
DOWLING'S INC.

PROVIDING TOMMORROW'S RETAIL SOLUTIONS, TODAY
ESTABLISHED 1912

November 1, 2011

To: Manufacturer Reps., Vendors and Brokers

From: Brendan Brinkworth
Director of Sales

Re: DOWLING'S INC.
"2012 Buying Show"

Dear Valued Vendor,

You are invited to partner with Dowling's Inc. in presenting our Retailers with the most exciting and profitable opportunities in 2012.

With this in mind we are pleased to announce that Dowling's will host our Annual Buying Show, March 22, 2012 at the Sheraton Hotel and Conference Center.

All the initial details of our Buying Show are enclosed. We will send more information to you as the show coordination progresses.

Please work with your Dowling's Buyers on setting up deals for the show, and have them completed on or before **DECEMBER 23, 2011**

In addition there will be two cash drawings, for vendor prizes.

Thank you for your support in the past, and we look forward to your continued support in the future.

Sincerely,

Dowling's Inc.

Brendan Brinkworth
Director of Sales

DOWLING'S INC.

“BUYING SHOW”

THURSDAY – MARCH 22, 2012

SHERATON HOTEL & CONFERENCE CENTER

870 Williston Road

BURLINGTON, VT 05401

PHONE (802) 865-6600 FAX (802) 865-6617

Exhibitor's Fee: Full Booth 8' x 10 = \$995.00 _____

Note: Fee covers one booth and up to two Exhibitors. All additional
personnel, spouses etc. please add \$50.00 per person _____

PLEASE CIRCLE

BILL BACK OR CHECK

Total Due: _____

Payment is due in full with completed application on or before
DECEMBER 23, 2011. Checks should be made payable to
Dowling's Inc.

All Exhibitors must be paid in **full** prior to Buying Show.

Product to be used as display samples will be billed @ the rate of: cost +6%

Name of Company _____

Mailing Address _____

City _____ **State** _____ **Zip Code** _____

Person/Persons Attending (Please print) _____

DOWLING'S INC.

“BUYING SHOW”

THURSDAY – MARCH 22, 2012

**DINNER REGISTRATION FORM
PLEASE PRINT CLEARLY**

NAME _____

NAME _____

NAME _____

NAME _____

THURSDAY DINNER & ENTERTAINMENT

ATTENDING _____

PLEASE RETURN BY December 23, 2011

FAX# 802-893-5110 ATTN: Brendan Brinkworth

DOWLING'S INC.

“BUYING SHOW”

Trade Show Sponsorship Opportunities

Dear Vendor Partner:

The success of Dowling's Trade Show depends on the joint efforts and support from manufacturers, suppliers, and associates in the industry. We thank you for your past support and are looking forward to your participation at this year's Trade Show.

Last year you supported our Trade Show as an exhibitor. I am looking forward to your participation and working with you again this year.

It is an event you won't want to miss!

Please check if you wish to sponsor any from the list below and mail/or fax back to 802-893-5110. You may also email your response to brendanb@bddow.com. Dowling's will invoice you upon receipt of your confirmation if your sponsorship is not an item or product.

Attached is a complete list of sponsor options for 2012. If you wish to discuss another option or a new sponsorship, please let me know.

Thank you for your past support, looking forward to your participation again this year.

Badges: \$250.00 Dinner: 3 @ \$500.00

Lanyards: \$450.00 Bags: \$250.00

Cocktails: 4 @ \$500.00 Entertainment: 3 @ \$500.00 Books: 2 @ \$1000.00 Front

2 @ \$750.00 Back

_____ I wish to sponsor an event this year.

Event _____ Cost: \$ _____

Regards,

Jay Mitiguy

Assistant Vice President

***Benefits of your Sponsorship -
Provides Your Company Excellent Visibility Throughout the Trade Show Floor.***