



### WHAT IS THE ROUNDUP?

The Rocky Mountain International Roundup provides an opportunity for businesses, destinations and attractions within the region to meet face-to-face with targeted tour operators from Europe who specifically want to do business in South Dakota, Montana, Wyoming and Idaho. It is a low-cost and highly efficient way for local suppliers to meet with international tour operators and a small number of US-based receptive operators.

The Roundup is designed not only for suppliers who are currently operating internationally, but also especially for those who want to test the waters at a cost-effective price in an environment where they'll get the opportunity to promote their product and do business one-on-one.

The Roundup concept has been extremely well received by both buyers and suppliers. Most participants have indicated that they would attend again. Real business is generated at each Roundup site – room nights are booked, packages are included in foreign tour brochures, and deals are negotiated.



### WHEN AND WHERE WILL IT TAKE PLACE?

Buffalo, Wyoming! Buffalo Chamber of Commerce will host the RMI Roundup. The Marketplaces will be held at the Bozeman Trail Steakhouse & Convention Center, 675 E Hart Street in Buffalo. Marketplace 1 will be on Monday, April 30th and Marketplace 2 will be on Tuesday, May 1st. The Roundup covers both winter and summer product with two marketplaces. Register early as there is limited space in each marketplace.

### WHAT KIND OF TOUR OPERATORS WILL BE THERE?

Although we certainly wouldn't turn away major tour operators from the Roundup, the targeted operators best suited for the program are medium to small operators who specialize in outdoor adventure as well as US – based receptive operators who sell to a host of international companies. Our target is approximately 35 tour operators invited via our overseas offices in London, Frankfurt, Amsterdam, Paris, and Milan. We expect to have tour operators from the Scandinavian region as well as Australia. It's essential that the operators be key personnel who can negotiate contracts and make critical decisions on site.



## 2012 ROUNDUP IN BUFFALO, WYOMING APRIL 29 – MAY 1, 2012 INFORMATION FOR SUPPLIERS

RMI and state tourism representatives will also participate in each marketplace so you'll have the opportunity to meet with and educate them about your product. RMI Website staff and the RMI overseas representatives will also be present. In addition, US-based receptive operators will attend.

### HOW WILL IT WORK?

The Roundup will consist of a supplier briefing, a marketplace between buyers and sellers (suppliers), lunch and reception/dinner. At each marketplace tour operators will be located at specific tables and suppliers will circulate on a schedule to each table. Appointment times will be assigned so each supplier can meet with every tour operator and receptive.

#### *Register early to reserve your choice of marketplaces.*

You may choose to register for either Marketplace. Marketplaces will be filled on a first-come, first-served basis. Once the Marketplaces are full, we reserve the right to change your requested marketplace to keep them balanced. Both marketplaces are identical in terms of tour operators present. Participation may be limited due to space constraints.



***Reservations are not guaranteed until payment is received.***

Registrants will receive detailed background information about the tour operators, along with pertinent information on what the operators are specifically looking for during the Roundup. Tour operators will receive information about registered suppliers as well.

**HOW TO PARTICIPATE**

Cost is \$495 for early registration (deadline is February 28, 2012) and \$550 for registrations received after February 28, 2012. Registrations **must include payment** and must be confirmed by the RMI office in Cheyenne to be considered valid. Spaces will be assigned on a first-come, first-served basis. If all spaces are filled in one marketplace, suppliers will be given the opportunity to book a spot in the other marketplace. The reason for limiting spots is to provide an adequate opportunity for all suppliers to meet with all buyers during the allotted marketplace. All participants must register in advance.

***Each supplier will receive:***

- a name badge and registration materials
- an extensive briefing and orientation
- lunch on the marketplace day
- dinner with the tour operators
- an opportunity to meet with all tour operators and receptives during the marketplace.

**YOUR LOGO**

Add your logo to the official program for an additional \$35.00. Logos should be provided electronically. They will appear in the program above your listing in Black and White. The size will be not larger than 1.5 inches by 1.5 inches.

**AIRPORT INFORMATION**

Buffalo does not have an airport. The closest airports are in Sheridan (40 minutes away), Gillette (1 hour 10 minutes) and Casper (1 hour 45 minutes). No airport transportation to Buffalo is provided to suppliers.

**MATERIALS**

Suppliers are encouraged to bring materials, including brochures, business cards with telephone and fax numbers, commissionable or net rates (for lodging businesses), booking and deposit information, and press kits and/or image CDs, if available. It will be a waste of your time and the tour operator's time if you do not have rates in place for at least a year in advance. If you need assistance with commissionable rates, please contact your state representative or RMI. Suppliers are encouraged to distribute DVD's or thumb drives of their information directly to operators instead of bulky printed materials which take up too much space and weight in luggage.

**SCHEDULE**

Suppliers register to attend one Marketplace. The choices and related dates are below. Locations are indicated so you can better choose your hotel. Transportation will be provided to the main banquet on April 30.

**Marketplace One**

Sunday April 29 – Check-in and supplier briefing at Hampton Inn, dinner on own.  
Monday April 30 – breakfast at your hotel, Marketplace One at Bozeman Trail Steakhouse & Convention Center with lunch and break snacks included, main banquet tonight.  
Tuesday May 1 – depart for home

**Marketplace Two**

Monday April 30 – Check-in and supplier briefing at Hampton Inn, main banquet tonight.  
Tuesday May 1 – breakfast at your hotel, Marketplace Two at Bozeman Trail Steakhouse & Convention Center with lunch and break snacks included, dinner on own.  
Wednesday May 2 – depart for home.

**ACCOMMODATIONS**

The following are offering the government rate (between \$70-\$75) plus 6% tax and include breakfast (either continental or more) in the rate. They are listed in approximate distance (closest to furthest) from the Marketplace venue:

- **BW Crossroads** (located across the road) contact Sussane at 307-684-2256.
- **Wyo Motel** (located within .25 mi.) contact Vern Brockman at 307-684-5505.
- **Comfort Inn** (located within .25 mi) contact Lydia or Nancy at 307-684-9564
- **Super 8** (located .5 mi) contact Chris at 307-684-2531.
- **Holiday Inn Express** (located .6 mi) contact BJ or Sandy at 307-684-9900.
- **Motel 6** (located .6 mi) contact Dreama Hill at 307-684-7000.
- **Big Horn Motel** contact Trudy at 307-684-7822.
- **Historic Mansion House** contact Pam at 307-684-2218.
- **Blue Gables** (cabins) contact Jim Henry at 307-684-2574.
- **The Occidental** contact Dave Stewart or Dawn Wexo at 307-684-0451.
- **Canyon**, call 307-684-2957
- **Mountain View**, contact Charles at 307-684-2881.
- **Folded Hills Guest Ranch** contact Sue at 307-684-5179.

**QUESTIONS**

Please contact Nancy Hall at [nhall@rmi-realamerica.com](mailto:nhall@rmi-realamerica.com) or Kim Birrell at [Kbirrell@rmi-realamerica.com](mailto:Kbirrell@rmi-realamerica.com) or at 307-637-4977 with questions.

# ROCKY MOUNTAIN INTERNATIONAL

## Roundup Supplier Registration Form

Company

Address

City

State

Zip

Phone

Fax

Website

### Participants (Limit 2)

1. First Name

Last Name

Job Title

Email

2. First Name

Last Name

Job Title

Email

Marketplace 1

Marketplace 2

*The following information will be distributed to the tour operators prior to the marketplace.*

Please describe your property / service / destination / attraction in 30 words or less.

What kind of business are you looking for at the Roundup? (Limit of 20 words)

### Payment

Cost for the RMI Roundup participation is \$495 per company for registrations received up to February 28, 2012 and \$550 per marketplace after that date.

Your spot will not be reserved unless payment in full accompanies this registration. Checks, money orders or credit cards will be accepted.

- Registration deadline is March 29, 2012
- No refunds for cancellation after March 29, 2012
- Make checks and money orders payable to "RMI Roundup."
- Your registration will be confirmed by e-mail or mail.

**No logo, thanks.**

**Add my logo to the program for an additional \$35.**

(Please provide electronic logo. Logos will be black and white and no larger than 1 1/2 inches by 1 1/2 inches)

**Yes, charge my Mastercard or Visa for  
\$550 (without logo) or \$585 (with logo)**

*Sorry, we do not take American Express or Discover*

Account #

Expiration Date

Security Code

Signature

Name as it appears on the card

Please mail, email or fax registration & payment to:

**RMI Roundup**

[nhall@rmi-realamerica.com](mailto:nhall@rmi-realamerica.com)

**2232 Dell Range Blvd, Ste 101, Cheyenne WY 82009**

**Fax: 307-634-8334.**