



*57<sup>th</sup> Boston Sea Rovers Clinic, March 4-6, 2011*

Dear Friend,

Thank you for your interest in the Boston Sea Rovers. As a way of introduction, the Boston Sea Rovers are a non-profit organization dedicated to increasing awareness and appreciation of the underwater world. We are proud sponsors of our annual Clinics – a full weekend event featuring daytime seminars, workshops, exhibitors, and an evening film festival. Proceeds from the Clinics are used for scholarships, internships, in support of other non-profit organizations, and to continue and promote the goals of our organization. We are eager to have your participation and support in this effort.

In 2011, the Boston Sea Rovers are hosting the annual clinic at a new and improved location. The new home of the Boston Sea Rovers is the **Crowne Plaza Boston North Shore Hotel** in Danvers MA, and this location features fantastic amenities for exhibitors and attendees. Here are just a few highlights:

- **Expanded exhibit hall** – The exhibit hall now includes convenient, relaxing morning set-up on Friday, a half-day exhibit floor on Friday for dive professionals, with two full days open to the public on Saturday and Sunday!
- **Free admission to exhibit floor** – Exhibitors are encouraged to print free exhibit hall passes, using our template, to help promote the show and maximize attendee participation.
- **On site pool** near the exhibit floor for use by dive stores and exhibitors to host Discover Scuba programs or other equipment demonstration activities.
- Over a dozen **workshop/breakout rooms available** for specialized training from Thursday through Sunday.
- **No union labor requirements** or added costs for set-ups or break-downs, which means lower drayage costs!
- **Reasonably priced hotel rooms** with discount rates for early bird sign-ups.
- **Free parking** at the hotel!
- **Danvers boasts easy access** from all points, including Boston via major highways such as RT 95, RT 128 and RT 1.
- **Low cost and convenient transport** to and from Boston's Logan Airport.

Attached to this letter is the 2011 Exhibitor Contract. As you can see, we are offering significant discounts and incentives for early commitments. It is our hope that you can be involved in the 57<sup>th</sup> Annual Boston Sea Rovers Clinic. If you have any questions, please do not hesitate to contact us directly. We are here to answer your questions and assist you in finding the best manner in which you and your business can be involved.

Sincerely,

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