

Dear Exhibitor,

Here it is, our 29th year and we are still the best sportsmen's show in the Northeast. ***The Springfield Sportsmen's Show***, running February 23 -26, 2012 is best known for bringing the best exhibits, displays and the newest products on the market to the Northeast's outdoor enthusiast.

It is you, our exhibitors with your great products and services, that keeps show goes returning year after year. ***The Springfield Sportsmen's Show*** is the best and the most consistent show in the Northeast.

This show is located in the 'crosshairs' of the Northeast. Interstates 90 and 91, two of the largest highways intersect here in West Springfield MA, making it easy access for all travelers. Thousands of outdoor exhibitors and attendees have made ***The Springfield Sportsmen's Show*** their annual "hot spot" for fun and business.

Along with bringing this traditionally strong sportsmen's show, OSEG, the Outdoor Sports Expo Group, has always prided itself on being an innovator in the industry as well.

OSEG shows were the first to put a full sized ***Water Dog Retrieving Pool*** in a show, we helped the ***Northeast Big Buck Club*** launch their highly successful measuring organization, we recently started the Northeast '***Bass Blast***' and we were the first backers of now 'world famous' whitetail expert ***Dick Scorzafava***.

Recognizing excellence and bringing it to the outdoor public is what we do. That's where you come in. Bringing the 'Best' means having you with us going into the new day.

We help you with your attendance with the following conveniences:

**\*Great Location \* Easy move-in & move-out \*Free Standard Electrical  
\*New England's & Eastern NY's Great Hunting, Fishing & Outdoor enthusiasts!  
\*Spacious Isles & Full Size Booths \*Located in The Northeast's Favorite Facility!**

The combining of great Exhibitors, exciting Attractions along with our ever-increasing Advertising Program, keep the Best Sportsmen of the Northeast coming back year after year.

Our family owned & run company considers it our pleasure giving you our personal attention and the friendliness you deserve while at our show.

Thanks for being with us.

Wishing you Health and Happiness,

*Frank, Doug, Joanne & Rene*

and the entire OSEG staff

***You can take a 5% discount off of the booth price by  
getting your full payment in by August 15, 2011.***