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Opportunities as a DRA Vendor!

- 2 Full days of commerce
- Booth space cost of \$450 for members
- Booth space cost of \$600 for non-members
- Registration for 2 people included in booth cost
- 8ft. Skirted table with Electricity and Internet accessibility is available
- Introduction of vendors to the membership at the beginning of the convention
- Vendor listings on DRA website with free reciprocal link to your site for 1 year.
- Free Advertisements in Ranch Ramblings
- Excel file with contact information for attendees pre & post convention
- Acknowledgment in the DRA Convention Program
- Contribute information and goodies to the convention gift bags
- **Limited Space available. Call to reserve your booth!**

The Dude Ranchers' Association Invites You to **be a Vendor** at our **86th Annual Convention** **January 18th - 22nd, 2012** **Holiday Inn ~ Cody, Wyoming**

Greetings from The Dude Ranchers' Association!

It is time to start gearing up for The Dude Ranchers' Association Annual Convention. The 2012 Convention is being held in Cody, Wyoming at the Holiday Inn, January 18th - 22nd, 2012.

The Dude Ranchers' Association has over 100 ranch members, and 150+ Associate members! You are a vital part of this great convention. Retail businesses, internet based companies, insurance brokers, magazines, booking agents and other products and service providers are among the vendors each year.

As a vendor you will have the opportunity to be involved in this growing industry, interact with member ranches, sell products, and build long lasting business relationships. We ask you to take a few minutes and look at this information and see what being a Vendor would mean to you.

The convention is a great place to meet the ranchers, show off your products and services, and be involved in useful seminars and informal discussions.

Please contact our office if you have any questions about the the Association or the Convention or visit our website at www.duderanch.org. Thank you for taking the time to get to know The Dude Ranchers' Association. We hope to hear from you soon.

Happy Trails,

Colleen Hodson
Executive Director

**\$25 off booth
if you send in deposit
before
October 1, 2011**

"Being an associate member in the DRA has provided us with many benefits. The annual convention is one of the most well organized conventions we have ever attended and their focus on the vendors is overwhelming."

~Williamson Enterprises, Inc.

The Details...

The Convention will kick off with dinner on Wednesday, January 18th, and will run through breakfast on Sunday, January 22nd. The Vendor registration and set-up will be Wednesday, the 18th starting at 10:00 am to 5:00 pm. The actual vendor show will be Thursday the 19th and Friday the 20th. In addition to the regular two coffee breaks daily, there will be exclusive time scheduled for both days. We anticipate about 50 to 70 ranches will attend.

The cost of the booth space will remain the same as the last several years: \$450.00 for an Associate Member and \$600.00 for a non-member. This includes registration for two people. **We are offering \$25 off the vendor space if you register before October 1, 2011.** You will receive an 8ft. table, two chairs and will be included in the Convention Program. Also included in your registration fee is a link on the DRA website and a free ad in two months of the DRA Ranch Ramblings Newsletter. Prior to the convention, you will receive an Excel file containing all the contact information for the ranches registered to attend. (Electricity and Internet access is available for those who need it.) On Thursday morning there will be a short introduction from the vendors to the ranchers. This is a very relaxed and fun two minute introduction for each vendor. Coffee breaks will be taken in the vending area.

Our Associate members and vendors are a very important part of the Association. We want to assure that you receive all you can from the convention, so we encourage you to attend all meals, seminars, and activities. Enclosed is a short registration form. The 20+ spaces available will fill quickly. Please note: a \$100.00 non-refundable deposit will be required to hold your space. We will accept booth reservations on a first come basis. Please feel free to call us with any questions 866-399-2339. We are looking forward to meeting some new people and seeing some old friends!

Holiday Inn Reservation Information

Reservations are to be made directly with the **Holiday Inn** by calling

1-800-527-5544 ext 635 or ext 637

In order to get the reduced rate, attendees need to mention reservation code **#DRA-ZTO**.

Rate: \$69/night for up to 4 persons per room.

This rate does not include 8% tax.

Reservations can also be made at the **Comfort Inn** by calling

1-800-527-5544 ext 400

using reservation code **#DRA**. Same rates apply

Meal plans are available Wednesday night through Sunday morning and include the twice daily coffee breaks along with appetizers prior to the dinners. Please mark your meal plan option on your registration form.

MEAL PLANS

Plan 1: Full Meal Package

(Wed. Dinner thru Sunday Breakfast) \$ 260

Plan 2: Three Day Meal Package

(Thurs. Lunch thru Saturday Dinner) \$ 195

Plan 3: Vendor Meal Package

(Wed. Dinner thru Friday Dinner) \$ 166

The DRA Convention is....

- **Largest attended DRA Event of the Year**
 - **3 Day Convention with 2 Day Vendor Show**
 - **Build lasting relationships with all DRA Members!**
 - **Seminars & Round-Table Discussions**
 - **Marketing Tips & Trends**
 - **State of the Association**
 - **Horse Safety Courses**
 - **More Entertainment**
 - **20+ Vendors**
 - **Food, Family, Friends & FUN!**
 - **Annual Educational Trust Banquet & Auction**
- Support our college kids!**

Sponsorship Opportunities for the 2011 DRA Convention

Each year, various companies play a vital role in the convention by sponsoring events & activities, adding items to the Gift bags and donating to the Educational Trust Auction.

This year, some of the sponsorship opportunities are: **Coffee Breaks, Cocktails, Appetizers, Entertainment, Name Tags & Convention Program.**

Please keep in mind you can sponsor a portion or all of any event. There will be a "Sponsored by" sign placed during each event and sponsors will be printed in the convention program. This list is only a suggestion of ways to sponsor events so if you are willing to be a sponsor or contributor please call the office at 866-399-2339.

Vendors can ship their convention supplies or items directly to...

Holiday Inn
1701 Sheridan Ave
Cody, WY 82414

Please mark as DRA vendor.

The Dude Ranchers' Association began....

Dude ranching did not begin at a defined time. It evolved slowly from several divergent sources in different locales. The first organizational gathering of these independent-minded pioneers occurred in Bozeman, Montana in September of 1926 at the urging of the Northern Pacific Railroad. The railroad, looking for an additional source of revenue and a means to combat the new method of travel, the automobile, saw the dude ranches of the area as natural partners in the burgeoning tourism industry of the West. This meeting of ranchers from the Yellowstone area led to the formation of The Dude Ranchers' Association.

The Association's original membership of thirty-five ranches from the Yellowstone area has now grown to 100 +member ranches in 12 western states and two Canadian provinces. In spite of this growth, the Association today remains dedicated to preserving the beauty, natural resources, and the original western ranch experiences that attracted the first visitors. Within this context, the Association has produced industry standards, a common means for promoting dude ranch vacations, and a single source for the exchange of ideas and information.

True to its roots, The Dude Ranchers' Association is still a diverse group, composed of cattle ranches who accept paying guests and mountain top lodges that offer a ranch atmosphere. All preserve the open warmth and hospitality of the first ranches and allow for the original western ranch experience by requiring an extended stay. The formation of lasting bonds and memories still brings families back to ranches generation after generation. This is truly a living testimony to the timelessness of the values and standards of the original dude ranchers. Today, as it did over a century ago, the western dude ranch experience offers relief for both the body and spirit of those seeking refuge from the pressures and routine of modern life.



The Dude Ranchers'
Association
P.O. Box 2307
Cody, WY 82414
Phone: 866-399-2339
Fax: 307-587-2776
Email: info@duderanch.org

We're on the Web!
www.duderanch.org
&
www.duderanchhistory.com

Check out our "Just Dude It"
blog at
www.duderanchorg.blogspot.com

Find us on Facebook

**Become a
DRA Vendor
Today!**

"Gillingham & Associates has been an Associate Member of the DRA for over 10 years. In that time we have developed personal and professional relationships that create genuine value for our business. As a vendor we have enjoyed tremendous support from the DRA and their members."

Tom Gillingham, CEO
Gillingham & Associates,
Inc.

Join the DRA as an *Associate Member* and receive the following benefits:

- Invitation to attend the annual convention in January
- Discounted booth rates at the convention
- Vendor Advertising and Web Link Benefits
- Stay informed by receiving our in-house e-newsletter "Ranch Ramblings"
- Discounted advertising rates in Ranch Ramblings
- Be Listed in the Associate Member Resource Directory
- Reciprocal Website links available to Qualifying Supporting Members!
- Free admission to the DRA Horse Safety courses

Levels of Membership:

Lifetime Member
one time fee of \$1,000

Supporting Member
annual fee of \$250

**Commercial &
Contributing Member**
annual fee of \$150

Personal Member
annual fee of \$50

For booth reservations & more
information contact Colleen @
866-399-2339 or
colleen@duderanch.org

Associate Membership Application

I hereby make application for an associate membership in The Dude Ranchers' Association as:

- Lifetime Member (one time fee of \$1000)
 Supporting Member (annual fee of \$250)
 Contributing & Commercial Membership (annual fee of \$150)
 Associate Member Ranch (annual fee of \$125)
 Personal Member (annual fee of \$50)

NAME: _____

BUSINESS (if Commercial): _____

ADDRESS: _____

PHONE: _____

EMAIL ADDRESS: _____

WEBSITE ADDRESS: _____

My check for _____ is enclosed, paying dues for a one year period beginning this ____ day of _____, 2011.

SIGNED: _____

My preference in receiving the newsletter is:
Email **OR** Hard Copy. (Please circle one.)

Send to: The Dude Ranchers' Association, P.O. Box 2307, Cody, WY 82414

Ride The West With The Best!



THE DUDE RANCHERS' ASSOCIATION 86th ANNUAL CONVENTION
Holiday Inn ~ Cody, Wyoming
January 18th – 22nd, 2012 ~ Vendor Show Jan 19th & 20th
Vendor Set-up time Wednesday, Jan. 18th from 10:00 AM to 5:00 PM

VENDOR REGISTRATION

Please type or print. Name badges will be made from this form as well as contact information for the attending vendor lists. Please include website address below.

A: Company Name: _____

C: Address: _____

B: Names of Attendees:

1. _____
2. _____
3. _____
4. _____

Phone #: (____) _____
 Fax #: (____) _____
 E-Mail: _____
 Web site: _____

EXHIBITOR DISPLAY INFORMATION

Registration for 2 people is included in exhibit price.

D: MEMBER - \$450 per table = \$ _____
NON MEMBER - \$600 per table = \$ _____
 Additional number of people attending: ___ x \$65 = \$ _____

E: Meal Plan	Price	# Attending	
Plan 1:	<u>\$260</u> x	_____	= \$ _____
Plan 2:	<u>\$195</u> x	_____	= \$ _____
Plan 3:	<u>\$166</u> x	_____	= \$ _____

F: Total Due: _____ \$ _____

G: A Non-Refundable Deposit of \$100 is required to hold your vendor space. Balance is due December 1, 2011

Total Enclosed: \$ _____

Vendor Space is limited, reserve your space today!

If you are willing to sponsor anything at the convention, please call the office at 307-587-2339

Meal plans

- Plan 1: Full Meal Package**
(Wed. Dinner thru Sunday Breakfast) \$ 260
- Plan 2: Three Day Meal Package**
(Thursday Lunch thru Saturday Dinner) \$ 195
- Plan 3: Vendor Meal Package**
(Wednesday Dinner thru Friday Dinner) \$ 166

★ ★ ★ ★ ★ ★ ★ ★ ★ ★
 REMEMBER!
 We also accept Credit Cards!
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Please return this completed registration form to our office:

The Dude Rancher's Association
 P. O. Box 2307
 Cody, WY 82414.

For more information please contact us, our number is (307)587-2339 or email at info@duderanch.org.

Signature: _____
 Date: _____