.
26. ACCEPTANCE - This document shall not constitute a contract between the parties until acceptance by the Show Management. Acceptance by the Show Management shall occur when the Exhibitors total rental payment is presented to a banking institution for payment by the Show Management.

21st Annual

The Big East Camping & Outdoor Sports Show

March 30, 31 & April 1, 2012

Fri. 2-8 • Sat. 10-7 • Sun. 10-4

Turning
Stone Resort
& Casino
Verona, NY



Remington. Marlin