



# EXHIBITOR INFORMATION

PHOENIX, AZ | March 22-25, 2012



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206.283.9545 206.283.9571 (fax)



# BE PART OF THE RALLY 2012

Please join us March 22-25, 2012 (Thurs - Sun) in Phoenix, AZ for our 13th annual Rally.

Whether you're selling RVs or accessories, caravans or clothes, jewelry or generators, we can promise you our attendees will be interested in your products. Our "rally goers" are one of the best audiences you'll reach all year. They've showed exhibitors that since 2000.

Thousands of Rally attendees will be hosted by the most well-known names in the RV industry...names you have come to equate with phenomenal success in the RV sales arena as well as overwhelming success in the realm of RV travel...The Good Sam Club, Coast to Coast Resorts, Woodall's, Camping World's Presidents Club, *Trailer Life*, *MotorHome* and *Camping Life* magazines.

In the coming months, exhibitors and attendees will see advertising and promotion of this event in all participating publications including *Highways*, *Trailer Life*, *MotorHome*, *Camping Life* and the Woodall's publications.

Add to that thousands of RVing families from every RV club and RV association, and guests from the local area, and you have the biggest, best, most entertaining, educational, fun and....most importantly to exhibitors....most profitable RV rally in the industry.

Please use this Exhibitor Guide as your source to join us as an exhibitor/advertiser.

We look forward to seeing you in Phoenix, AZ and having a terrific show together.

Sincerely,

Terry Thompson  
Vice President Sales

Katey Purgatorio  
Exhibit Sales Coordinator

P.S. SAVE THE DATE ~ Two more great rallies in 2012  
Louisville - June 21 - 24, 2012  
Daytona - November 2 - 4, 2012



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# EXHIBITOR INFORMATION • PHOENIX, AZ

## New for Phoenix 2012:

All Exhibits will close at 3:00 p.m. on Sunday, March 25, 2012.

There will be **NO** AIR CONDITIONING in the Supplier or Seminar Tents.

**Refund/Cancellation Policy:** Cancellation of all or a portion of any exhibit space must be made in writing. The following refund schedule will be strictly followed, determined by when written notification is received by Show Management.

- ◆ Cancellations made on or before January 10, 2012 shall receive a 50% refund of the total exhibit space cost.
- ◆ No refunds will be made after January 10, 2012.

**\*\*Coach Preview:** Wednesday, March 21, 2012 from 3:00 p.m. to 6:00 p.m. **Please note: During the hours of the Coach Preview you will be allowed to continue setting up on your booth area only. NO LOADING OR UNLOADING will be allowed from 3:00 to 6:00 p.m. This is for both RV Display & Supplier exhibitors.**

**Sales Tax:** The State of Arizona and the City of Avondale require Sales Tax permits. Applications are available on our website: <http://therally.com/information/exhibitor-information/>

**RV Manufacturers/Dealer Requirements:** Arizona dealers are required to obtain an Off-Premise permit. Dealers from any other state are not allowed to sell in Arizona. More details will be provided in the Exhibitor Manual.

## YOUR EXHIBIT SPACE INCLUDES

- ◆ Background Drape
- ◆ Side Divider Drape
- ◆ Booth Identification Sign with your company name and booth number.
- ◆ Admission to seminars and evening entertainment.
- ◆ Complimentary listing in Rally Program to include Company Name, Address, Phone Number, Products and Booth Number.
- ◆ Complimentary listing on our website [www.therally.com](http://www.therally.com)

Please note: supplier booths are 10' wide X 10' deep in size. **Electricity is NOT included in the price of the booth space.** Information on purchasing electricity will come under separate cover from Hale Northeastern.

**Exhibitor Live-in Parking:** Paid exhibitors may register for on-site RV parking. Details can be found on page 7 of this packet.

**Insurance:** Each exhibitor must carry his own all risk insurance through their own sources and at their own expense. See back of contract for more information. More details will also be provided in the Exhibitor Service Kit.

## CONTRACT/PAYMENT REQUIREMENTS

The enclosed contract should be completed and returned with **payment in full** to the address noted on the contract. Reservations for exhibit space may be obtained on a tentative basis by calling (206) 283-9545 or TOLL FREE 1-866-238-3250, or by fax at (206) 283-9571. **Exhibit spaces can be held for five (5) business days pending receipt of a signed contract and full payment.**

Space reservations for both Supplier Exhibitors and RV Display Exhibitors will be based first on Affinity Group, Inc. advertising commitments, and then on previous rally attendance. Once these priorities are established, contracts will be booked on a first-come, first-served basis.

Exhibitors are asked to designate the space they desire on the contract. **Should the requested space not be available at the time the contract is received, another space, as close as possible to the requested space, will be assigned by rally headquarters. If corner spaces are desired, please so state that request on the contract. If all corners have been reserved by the time an exhibitor's space contract is received, a non-corner space will be assigned as close as possible to the corner requested.**

**Exhibitors, please note:** Block configurations that are designed to "span" an aisle may carpet the aisle but must leave the aisle completely unobstructed. Also, please note all height requirements. Be sure to follow them when designing & setting up your area. More information will be sent in the Exhibitor Manual.

**Exhibitor Service Kit:** Exhibitors will receive a letter from the Exhibitor Office with details on downloading a copy of the Exhibitor Service Kit prior to the show. The kit will contain complete information relative to show rules and regulations, installation and dismantling of exhibits. You will also receive information from the show decorator, Hale Northeastern, in a separate packet regarding exhibitor services relative to carpet rental, drayage, signs, cleaning, etc.

Set-Up Schedule • The Rally 2012 • Phoenix, AZ		
RV Display Exhibits	Set-Up Days	Set-Up Times
Advanced Staging	Beginning Monday, March 12, 2012 *	
	Monday, March 19, 2012	12:00 p.m. – 5:00 p.m.
	Tuesday, March 20, 2012	8:00 a.m. – 5:00 p.m.
	Wednesday, March 21, 2012	8:00 a.m. – 12:00 p.m.
<b>**Coach Preview</b>	<b>Wednesday, July 13, 2011</b>	<b>3:00 p.m. – 6:00 p.m.</b>
Supplier Exhibits	Set-Up Days	Set-Up Times
	Tuesday, March 20, 2012	8:00 a.m. – 5:00 p.m.
	<b>**Wednesday, March 21, 2012</b>	<b>8:00 a.m. – 5:00 p.m.</b>

Show Hours	
Thursday, March 22, 2012	10:00 a.m. – 5:00 p.m.
Friday, March 23, 2012	9:00 a.m. – 5:00 p.m.
Saturday, March 24, 2012	9:00 a.m. – 5:00 p.m.
<b>Indoor - Sunday, March 25, 2012</b>	<b>9:00 a.m. – 3:00 p.m.</b>
<b>Outdoor - Sunday, March 25, 2012</b>	<b>9:00 a.m. – 3:00 p.m.</b>

Move-Out	
Indoor - Sunday, March 25, 2012	3:00 p.m. – 8:00 p.m.
Outdoor - Sunday, March 25, 2012	3:00 p.m. – 8:00 p.m.
Monday, March 26, 2012	8:00 a.m. – 12:00 p.m.

\*If RV Staging is needed prior to March 12, 2012, each dealer or manufacturer is responsible for making their own arrangements.

## EXHIBIT OFFICE:

The Rally  
 1818 Westlake Avenue N., Suite 420  
 Seattle, WA 98109  
 Phone: (206) 283-9545 or TOLL FREE (866) 238-3250  
 Fax: (206) 283-9571  
 Email: [kpurgatorio@goodsamfamily.com](mailto:kpurgatorio@goodsamfamily.com)  
 Hours: 8:00 a.m. to 4:00 p.m. PST  
 Contact: Katey Purgatorio or Terry Thompson



# 2012 EXHIBIT SPACE APPLICATION AND CONTRACT

## Phoenix International Raceway • Phoenix, AZ • March 22-25, 2012

Instructions: Complete sections 1 through 6 of this agreement. Sign and return with total amount due.  
 Mail to: The Rally, 1818 Westlake Avenue N., Suite 420, Seattle, WA 98109  
 Phone: (206) 283-9545 or TOLL FREE (866) 238-3250  
 Fax: (206) 283-9571

### 1 COMPANY INFORMATION

The following information will be replicated in the Rally Program and on show provided booth signs. Contracts received after February 1, 2012 will not be guaranteed a listing in the Rally Program.

Company Name \_\_\_\_\_ Contact \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_ Web Address \_\_\_\_\_  
 Email Address: \_\_\_\_\_ (not included in Program listing)

\*Direct all exposition materials to (if different from above):

Company Name \_\_\_\_\_ Contact \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

### 2 EXHIBIT SPACE REQUEST

Space reservations for both Supplier Exhibitors and RV Display Exhibitors will be based first on Good Sam Enterprises advertising commitments, and then on previous rally attendance. Once these priorities are established, contracts will be booked on a first-come, first-served basis. No exclusivity shall be granted.

#### \*SUPPLIER/COMPONENT EXHIBIT BOOTHS

#### RV DISPLAY SPACE

*Booth Type	Space Fee	# of Spaces	Total
First 10x10 Booth	\$880	_____	\$ _____
Additional Booths	\$780	_____	\$ _____
All Corners	\$960	_____	\$ _____
Total			\$ _____

Space Type	Space Fee	# of Spaces	Total
First 40' x 40'	\$1,995	_____	\$ _____
Additional 40' x 40'	\$1,895	_____	\$ _____
All 40' x 20'	\$1,595	_____	\$ _____
Total			\$ _____

**\*There will be NO Air Conditioning in the Exhibit Tent**

**\*Exhibit space does not include electricity. Information and rates will be sent under separate cover from Hale Northeastern.**

### 3 SPACE PREFERENCE

Indicate your space preference.

1<sup>st</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_ 5<sup>th</sup> \_\_\_\_\_  
 2<sup>nd</sup> \_\_\_\_\_ 4<sup>th</sup> \_\_\_\_\_ 6<sup>th</sup> \_\_\_\_\_

Microphones/Audio Visual Equipment: *We plan to use the following type of equipment:* \_\_\_\_\_

Please do not assign our booth next to: \_\_\_\_\_  
*Show Management will make every effort to accommodate your request, but cannot guarantee compliance.*

### 4 PRODUCTS AND/OR SERVICES YOUR COMPANY PLANS TO EXHIBIT

Please list all products you intend to sell or display. Be specific and include brand names where applicable.

\_\_\_\_\_

### 5 PAYMENT

Check enclosed - Payable to Good Sam Enterprises

Credit Card: Visa Mastercard Discover American Express

Card Number: \_\_\_\_\_ Exp. Date \_\_\_\_\_

### 6 READ AND SIGN HERE

I have read the Exhibitor Information and Terms & Conditions on Page 2 of this "The Rally 2012 Application and Contract for Exhibit Space" and agree to abide by them unconditionally.

Authorized Signature **X** \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Name (type or print) \_\_\_\_\_ Title \_\_\_\_\_

## EXHIBITOR RULES AND REGULATIONS

**Exhibit Space Assignments:** Every effort will be made to accommodate exhibitors' requests relative to space; however, Good Sam Enterprises (GSE), reserves the right to assign space in a manner that will maximize traffic flow and provide positive exposure for all exhibitors. Booths are furnished with eight-foot-high back drapes, three-foot-high side drapes and a sign identifying the exhibiting company. Exhibitors may order, at their own expense, carpet, furnishings, utility connections and other services using order forms provided by Hale Northeastern which will be sent to each exhibitor prior to the show.

**Payment Policy Supplier Exhibitors & RV Displays:** Payment in full for reserved exhibit space must accompany each signed contract. Reservations for exhibit space may be obtained on a tentative basis by calling (206) 283-9545 or TOLL FREE 1-866-238-3250, or by fax at (206) 283-9571. **Exhibit spaces can be held for five (5) business days pending receipt of a signed contract and payment.**

Exhibitor Set-up Schedule – The Rally 2012		
RV Display Exhibits	Set-up Days	Set-up Times
Advanced Staging	Beginning Monday, March 12, 2012	
	Monday, March 19, 2012	12:00 p.m. – 5:00 p.m.
	Tuesday, March 20, 2012	8:00 a.m. – 5:00 p.m.
	Wednesday, March 21, 2012	<b>**8:00 a.m. – 12:00 p.m.</b>
<b>**Coach Preview</b>	<b>Wednesday, March 21, 2012</b>	<b>3:00 p.m. – 6:00 p.m.</b>
Supplier Exhibits	Set-up Days	Set-up Times
	Tuesday, March 20, 2012	8:00 a.m. – 5:00 p.m.
	Wednesday, March 21, 2012	8:00 a.m. – 5:00 p.m.

Show Hours	
Thursday, March 22, 2012	10:00 a.m. – 5:00 p.m.
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Saturday, March 24, 2012	9:00 a.m. – 5:00 p.m.
<b>Indoor – Sunday, March 25, 2012</b>	<b>9:00 a.m. – 3:00 p.m.</b>
<b>Outdoor – Sunday, March 25, 2012</b>	<b>9:00 a.m. – 3:00 p.m.</b>

Move-Out	
Indoor – Sunday, March 25, 2012	3:00 p.m. – 8:00 p.m.
Outdoor – Sunday, March 25, 2012	3:00 p.m. – 8:00 p.m.
Monday, March 26, 2012	8:00 a.m. – 12:00 p.m.

**RV Staging:** Coach Exhibitors may begin delivering units to a Staging Area on March 12, 2012. Arrangements must be made in advance. If RV Staging is needed prior to March 12, 2012, each dealer or manufacturer is responsible for making their own arrangements.

**Move-in Instructions:** Depending on space limitations, exhibitors may be required to work within special move-in time constraints. Exhibitors affected will be sent advance notice.

**Assistance During Show:** An exhibitor registration desk and a decorator service desk will be open and available during set-up and throughout the show to assist exhibitors.

**Move-out Instructions:** All Exhibitors must dismantle and remove their Exhibits no later than 12:00 noon, Monday, March 26, 2012. All Exhibitors must leave their assigned spaces intact until 3:00 p.m., Sunday, March 25, 2012. *Early removal of Exhibits without permission will result in a fine of \$500.00 per booth display and \$1,000.00 per unit removed for coach exhibitors and may also result in loss of right to participate in future shows.*

### TERMS AND CONDITIONS

The following terms and conditions governing the exhibit areas are part and portion of the contract for exhibit space outlined on page one of this Application and Contract for Exhibit Space. Signature on Page 1 of indicates acceptance of all terms and conditions outlined herein.

All applications for space are subject to approval by Good Sam Enterprises (GSE) before acceptance. GSE reserves the right to modify the designated exhibit space in the event that a change in original assignment is necessary. The exhibitor is responsible for adherence to all applicable laws, ordinances and regulations pertaining to health, fire, and public safety while participating in the exhibition.

**Cancellations and Refunds:** Cancellation of all or a portion of any exhibit space must be made in writing. The following refund schedule will be strictly followed, determined by when written notification is received by Show Management.

- ◆ Cancellations made on or before January 10, 2012 shall receive a 50% refund of the total exhibit space cost.
- ◆ No refunds will be made after January 10, 2012.

**Failure to Occupy Space:** Any exhibit space not occupied and ready for opening by 10:00 a.m. on March 22, 2012 will be considered canceled and forfeited by the Exhibitor. GSE reserves the right to rent to another exhibitor, eliminate or to maintain vacant the canceled space without obligation to the exhibitor. GSE reserves the right to sell space to another exhibitor if space remains empty or is not utilized in the manner originally intended. No space may be used solely for storage purposes. All spaces must be decorated appropriately, with a finished appearance, and according to GSE standards.

**Insurance and Indemnification Agreement:** Each participating exhibitor must carry his own all-risk insurance on his property, must show proof of insurance and must be covered by a comprehensive general liability insurance policy providing limits of at least \$500,000 combined bodily injury and property damage per each occurrence. Exhibitors must carry their own insurance through their own sources and at their own expense. All exhibitors must submit a signed indemnification agreement and proof of insurance no later than 30 days prior to show move-in. Indemnification forms will be provided in the Exhibitor Manual. Good Sam Enterprises and Phoenix International Raceway will both need to be listed as additional insured.

**Exhibitor Set-up and Tear-down:** For safety reasons, no exhibit material may be brought onto show premises during hours of exposition without permission from the Exhibition Manager. All Exhibitors must follow the move-in/move-out schedule above. *Early removal of Exhibits without permission will result in a fine of \$500.00 per booth display and \$1,000.00 per unit removed for coach exhibitors and may also result in loss of right to participate in future shows.*

**Subletting and Use of Exhibit Space:** The subletting, assignment or apportionment of the whole or any part of the exhibitor's space by an exhibitor is prohibited. No exhibitor may permit any other party to

exhibit in their exhibit space any goods other than those manufactured, produced or sold by the contracting exhibitor, or permit the solicitation of business by others within their exhibit space. Exhibit space is to be used solely for display of products, service, or merchandise. **No display RV may be used for living quarters.**

### Height Restrictions:

- ◆ No decorations more than 20 feet high will be permitted in the outdoor display area without prior permission.
- ◆ Booths will have a draped eight-foot high back partition and three-foot high side partition. Height of rear booth decorations/equipment must not exceed eight (8) feet. Side partition decorations/equipment may be eight feet high half the depth of the booth measured from the back. Remainder of side partition decorations/equipment must be no higher than three (3) feet. Counter height tables will be permitted.

*More detailed information will follow in the Exhibitor Manual.*

**Aisle Integrity:** All exhibitor products and display materials must be confined to the actual limits of their assigned areas. Due to fire regulations, aisle integrity must be maintained at all times and by all exhibitors.

**Soliciting:** Soliciting is NOT to be permitted by an exhibitor outside the Exhibitor's exhibit area. Samples, catalogs, pamphlets, publications, souvenirs, etc., connected with an exhibitor's business or service, may only be distributed from within the Exhibitor's own exhibit space or booth.

**Restrictions:** GSE reserves the right to restrict exhibits which, because of noise or any reason, become objectionable, and also to prohibit or evict any exhibit which, or exhibitor who, in GSE's judgment, may detract from the general character of the rally or show. In the event of such restrictions or evictions, GSE shall not be liable for refunds of any kind.

**Fire and Safety Requirements:** Fire regulations require that exhibitors showing RVs indoors have only a sufficient quantity of fuel in the vehicle to permit placement and removal of the RV from the exhibit area. All fuel tanks must be taped and sealed. All battery cables must be disconnected and taped. All lines to bottled gas tanks must be disconnected and tanks removed.

All vendors must maintain at minimum, an NFPA approved 10 lb. Type ABC multipurpose dry chemical fire extinguisher in their booth. Class K fire extinguishers must be used if demonstrators require the use of cooking oils.

Vendors demonstrating cookware or cooking must provide separation between the demonstration and on-lookers. A common industry control is the use of Plexiglas at a minimum of 40 inches high, and covers a wide enough area to protect on-lookers.

Maintain a minimum a 3-foot clearance of all combustible materials from the cooking equipment (cloth towels or paper towels, plastics, etc.)

If electric hotplates are used, they must be used with a Ground Fault Circuit Interrupter strip (GFCI)

All external vendors using power cords to provide power to their areas, the cords must meet the following standards:

- Voltage Rating 125, Amps 15
- 12 AWG/3 Conductor (Type SJEOW)
- Rubber Jacket, NEMA Plug 5-15P
- Triple NEMA Connector 5-15R
- UL Listed, Watts 1875, with a Temperature Range -4 to 140 Degrees Fahrenheit
- Nominal Outside Diameter 0.42 inches
- Indoor, Outdoor rated and have Copper Conductors

### DEFINITIONS AND PURPOSE

**Good Sam Enterprises:** The term "Good Sam Ent." as used refers to Good Sam Enterprises., representing Good Sam, Coast to Coast, Camping World, Woodall's, *Trailer Life*, and *MotorHome* magazines and any other Good Sam Ent., divisions that may participate in the show. Good Sam Ent. is a corporation organized under and by virtue of the State of California.

**Exhibition Manager:** This term refers to the Exposition Manager or other person(s) designated by Good Sam Enterprises (GSE).

**Exhibitor:** This term refers to any person or entity, which has contracted for exhibit space. Exhibitors eligible to contract for space are manufacturers, dealers and suppliers of recreation vehicles, RV-related products, accessories, and other products and services as shall be approved by GSE.

**Purpose:** GSE shows, expos and rallies are conducted for the purpose of displaying products, accessories and services to RV owners and to the general public, and to promote and stimulate interest in the RV industry.

### LIMITATION AND LIABILITY

Each exhibitor covenants and agrees to defend, indemnify and hold harmless, Good Sam Enterprises (GSE), its employees, agents, parents, volunteers, subsidiaries and their employees, agents and affiliates, its service contractors and the applicable exhibition location from any and all liability, damage or expense arising out of, or connected with, any injury to any person while in the exhibitor's exhibit area or loss, theft, damage or injury to property or person or any cost of expense resulting directly or indirectly from any act or omission of exhibitor, or failure of exhibitor to comply with any of the terms and conditions of this contract or of the GSE exhibitor prospectus, contract and brochure and exhibitor rules and regulations or of the terms of the written lease entered upon by and between GSE, as lessee, and the owner of the exhibition location as lessor, of the rules and regulations of the lessor, the ordinances of the city, county or state in which the exhibit facility is located as well as laws of the United States.

Good Sam Enterprises, shall not be responsible for any failure to perform any of its obligations hereunder in the event the premises in which the exhibit is to be held, becomes in the sole judgment of GSE, unfit for occupancy as a result of strikes, lockouts, acts of God, inability to obtain labor or materials, government action of whatever nature, wars, civil disturbance, fire, ordinary casualty or other causes, whether similar or dissimilar, beyond the control of Good Sam Enterprises, and which cannot be overcome by due diligence. In the event of the termination by GSE as a result of the aforesaid causes, the exhibitor expressly waives claims against Good Sam Enterprises, relative to such liabilities and releases GSE of and from all claims for damages and agrees GSE shall have no obligation to exhibitor except to refund to exhibitor the fee paid for the space less a proportionate share of all expenses incurred by GSE on behalf of the exhibitor.

# 2012 Exhibitor Live-in Request • Phoenix, AZ

**Instructions: Complete information below, sign and return with total amount due.**

Mail to: The Rally, 1818 Westlake Avenue N., Suite 420, Seattle, WA 98109

Phone: (206) 283-9545 or TOLL FREE (866) 238-3250

Fax: (206) 283-9571

- ◆ A block of dry camping spaces and a block of electric hook-ups are being held for exhibitors at the Phoenix International Raceway, Phoenix, AZ for the rally. All space is available on a first-come, first-served basis. Once all electric sites are sold out you will be placed in a dry camping site and added to a waiting list for electric.
- ◆ Your exhibitor live-in parking pass(es) will be sent to you in the mail with your Exhibitor Manual. Once the Exhibitor Manual information has been sent, your passes will be held for pickup at Exhibitor Registration.
- ◆ Cancellations for exhibitor live-in space must be made in writing. **No refunds will be made after February 1, 2012.**
- ◆ Please note that gate hours are from 8am – 5pm. Also, please come in with empty holding tanks and full water tanks.

## 1 COMPANY INFORMATION

Company Name \_\_\_\_\_ Contact \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_ Email \_\_\_\_\_

## 2 VEHICLE INFORMATION

### Recreation Vehicle #1

Name of Individuals staying in RV: \_\_\_\_\_  
Make/Model of RV \_\_\_\_\_ RV Length: \_\_\_\_\_ Slideouts: \_\_\_\_\_ Tow car make/model: \_\_\_\_\_

### Recreation Vehicle #2

Name of Individuals staying in RV: \_\_\_\_\_  
Make/Model of RV \_\_\_\_\_ RV Length: \_\_\_\_\_ Slideouts: \_\_\_\_\_ Tow car make/model: \_\_\_\_\_

### Recreation Vehicle #3

Name of Individuals staying in RV: \_\_\_\_\_  
Make/Model of RV \_\_\_\_\_ RV Length: \_\_\_\_\_ Slideouts: \_\_\_\_\_ Tow car make/model: \_\_\_\_\_

## 3 CAMPSITE INFORMATION

Dry Camping - \$195.00 per site # of sites \_\_\_\_\_ x \$195.00 = \_\_\_\_\_  
Dry Camping is available March 19 – March 25, 2012.

Electric Camping - \$255.00 per site # of sites \_\_\_\_\_ x \$255.00 = \_\_\_\_\_  
Electric is available March 20 – March 25, 2012.

Camping is not available Monday, March 26, 2012

## 4 PAYMENT

Check enclosed - Payable to Good Sam Enterprises

Credit Card:    Visa                      Mastercard                      Discover                      American Express  
Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_  
Signature \_\_\_\_\_

**The Rally 2012**  
**Phoenix International Raceway**  
**Avondale, AZ**  
**March 22-25, 2012**

**Americas Best Value Inn-Phoenix/I-10 West**

1550 N. 52<sup>nd</sup> Avenue  
Phoenix, AZ 85043  
602-484-9257  
<http://www.americasbestvalueinn.com>  
Distance: 13.9 miles

**Best Western Phoenix/Goodyear**

55 N Litchfield Road  
Goodyear, AZ  
623-932-3210  
[www.book.bestwestern.com](http://www.book.bestwestern.com)  
Distance: 5.7 miles

**Comfort Inn Phoenix West**

5152 W. Latham Street  
Phoenix, AZ 85043  
602-484-7000  
<http://www.comfortinnphoenixwest.com>  
Distance: 13.9 miles

**Comfort Suites Goodyear**

15575 W Roosevelt Street  
Goodyear, AZ 85338  
623-266-2884  
[www.comfortsuites.com/hotel/az246](http://www.comfortsuites.com/hotel/az246)  
Distance: 10.8 miles

**Comfort Suites University of Phoenix Stadium  
Arena**

9824 W. Camelback Road  
Glendale, AZ 85305  
623-271-9005  
<http://www.comfortsuites.com/hotel/az296>  
Distance: 11.1 miles

**Courtyard by Marriott-West/Avondale**

1650 N 95<sup>th</sup> Lane  
Phoenix, AZ 85037  
623-271-7660  
[www.Marriott.com/phxsw](http://www.Marriott.com/phxsw)  
Distance: 9.6 miles

**Crossland Economy Studios**

4861 W. McDowell Road  
Phoenix, AZ 85035  
602-272-8571  
<http://www.crosslandstudios.com>  
Distance: 13.9 miles

**Hampton Inn & Suites**

2000 N Litchfield Road  
Goodyear, AZ 85305  
623-536-1313  
[www.hampton-inn.com/hi/goodyear](http://www.hampton-inn.com/hi/goodyear)  
Distance: 9.3 miles

**Hampton Inn & Suites - Glendale/Westgate**

6630 N. 95<sup>th</sup> Avenue  
Glendale, AZ 85305  
623-271-7771  
<http://hamptoninn.hilton.com>  
Distance: 13 miles

**Hilton Garden Inn Avondale**

11460 W Hilton Way  
Avondale, AZ 85323  
623-882-3351  
[www.phxavondale.hgi.com](http://www.phxavondale.hgi.com)  
Distance: 6.8 miles

**Holiday Inn & Suites/Goodyear West Phoenix  
Area**

1188 N. Dysart Road  
Goodyear, AZ 85338  
623-547-1313  
<http://www.holidayinn.com>  
Distance: 7.7 miles

**Holiday Inn – Phoenix/West**

1500 N. 51<sup>st</sup> Avenue  
Phoenix, AZ 85043  
602-484-9009  
<http://www.holidayinn.com>  
Distance: 11 miles

**The Rally 2012**  
**Phoenix International Raceway**  
**Avondale, AZ**  
**March 22-25, 2012**

**Americas Best Value Inn-Phoenix/I-10 West**

1550 N. 52<sup>nd</sup> Avenue  
Phoenix, AZ 85043  
602-484-9257  
<http://www.americasbestvalueinn.com>  
Distance: 13.9 miles

**Best Western Phoenix/Goodyear**

55 N Litchfield Road  
Goodyear, AZ  
623-932-3210  
[www.book.bestwestern.com](http://www.book.bestwestern.com)  
Distance: 5.7 miles

**Comfort Inn Phoenix West**

5152 W. Latham Street  
Phoenix, AZ 85043  
602-484-7000  
<http://www.comfortinnphoenixwest.com>  
Distance: 13.9 miles

**Comfort Suites Goodyear**

15575 W Roosevelt Street  
Goodyear, AZ 85338  
623-266-2884  
[www.comfortsuites.com/hotel/az246](http://www.comfortsuites.com/hotel/az246)  
Distance: 10.8 miles

**Comfort Suites University of Phoenix Stadium  
Arena**

9824 W. Camelback Road  
Glendale, AZ 85305  
623-271-9005  
<http://www.comfortsuites.com/hotel/az296>  
Distance: 11.1 miles

**Courtyard by Marriott-West/Avondale**

1650 N 95<sup>th</sup> Lane  
Phoenix, AZ 85037  
623-271-7660  
[www.Marriott.com/phxsw](http://www.Marriott.com/phxsw)  
Distance: 9.6 miles

**Crossland Economy Studios**

4861 W. McDowell Road  
Phoenix, AZ 85035  
602-272-8571  
<http://www.crosslandstudios.com>  
Distance: 13.9 miles

**Hampton Inn & Suites**

2000 N Litchfield Road  
Goodyear, AZ 85305  
623-536-1313  
[www.hampton-inn.com/hi/goodyear](http://www.hampton-inn.com/hi/goodyear)  
Distance: 9.3 miles

**Hampton Inn & Suites - Glendale/Westgate**

6630 N. 95<sup>th</sup> Avenue  
Glendale, AZ 85305  
623-271-7771  
<http://hamptoninn.hilton.com>  
Distance: 13 miles

**Hilton Garden Inn Avondale**

11460 W Hilton Way  
Avondale, AZ 85323  
623-882-3351  
[www.phxavondale.hgi.com](http://www.phxavondale.hgi.com)  
Distance: 6.8 miles

**Holiday Inn & Suites/Goodyear West Phoenix  
Area**

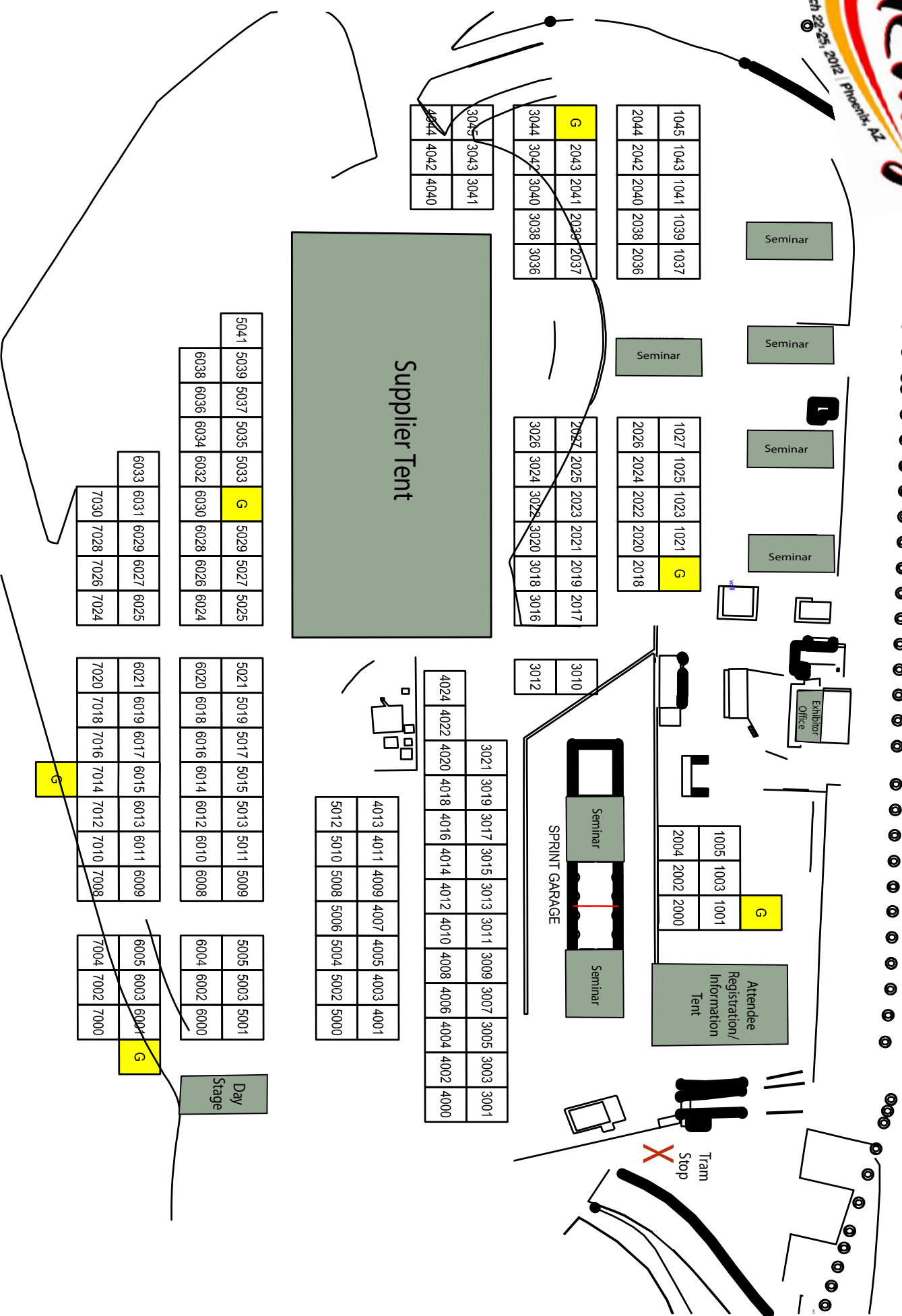
1188 N. Dysart Road  
Goodyear, AZ 85338  
623-547-1313  
<http://www.holidayinn.com>  
Distance: 7.7 miles

**Holiday Inn – Phoenix/West**

1500 N. 51<sup>st</sup> Avenue  
Phoenix, AZ 85043  
602-484-9009  
<http://www.holidayinn.com>  
Distance: 11 miles

# RV DISPLAY AREA

## PHOENIX INTERNATIONAL RACEWAY



3045	3043	3041
4044	4042	4040

G	2043	2041	2039	2037
3044	3042	3040	3038	3036

1045	1043	1041	1039	1037
2044	2042	2040	2038	2036

1027	1025	1023	1021	G
2026	2024	2022	2020	2018

2027	2025	2023	2021	2019	2017
3026	3024	3022	3020	3018	3016

3010	3012
------	------

4024	4022	4020	4018	4016	4014	4012	4010	4008	4006	4004	4002	4000
3021	3019	3017	3015	3013	3011	3009	3007	3005	3003	3001		

4013	4011	4009	4007	4005	4003	4001
5012	5010	5008	5006	5004	5002	5000

5041	5039	5037	5035	5033	G	5029	5027	5025
6038	6036	6034	6032	6030	6028	6026	6024	

6033	6031	6029	6027	6025
7030	7028	7026	7024	

5021	5019	5017	5015	5013	5011	5009
6020	6018	6016	6014	6012	6010	6008

6021	6019	6017	6015	6013	6011	6009
7020	7018	7016	7014	7012	7010	7008

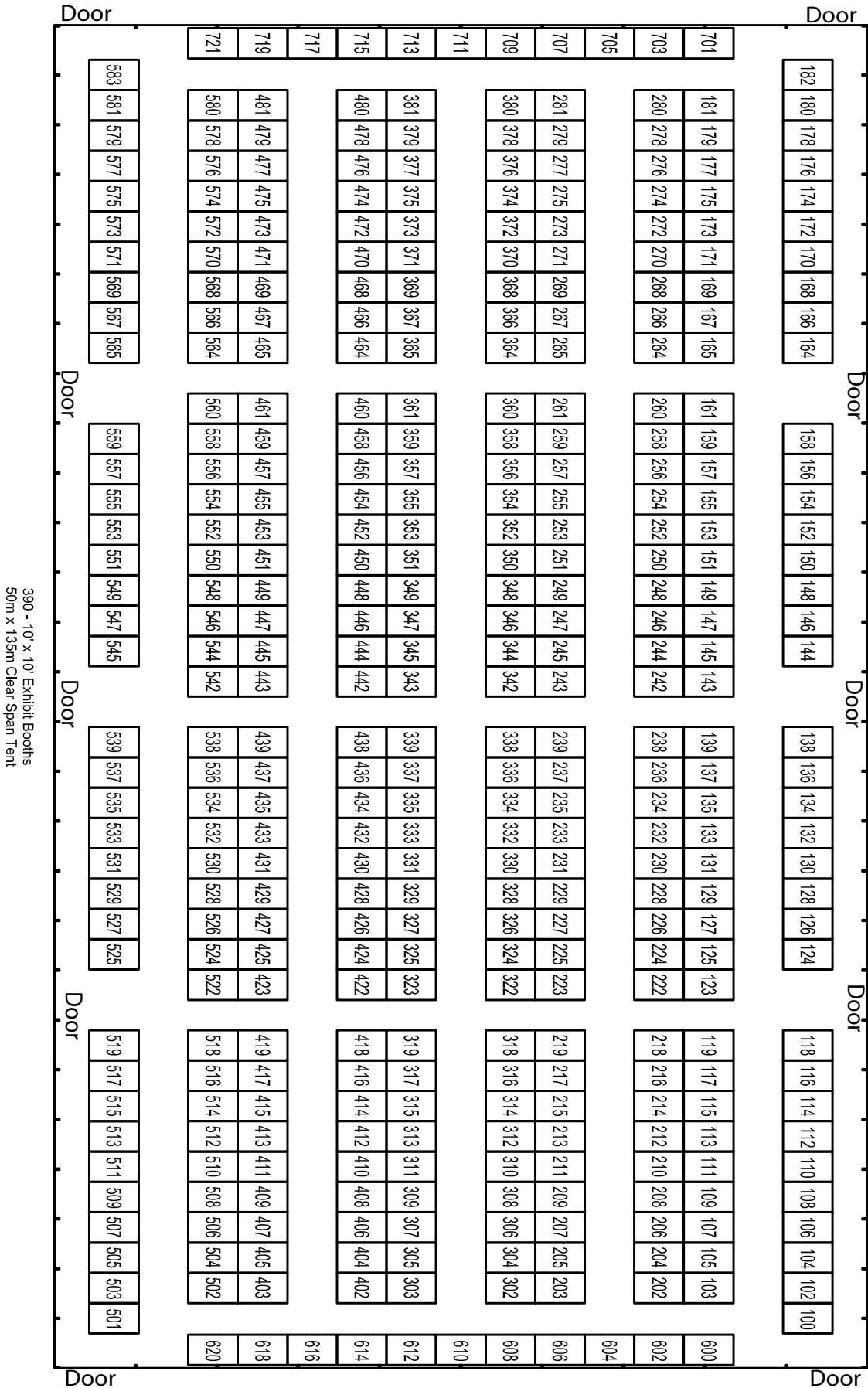
5005	5003	5001
6004	6002	6000

6005	6003	6001	G
7004	7002	7000	

Day Stage

# SUPPLIER EXHIBIT AREA

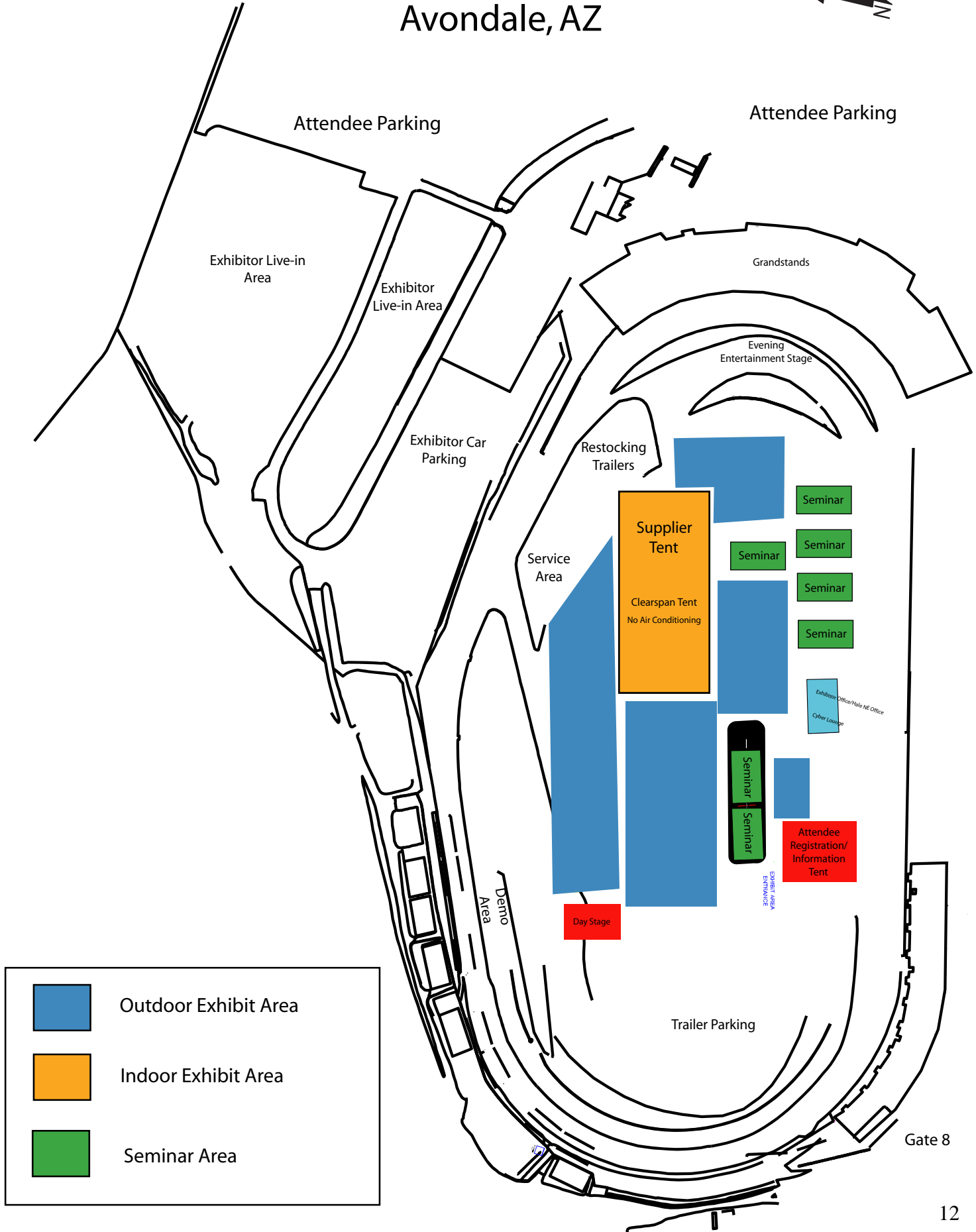
Clear Span Tent on Asphalt  
No Air Conditioning






# THE RALLY - PHOENIX 2012

## Phoenix International Raceway

### Avondale, AZ



	Outdoor Exhibit Area
	Indoor Exhibit Area
	Seminar Area

## DEALER ATTENDANCE FORM

Each manufacturer is responsible for submitting to *The Good Sam Rally* Exhibit Headquarters the name(s) of all dealer(s) participating at the Phoenix, AZ rally. Once the Exhibitor Manuals are available, we will send one to each company. Please note, due to state laws in Arizona all badges must be ordered through the dealership.

### RV Manufacturers/Dealer Requirements: Arizona

Arizona dealers are required to obtain an Off-Premise permit if they are going to an event off-site of their dealership. Dealers from any other state are not allowed to sell vehicles in Arizona. For more information visit the Arizona Revised Statute web site: <http://www.azleg.state.az.us/ArizonaRevisedStatutes.asp?Title=28> See Chapter 10 Title 28; 4401 & 4402

#### MANUFACTURER NAME \_\_\_\_\_

Dealer Name \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
Email Address (if available) \_\_\_\_\_

Dealer Name \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
Email Address (if available) \_\_\_\_\_

Dealer Name \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
Email Address (if available) \_\_\_\_\_

**PHOTOCOPY FORM IF MORE SPACE IS NEEDED**

**RETURN FORM IMMEDIATELY:**  
*The Good Sam Rally* Exhibit Headquarters  
Attn: Katey Purgatorio  
1818 Westlake Avenue North, Suite 420  
Seattle, WA 98109  
FAX 206-283-9571

**DEADLINE: IMMEDIATELY**



# 2012 SEMINAR REQUEST FORM

## Must be received by January 20, 2012

Register Online at: [www.therally.com/information/exhibitor.cfm](http://www.therally.com/information/exhibitor.cfm)

Or Return Form to: The Rally, 1818 Westlake Avenue N., Suite 420, Seattle, WA 98109  
Phone: (206) 283-9545 or TOLL FREE (866) 238-3250  
Fax: (206) 283-9571

SEMINARS ARE SCHEDULED ON A FIRST-COME, FIRST-SERVED BASIS AND WILL BE MONITORED BY RALLY STAFF. ALL CONTENT MUST BE INFORMATIVE AND EDUCATIONAL. SALES-ORIENTED CONTENT IS UNACCEPTABLE. A BRIEF SEMINAR DESCRIPTION AND SPEAKER BIO MUST BE INCLUDED WITH THIS REQUEST FORM. INCOMPLETE, ILLEGIBLE AND/OR LATE FORMS WILL DELAY PROCESSING. **SCHEDULING OF MULTIPLE SEMINARS AT ANY 2012 RALLY VENUES CANNOT BE GUARANTEED.**

PLEASE UNDERSTAND THAT ACCEPTANCE OF THIS FORM IS SUBJECT TO APPROVAL

**ASSIGNED SEMINAR DAY AND LOCATION WILL BE SENT VIA E-MAIL.**

Company Name \_\_\_\_\_

Contact \_\_\_\_\_

Name of presenter \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone(s) \_\_\_\_\_ \*Cell Phone/Phone at Rally \_\_\_\_\_

Email \_\_\_\_\_

### Seminar Title and Description (for program and publicity use)

### Brief Bio of Speaker

Room set-up includes wireless (lapel-type) microphone, screen and podium. Please check the additional equipment needed for your seminar below. Service charges will apply for all extra equipment ordered. Late fees will be assessed for any requests made after January 20, 2012.

\_\_\_\_ Slide Projector      \_\_\_\_ LCD Projector      \_\_\_\_ VCR/TV  
\_\_\_\_ Overhead Projector      \_\_\_\_ Other



GO HOME WITH YOUR  
CUSTOMERS -  
ADVERTISE WITH US.

## THE OFFICIAL PROGRAM OF *THE GOOD SAM RALLY* - PHOENIX 2012

*The Good Sam Rally's* official program is more than a memento, it's a resource

Phoenix Rally attendees need the program to learn about exhibits, seminars, tours, games, meetings, entertainment, and youth activities.

The Program will be carried home by all the *Good Sam Rally* attendees and used throughout the year to make contact with the companies that provide goods and services exhibited during the show.

Your ad message will reach thousands of qualified buyers of RVs and RV products.



## ADVERTISING DEADLINES

SPACE DEADLINE: January 13, 2012

AD MATERIALS DUE: January 23, 2012



**2012 ADVERTISING CONTRACT**  
**The Rally Program • Phoenix, AZ**  
**Deadline: January 13, 2012**

Company: \_\_\_\_\_  
 Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

Ad Size	Width x Height	B/W Net Rates	4C Net Rates
Full Page Spread	14-3/4" X 10" (Bleed: 16-1/4" X 10 3/4")	\$2063 <input type="checkbox"/>	\$3360 <input type="checkbox"/>
Full Page	7" X 10" Live (Bleed: 8 1/4" X 10 3/4") (Trim: 8" x 10-1/2")	\$995 <input type="checkbox"/>	\$1685 <input type="checkbox"/>
1/2 Page (v)	4-1/2" x 7-1/2"	\$ 810 <input type="checkbox"/>	\$1460 <input type="checkbox"/>
1/2 Page (h)	7" X 5"	\$ 810 <input type="checkbox"/>	\$1460 <input type="checkbox"/>
1/3 Page (v)	2-3/16" X 9-3/4"	\$ 655 <input type="checkbox"/>	\$1250 <input type="checkbox"/>
1/3 Page (sq)	4-1/2" X 4-3/4"	\$ 655 <input type="checkbox"/>	\$1250 <input type="checkbox"/>
1/4 Page (sq)	4-1/2" X 3-1/2"	\$ 490 <input type="checkbox"/>	\$1165 <input type="checkbox"/>
1/6 Page (v)	2-3/16" X 4-3/4"	\$ 335 <input type="checkbox"/>	\$1020 <input type="checkbox"/>
1/6 Page (h)	4-1/2" X 2-5/16"	\$ 335 <input type="checkbox"/>	\$1020 <input type="checkbox"/>

**Ad Copy Pick Up:** \_\_\_\_\_  
*Please indicate from which magazine and month you would like your ad repeated in the program.*

**\*\*We can pickup your ad from any of our other publications!**

**Electronic File Requirements:** See reverse side

**Instructions:** Use this form to secure advertising space for the 2012 *The Rally* Program. All terms and conditions apply as described on this form. A signature is required and binding. Return signed form to:

**The Rally**  
 Attn: Katey Purgatorio  
 1818 Westlake Ave N., Ste 420  
 Seattle, WA 98109  
 206-283-9545  
 Fax: 206-283-9571

**Terms: All ads must be paid in advance of publication. No agency commission.** Cancellation of program ad contract must be made in writing and is not acceptable after January 13, 2012.

**WE CAN PICKUP YOUR AD FROM ANY OF OUR OTHER PUBLICATIONS**

**Copy Requirements:** Advertiser assumes full liability for all ad content, assumes responsibility for any claims arising therefrom made against publisher, and agrees to pay publisher for expense or loss suffered by reason of such claims. Publisher reserves the right to decline or reject any advertising for any reason, at any time, without liability, even though previously acknowledged or accepted. Advertising contract is deemed to have been entered into in Ventura, California, and governed by the laws of the State of California. Both Publisher and advertiser consent to this jurisdiction. Publisher shall not be liable for copy changes unless provided with complete replacement negative.

**Production Questions?**  
 763-383-4400  
 Fax: 763-383-4499

We, the advertiser, agree to furnish **digital ad materials** prior to January 23, 2012. Publication of ads received after January 23, 2012 is not guaranteed. In the event other materials are furnished such as camera-ready art (reflective or transparency), or electronic file, we agree to pay prevailing rates for negative conversion. Other production such as stripping, typesetting, out-lining, half-tones, reverses, line work, screens, artwork, design, layout, paste-up, etc., required, will be charged to advertiser at prevailing rates plus sales tax. For production or deadline assistance, please call (763) 383-4400 or Fax (763) 383-4499.

**PAYMENT**

Check enclosed in the amount of \$ \_\_\_\_\_ made payable to **GOOD SAM ENTERPRISES** or charge my:

Visa    Mastercard    Discover    American Express

Credit Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
*Advertiser*

**Advertising Representative:** \_\_\_\_\_

# DIGITAL AD REQUIREMENTS FOR RALLY 2012 PROGRAM

<b>Platforms</b>	Macintosh or PC. Please specify which platform you are using.
<b>File Formats</b>	PDF, EPS (Encapsulated PostScript), PS (PostScript), or TIFF.
<b>Filenames</b>	Label files with your company name and Rally12: e.g. TheRally12.eps.
<b>Art</b>	<i>All images embedded and all fonts converted to outline preferred.</i> High-res images should not exceed 300 pixels/inch or 120 pixels/centimeter at 100% of print size in document. Document should be built to fit within ad specifications — bleed ads should be built to full bleed size ( <i>see rate card for specifications</i> ).
<b>Color</b>	Use only process CMYK. <i>Any PMS, Spot, Lab, and/or RGB colors used will be converted to process and may result in a shift in color.</i>
<b>Fonts</b>	<i>Use only Type 1 PostScript fonts, no Multiple Masters. Fonts should be converted to outline or embedded. TrueType fonts and unfurnished fonts will be substituted.</i> Publisher cannot guarantee exact font substitution.
<b>Removable Disks</b>	CD-ROM, DVD-ROM. Print the disk directory (with folders open).
<b>Hard Copy &amp; Proof</b>	<i>A SWOP standard contract color proof (i.e. Kodak Approval*) made from final file is required to check color and breaks.</i> Color laser, color inkjet, dye-sublimation or tearsheet proofs are regarded for position only. A black & white laser is accepted for single color ads only. *A dye-sublimation proof may be accepted only with certification of SWOP standard calibration.
<b>Electronic Transmission</b>	When sending via FTP or e-mail, use the following file compression software: StuffIt, ZipIt, PkZip or other self-extracting software. Mac files may be BinHexed.
<b>FTP</b>	FTP site: ftp.tl.com Login name: tlads Password: tlads Place files in the Rally Program folder. Fax proof to 805-667-4336.
<b>E-mail</b>	E-mail attachments should not exceed 3MB. Send to ads@goodsamfamily.com. Fax proof and Digital Advertising Form to 763-383-4499
<b>Express Mail</b>	Enclose attached Digital Advertising Form and send via Federal Express to:  Affinity Media Rally Program 6420 Sycamore Lane, Suite 100 Maple Grove, MN 55369 763-383-4400



# Receive Maximum Exposure Become a Sponsor Today!

Get your products and services in front of thousands of attendees at *The Good Sam Rally* in Phoenix, AZ, March 22-25, 2012! Strategic sponsorship opportunities are available to help your company develop, build and grow relationships with thousands of Rally attendees!

*The Good Sam Rally* is the one show that is open to all RVers across the United States and Canada, and it's the perfect opportunity to show thousands of Rally attendees what you have to offer.

What does a Rally Sponsorship do for you? A Sponsorship will bring your company's quality products and services extra visibility and attention! **You'll stand out and at the end of the day, that makes a difference.**



For more information on unique sponsorship opportunities, contact Terry Thompson at 206-283-9545 or [tthompson@goodsamfamily.com](mailto:tthompson@goodsamfamily.com)

