

Massachusetts Lobstermen's Association, Inc.

8 Otis Place - Scituate, MA 02066-1323

Bus. (781) 545-6984 Fax. (781) 545-7837

www.lobstermen.com

MLA'S ANNUAL WEEKEND + LOBSTER TRADE SHOW 2012

RESORT and CONFERENCE CENTER at HYANNIS, MA

January 19-22, 2012

Dear Potential Exhibitor:

We offer you the opportunity to celebrate with us our 49th Anniversary and to present and/or sell your products and services to a group of more than **1,500 Commercial Lobster Fishermen** at our **Annual Weekend and Three-Day Trade Show** on **January 19th thru 22nd, 2012**. The event will be held at the **RESORT and CONFERENCE CENTER** at Hyannis, MA (formally Dunfey's a.k.a. Four Point Sheraton)

The MLA recognizes that many of you don't have time to eat lunch on set up day, so we will provide lunch for you in the exhibit hall on Thursday, January 19th.

- ◆ In addition to the Friday and Saturday hours, the exhibit hall will be open on Sunday morning an hour earlier at 8:00 am and remain open until 10:00 AM so that you will have **two hours of uninterrupted time**. Many fishermen have expressed their disappointment with some exhibitors packing up early on Sunday.
- ◆ In the past years the MLA has given away thousands of dollars on raffle prizes to those vendors who remained set up on Sunday. **(YOU MUST BE AT YOUR BOOTH BY 8:00 am TO GET YOUR TICKET)**

The Exhibit Hall at this Conference Center will be set up similar to last years and will have space for up to 100 exhibits. The booths are normally 8' x 10' and include a 6' x 3' table with a tablecloth and 2 chairs. The cost **per booth space** for the **entire weekend** is **only \$475.**

If you wish to participate, please complete the enclosed **Exhibit Booth Reservation Form** in its entirety and return it with your check or credit card information to the MLA. To accommodate your accounting for the 2012 budget, we will accept a post dated check for 2012 which will not be deposited until after January 1st.

Once we receive your payment, we will confirm your booth and have it waiting for you beginning at 10:00 AM on Thursday, January 19th for set-up. If the Thursday set-up day is a problem for you, we may be able to make special arrangements to admit you **early** on Friday morning, Jan. 20th. However, please be reminded that the Exhibit Hall opens at 9:00 AM and **all** exhibits must be fully set up by then. All goods must be removed by 1:00 PM on Sunday afternoon, January 22nd. If you cannot remove your entire exhibit by this time, you may make special arrangements for Monday morning as long as arrangements are made **in advance**.

If you should have any questions or need further information, please feel free to contact the MLA office at (781) 545-6984. We are looking forward to seeing you at the show this year.

Thank you, *Beth Casoni*

Email: beth.casoni@lobstermen.com

Exhibitor / Vender Booth Reservation—2012

All Booths are 6' and include a covered table & 2 chairs

- () 1 Booth \$475. \$ _____
- () 2 Booths \$700. \$ _____
- () 3 Booths \$925. \$ _____
- () Electricity \$ 30. \$ _____
- () Lift for Engine \$ 35. \$ _____

Total Enclosed \$ _____

Set-up time begins at 10:00 AM on Thursday (Jan 19th). And must be completely removed by 1:00 PM on Sunday unless other arrangements have been made in advance.

ALL BOOTHS MUST REMAIN INTACT AND YOU MUST BE AT YOUR BOOTH BY 8:00 AM to qualify for the vendor raffle.
2 PRIZES: \$400 CASH EACH!!!

THE BOOTH MAY NOT BE DISMANTLED UNTIL 10:00 AM ON SUN. (Jan 22rd).

Company Name: _____

Address: _____

City, State, Zip Code: _____

Daytime Tel: () _____ Fax : () _____

Person in Charge of Booth: _____

Primary Produce or Service: _____

Special Requests or Needs: _____

Payment Info: () MasterCard () Visa () Check (Payable to MLA)

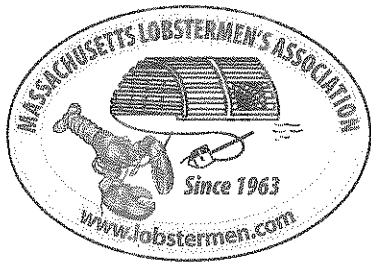
Name on card: _____

Card # _____

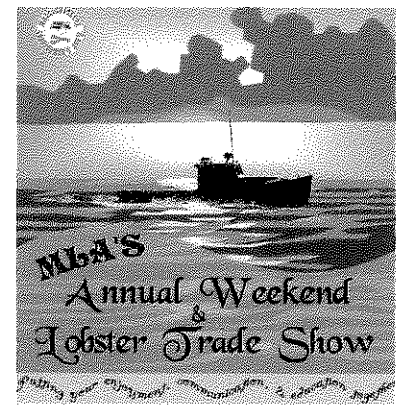
Last 3 numbers on back of card: _____

You may call this number in: _____ Card Exp Date _____

Signature: _____



Massachusetts Lobstermen's Assoc., Inc.
8 Otis Place
Scituate, MA 02066-1323
Bus. (781) 545-6984 Fax. (781) 545-7837
Www.lobstermen.com



The Massachusetts Lobstermen's Association will be holding its Annual Weekend and Lobster Trade Show at the Resort and Conference Center at Hyannis on January 19—January 22, 2012. The aim of this event is to provide an opportunity for lobster fishermen, dealers and equipment suppliers to get together for communication, education *and to have some fun too*. Since the Association also provides educational grants to college bound children of our members, any profits from this event go towards these education grants.

Our Annual Weekend Committee is asking if you would help us by being a sponsor for one of our activities or raffles. The activities and raffles for which we are seeking sponsorship are the Scholarship Fund Raffle, The Members Raffle, the Hospitality Room, The Banquet Reception, and even the printing of our Schedule of Events. A contribution of \$100 or more would be greatly appreciated, although any denomination is always welcomed.

All those that do contribute will be recognized with their name and company listed at the event and also will be listed in our Schedule of Events booklet. Please note that our Schedule of Events booklet will go to press on January 15th so we would need to have everything by that date.

We would also like to invite you to attend the Annual Weekend and Lobster Trade Show if you can. The MLA currently has over 1,200 members which include lobster fishermen, lobster and seafood dealers and equipment suppliers. It works all year for the good of the resource and the lobster industry's participants and families as a whole. I am also enclosing some information about the show for your information.

Admission to the Trade Show Exhibit Halls and Seminars is FREE.

We sincerely hope that you will consider helping us out and we thank you in advance for any support you can give.

Please return letter with your donation. Thank you

Name: _____ Amount: \$ _____

What would you like your donation to sponsor?

- | | |
|--|---|
| <input type="checkbox"/> Scholarship Fund Raffle | <input type="checkbox"/> Members Raffle |
| <input type="checkbox"/> Hospitality Room | <input type="checkbox"/> Banquet Reception |
| <input type="checkbox"/> Printing of Schedule | <input type="checkbox"/> Let Committee decide |

MLA ANNUAL WEEKEND

JANUARY 19th – 22nd Resort & Conference Center at Hyannis, MA

GRAND AUCTION – 2012

The Grand Auction is held after the SATURDAY EVENING BANQUET. Items will be on display for viewing in the Main Exhibit Hall on Friday and Saturday. You can also sign up for your paddle number any time during the weekend. So after dinner, sit back and relax because we're bringing the Grand Auction to you! Whether you plan to bid or not, you can stay and watch the fun! There are many different items that are donated to benefit the MLA Scholarship fund, such as traps, rope, electronics, rain gear, marine supplies, homemade quilts, gift baskets, gift certificates, jewelry, framed prints, afghans, etc. You won't want to miss out on the fun.

While on the subject of the Grand Auction.....

We would like to ask if you would consider donating an item (s) to be auctioned off? Remember, all profits benefit the MLA Scholarship fund. Please call our Auction Coordinator at 781-545-6984 or complete and return the form below. The more items we have, the more money can be raised for the Scholarship Fund. The scholarships awarded help to defray costs for the children of members entering their first year of college. *Thank you very much for your generosity!*

Note: By receiving your form early we can assure you that your name and donation will be listed in our program and the January MLA Newsletter. The 2012 Annual Weekend Program will go to print one week before the show.

Auction Item #1

Donation made by: _____

Company Name: _____

Description of Item: _____

Value: \$ _____

Auction Item #2

Donation made by: _____

Company Name: _____

Description of Item: _____

Value: \$ _____

Auction Item # 3

Donated made by: _____

Company Name: _____

Description of Item: _____

Value: \$ _____

Mail to: Attn: Auction Coordinator at
MLA 8 Otis Place, Scituate, MA 02066 OR Fax to: 781-545-7837

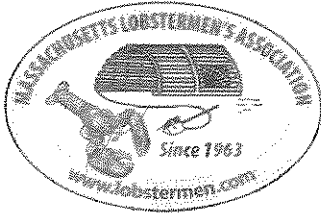
Massachusetts Lobstermen's Association, Inc.

8 Otis Place

Scituate, MA 02066-1323

Bus. (781) 545-6984 Fax (781) 545-7837

www.lobstermen.com



To all vendors,

At the 2012 Annual Weekend and Trade Show there will be a cartoonist who will be drawing caricatures. Here is an opportunity to have your company on display. We all know how these unbelievable funny caricatures become part of the décor and what better place to have your company on display....than in Dave's living room!

The advertising spots are limited and are on a first come first serve basis.

The rates are as followed

½ Top tier - \$250

1/3 Side Tier - \$100

½ Bottom Tier-\$200

Circle the tier you would like and send back a copy of this letter with payment.

You will be required to submit your logo.

The cartoonist is going to have a specific location as he needs to have space and electricity.

Don't miss this opportunity to have your company on display. Take a look at the enclosed sample cartoon.

If you have any questions please call me or email beth.casoni@lobstermen.com

Thank you for your support,

Beth Casoni

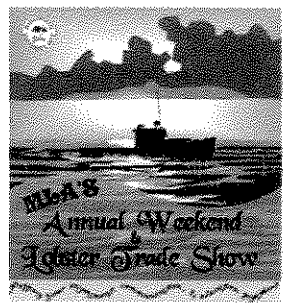
YOUR AD HERE

Dave

YOUR AD HERE

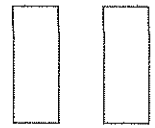
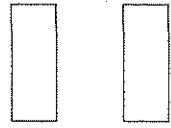
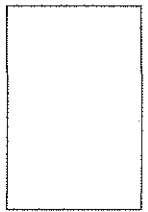


CATERPILLAR®

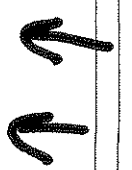
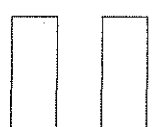
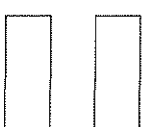
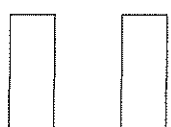
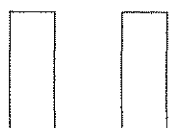
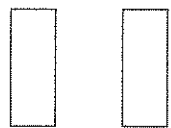
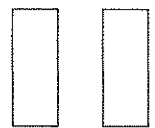
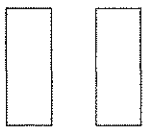
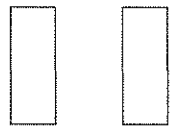


Overhead
Door

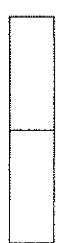
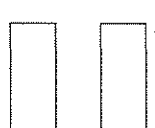
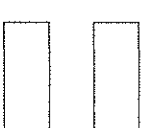
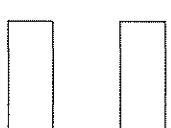
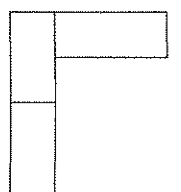
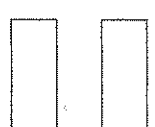
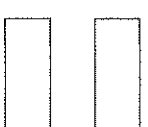
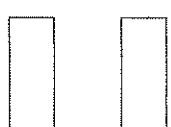
Overhead
Door



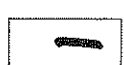
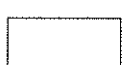
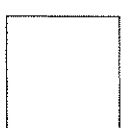
MLA



Main Door



Food



Door



Door

RESORT AND CONFERENCE CENTER AT HYANNIS
35 Scudder Avenue, Hyannis, MA 02601

HOTEL RESERVATION FORM
Thursday, January 19 2012 – Sunday, January 22, 2012

Arrival Date: _____ Departure Date: _____

Name (1): _____ Name (2): _____

Address: _____

City: _____ State: _____ Zip: _____

Day Telephone: _____ Today's Date: _____

Email: _____ Fax: _____

All Hotel & Meal Packages include the following per person: Accommodations for 2, or 3 nights, plus 1 Buffet Dinner on Friday night per person, 1 plated Dinner Banquet on Saturday night per person, all taxes & admin fees included. (note taxes are subject to increase)

Please check below which of these Hotel & Meal Packages you are selecting:

Check Choice	Package Type	Nights	Cost Per Package	Friday Evening Buffet	Saturday Evening Banquet choose dinner choice(s)	
					Prime Rib	Local Cod
	1 - Night Package (1 Adult)	Saturday only	\$150.20	n/a		
	1 - Night Package (2 Adults)	Saturday only	\$199.86	n/a		
	1 - Night Package (3 Adults)	Saturday only	\$249.53	n/a		
	2 - Night Package (1 Adult)	Fri. & Sat.	\$280.40	Included		
	2 - Night Package (2 Adults)	Fri. & Sat.	\$366.30	Included		
	2 - Night Package (3 Adults)	Fri. & Sat.	\$447.80	Included		
	3 - Night Package (1 Adult)	Thu., Fri. & Sat.	\$385.80	Included		
	3 - Night Package (2 Adults)	Thu., Fri. & Sat.	\$471.45	Included		
	3 - Night Package (3 Adults)	Thu., Fri. & Sat.	\$553.26	Included		

ADDITIONAL HOTEL NIGHTS, ADDITIONAL MEALS, NO MEALS, and/or CHILDREN'S MEALS					
Check all that apply	Additional Nights and/or Meals Separately	Indicate quantity and/or Hotel Nights	Cost	Saturday Evening Banquet Choose Dinner Choice(s) Below	
				Prime Rib	Local Cod
	I want the package as noted above, plus additional Hotel night(s). Rate is per night.	Nights(s)	\$ 100.53	n/a	n/a
	Hotel Only – Rate is per night for 1 or 2 adults; (3 adults add \$20 plus 11.7% tax) or (4 adults add \$40 plus 11.7% tax).	Nights(s) & # of Adults	\$122.87	n/a	n/a
	I do NOT need a hotel room at all	--	--	--	--

NO Meals- I will not be attending any group meals	--	--	--	--
Adult - I will need Friday night Buffet Ticket(s) Age 13 and up	Qty	\$35.58	n/a	n/a
I will need Children(s) Dinner Ticket(s) For Friday night - Age 3 -12 years	Qty	\$15.26	n/a	n/a
Adult - I will need Saturday Night Banquet Tickets Age 13 and up	Qty (Choose Entrées)	\$49.92	Qty	Qty
I will need Children (s) Dinner tickets for Saturday Banquet - Age 3 – 12 years	Qty	\$15.26	n/a	n/a

Cut-Off Date: All reservations for Hotel Rooms must be made prior to December 29, 2011. After this date, we can not guarantee availability of guest rooms or the group rate.

Meal Tickets & Choices: All meal choices for the Saturday Night Banquet must be made prior to January 10, 2012. If there is no choice made after this date, we can not guarantee your preferred availability. Additional Meal Tickets must be purchased no later than January 10, 2012.

Deposit: We require a \$100.00 per room deposit. If the deposit is by credit card, we will charge the one night's deposit in advance when the Reservation Form is received.

Cancellation Policy: If an individual reservation is cancelled fourteen days or more prior to arrival the deposit is refunded less a \$15.00 service charge. If an individual reservation is cancelled thirteen days or less or the guest does not arrive on the specified dates, the reservation is cancelled for all nights and the deposit will be forfeited.

Confirmation: A hotel confirmation will be mailed or emailed to you directly from the Resort & Conference Center at Hyannis. **Check-in time after 3:00 pm -- Check-out time by 11:00 am**

Please send this form along with your deposit prior to December 29, 2011

Visa Master Card Check payable to Resort & Conference Center at Hyannis

Total Amount Enclosed: \$ _____

Card Number: _____ Exp Date: _____

Name of Cardholder: _____

Signature: _____ Today's Date: _____

Please read: Be sure to make your check payable to the Resort & Conference Center at Hyannis, **BUT mail all forms, along with your deposit to:**

MLA
8 Otis Place ~ Scituate, MA 02066-1323
For questions, please call the MLA office first at (781) 545-6984

**MLA Annual Weekend & Lobster Trade Show 2012
RESORT & CONFERENCE CENTER AT HYANNIS**

Order Form for Extra Meal Tickets

Day/Time	Description	Price Per Person	Number Requested	Total Price
Friday Evening 6:00 pm – 7:30 pm	<u>The Resort Buffet</u> New England clam chowder, garden salad, Roast Chicken with lemon, honey & mint Roast salmon , garlic & herb butter, Braised Country Ribs , espresso barbecue sauce, rosemary roasted potatoes, chef's seasonal vegetables, rustic rolls, chocolate cherry crumb, freshly brewed coffee, decaffeinated coffee, tea	\$36.00		
Saturday Evening 6:00 pm – 6:45 pm Cocktails & Hors d'oeuvres	<u>Banquet Dinner:</u> Local Cod or Prime Rib of Beef Please Choose Entrée Below			
6:45 pm Dinner	New England clam chowder, Caesar Salad with shaved Parmesan Cheese & Croutons, Seasonal Vegetables, Fresh Rolls & Butter, Warm Apple Blossom			
	Local Cod- Corn Bread & Pecan Dusted, with Orange-Parsley Butter	\$50.00		
	Prime Rib of Beef- Slow Roasted Select Rib with Au Jus	\$50.00		
Please choose Entrée ⇒	Total Amount Enclosed: \$			

Name: _____ Tel : _____

Address: _____

<input type="checkbox"/> Visa <input type="checkbox"/> Master Card <input type="checkbox"/> Check payable to <u>MLA</u>
Name on Card _____
Card Number: _____ Exp Date: _____
Last 3 numbers on back of card: You may call this number in: _____
Signature: _____ Today's Date: _____

Mail this form to: Mass Lobstermen's Assoc., 8 Otis Place, Scituate, MA 02066-1323 Tel. (781) 545-6984