

18th Annual Mountain of Demonstrations

Sponsor and Exhibitor Information Packet



Thursday, May 26, 2005
Gunstock Recreation Area
Gilford, NH

NH Road Agents Association
c/o Local Government Center
PO Box 617
Concord, NH 03302-0617

Return Service Requested

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18th Annual Mountain of Demonstrations

Gunstock Recreation Area • Gilford, NH
Thursday • May 26, 2005
8:00 am - 1:00 pm

For more information, contact Lori Walter at 603/224-7447 ext. 107

2005 Exhibitor & Sponsor Information Packet

The 18th Annual Mountain of Demonstrations, put on by the New Hampshire Road Agents Association and hosted by Gunstock Recreation Area, is set for May 26, 2005 at the Gilford Resort. The event is recognized for its *unique live demonstrations* and as a *one-stop shopping opportunity* for public works personnel, parks and recreation departments, state departments of transportation, school facility maintenance personnel and municipal officials from all over New England to speak with representatives and manufacturers about the newest high-tech road, bridge, maintenance, and related construction products, equipment, and services.

Exhibitor Opportunities

Expose your products and services to the hundreds of anticipated attendees at this year's Mountain. We've done a great deal of planning to make the Mountain a function like no other. Your participation will make it a success! We can accommodate most anything — indoors or outdoors. Exhibitors will receive up to two complimentary lunch passes for representatives from your company for each booth space purchased. Additional lunch tickets for exhibiting companies will be available.

Sponsorship Opportunities

The NH Road Agents Association's Mountain of Demonstrations is successful because of the generosity and commitment of the companies and organizations that become sponsors. Your participation as a sponsor improves the overall quality of the Mountain and provides your company high visibility. Sponsorship benefits include an exhibit booth or static display space, recognition in the official program, signs at the event, and up to four complimentary lunch passes for representatives from your company.

Demonstration Opportunities

Live Demonstrations are what makes the Mountain of Demonstrations unique! Municipal and State personnel know that they can come to the Mountain to see the newest high-tech road, bridge, maintenance, and related construction products, equipment, and service techniques applied before their eyes; they can see how projects stand up against time; and they can even test-drive some of the equipment! In return, this presents your company with an opportunity to sell like never before! Imagine visiting over 700 potential customers in one day AND being able to bring your product with you!

Please contact Doug Irving (800/GUNSTOCK) to discuss potential demonstrations or view possible sites - TODAY!

Program Advertising

Advertising in the Mountain program provides an excellent opportunity to share your message and promote your company to attendees during this event and beyond. This program is used throughout the year for public relations activities and as a follow-up tool for contacts made with exhibitors.

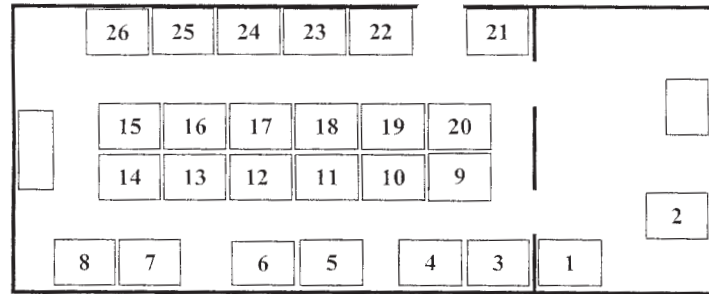
Direct Mail Opportunities

Let public works personnel know that you will be exhibiting at the 2005 Mountain of Demonstrations! Purchase mailing labels for over 200 public works personnel from NH. The Local Government Center is offering a reduced price to Exhibitors. For more information, contact Janice Seaver at 603/224-7447 ext. 100. *Reg. Price \$34.35 Exhibitor Special \$25.00*

Main Lodge & Static Display Layout

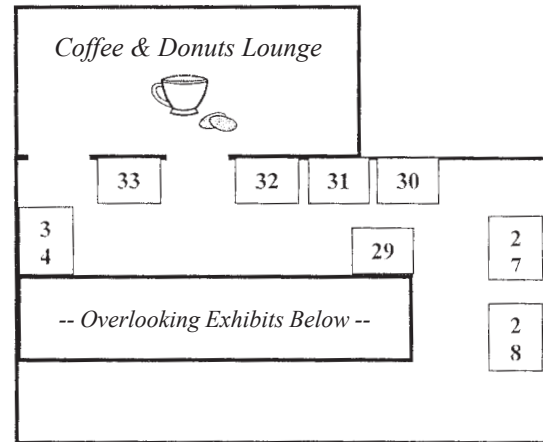
Main Lodge 1st Level Spaces

-- Low Overhang this side --

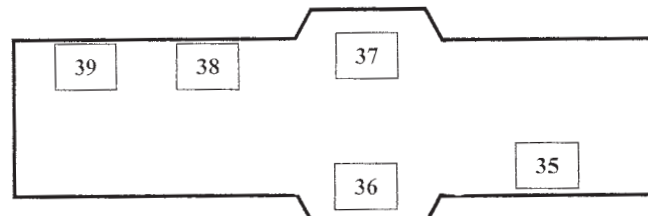


-- Windows this side --

Main Lodge 2nd Level Spaces

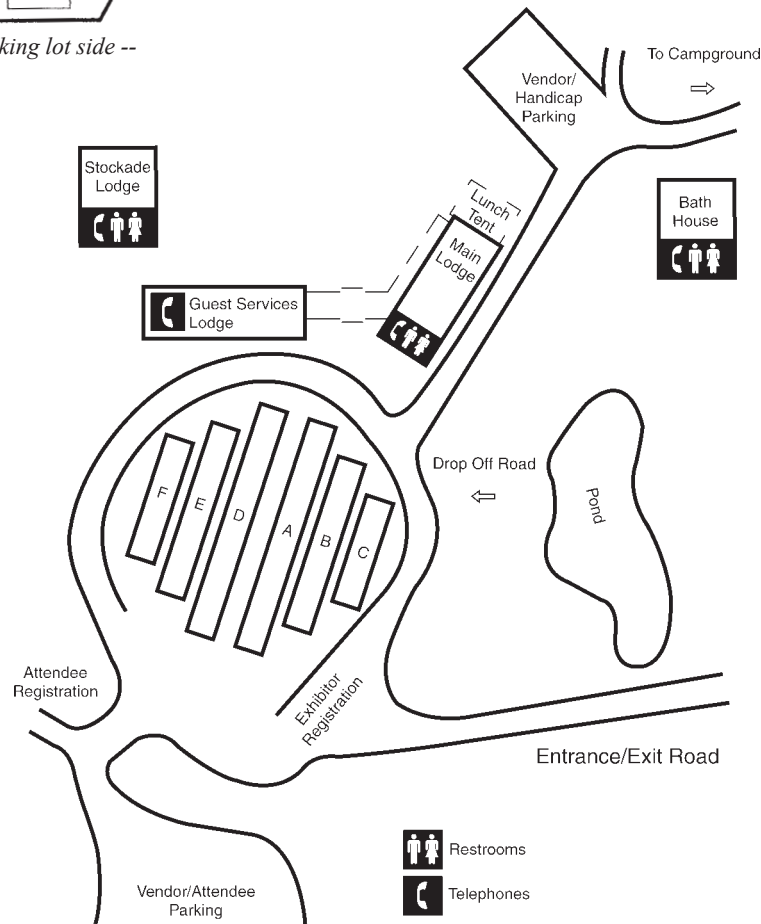


Gazebo Spaces



-- Parking lot side --

Outside Space



maps not drawn to scale

Exhibitor Rules, Regulations & Information

Exhibits

You must complete and submit an exhibitor registration form along with payment in order for your space to be confirmed as assigned. You will receive written confirmation.

Exhibits should be set up early, preferably the day before the event (May 25, 2005). We will be on the Mountain working hard on that day between the hours of 9:00 am and 5:00 pm. Security will be provided throughout the evening. Otherwise,

exhibits must be signed in and in place by 7:00 am on May 26, 2005. All exhibits shall remain intact until 1:00 pm. Failure to comply with the preceding terms and conditions may subject the exhibitor to a reduced exhibition. **Get there early!** Also, upon arriving at Gunstock either the day before or the day of the show, please be sure to register at Exhibitor Registration so you can get your exhibitor information packet, meal tickets, and nametags.

Demonstrations

All demonstrations must be confirmed, approved, and detailed BEFORE April 24, 2005. If you are providing a demonstration, you must still complete an exhibitor contract. Please contact Doug Irving at 800/GUNSTOCK.

Event Agenda

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|---------------------------------------|---|--|
| Wednesday, May 25th | 9:00am – 5:00pm 5:45pm | Set-Up day Dinner & Entertainment for Vendors* |
| Thursday, May 26th | 6:00am – 7:15am | Breakfast for Vendors* |
| Thursday, May 26th | 7:00am 8:00am Noon 12:30pm 1:00pm | All booths must be in place! Event Opens & Demos Begin BBQ Lunch Closing Ceremonies Event Concludes Directions to Gunstock |

*Additional fees apply.

Directions

From I-93 North, take exit 20 in Tilton, NH. Turn left on Route 3 North. Bear right onto the Laconia By-Pass (Rt. 11) which connects with Route 11A in Gilford. Follow brown signs to Gunstock Recreation Area.

From I-95 North – Follow I-95 until reaching Portsmouth Traffic Circle. At the circle, exit Route 95 onto the Spaulding Turnpike. Follow highway signs for the Lakes Region which leads you to Route 11, and then, in Alton, to Route 11A. Gunstock is 12 miles west of Alton.