



NORTH AMERICAN EXPOSITIONS CO.

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October 23, 2007

Thank you for your interest in the 41st Annual New England Camping & RV Show.

The New England Camping & RV Show will be held February 8-10, 2008 at the Dana-Farber Fieldhouse at Gillette Stadium in Foxboro, MA. The show is directed exclusively at the Camping & RV Industry. Dealers and manufacturers of trailers, motor homes, RV's, fifth wheels, vans and accessories will be displaying their latest products and services to thousands of consumers and RV enthusiasts that attend the show.

The Dana-Farber Fieldhouse is centrally located in the tri-city area, between Boston, Providence, and Worcester; making the new home of the Fall RV Show an easy 20-minute ride from any one of those great metropolitan marketing areas. The complex is easily accessed from Rte.1, Rte. 95 or Rte. 495, and the facility offers ample **free parking to all!**

As reported by the Boston Globe recently, the Gillette Stadium Group is presently constructing a \$350 million retail market and entertainment complex adjacent to the Dana-Farber Fieldhouse. This retail destination will include national chains such as Bass Pro Shops, Circuit City, Christmas Tree Shops, and Bed, Bath, and Beyond. Gillette Stadium is estimating that the daily traffic count will exceed 40,000 consumers. These are consumers that will be on the premises during the show. What better an opportunity for you to market to them, in addition to the RV buyers coming to the show? The first phase of this project will be completed in November. This will truly be a unique retail sales environment.

Exhibit space is limited within the Dana-Farber Fieldhouse. We expect to sell-out the show due to the initial indications of dealer participation. Floor space will be sold on a first-come, first-served basis. As has always been the case with North American Expo, once you occupy space in the show, that space is yours into the future. There is presently no opportunity for additional space at this time within the Dana-Farber Fieldhouse. Now is the time to secure your future.

Plan now to exhibit in the New England Camping & RV Show, which will again become a "must show" for your business. I look forward to speaking with you soon.

Sincerely,

Robert C. McAlpine
Show Director
rmcalpine@naexpo.com
800-225-1577

41st Annual *New England* *Camping & RV Show*

February 8 - 10, 2008
Dana- Farber Fieldhouse,
Gillette Stadium
Foxborough, MA

Exhibit Space Application

Company Name: _____

Address: _____

City: _____ State: _____

Contact Name: _____

E-Mail: _____

Telephone: _____ Fax: _____

Product/Service to be exhibited: _____

RV Lines to be exhibited: _____

Total sq. ft. Requested: _____ Dimensions: _____

Exhibit Charges

10' x 8' \$500.00

(10' wide x 8' deep)

Bulk Space: \$3.50 per Sq.Ft.

Fax this form to 617-242-1817

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