

2017 Maine Snowmobile Show

OCTOBER 20-21-22, 2017

Augusta Civic Center, Augusta, Maine

Produced by: Maine Snowmobile Association, PO Box 80, Augusta ME 04332
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Dear Friend,

That whopper of a winter is behind us and Maine riders couldn't be happier about how the season was! Snowmobile registrations were up almost 40%, and for the thousands of riders who make Maine their go-to destination, plans are already underway for next winter! Wouldn't you like to get them all together and help them get ready for another great season? You can at the 2017 Maine Snowmobile Show!

The 21st Annual Maine Snowmobile Show at the Augusta Civic Center will be the place to be October 20 – 21. It's the official start of the 2017-18 season, and after this spectacular season they're ready to ride... and buy! The Maine Snowmobile Show is where you can meet them face-to-face!

The Show weekend will be full of fun, giveaways and lots of surprises! Every year we find new and exciting promotions to bring more of your customers to the Show. This year the Show will again be hosting an invitational antique sled exhibition with some of the rarest and most unique antique and vintage sleds in northern New England! There will be workshops and other activities that are all designed to bring more snowmobilers through the door!

The show advertising will be directed at the people who snowmobile in Maine with television campaigns statewide, radio spots in the Bangor and Portland Markets and social media reaching riders throughout the Northeast.

The show guide will run in the September issue of the Maine Snowmobiler, which is mailed to every person who registered a snowmobile in Maine last season – over 50,000 copies to the people who are ready to buy!

Special discounted rates are available for Show exhibitors.

Enclosed are the registration materials for the Maine Snowmobile Show. Simply fill out the registration form and return it with your deposit to the MSA office as soon as possible. Last year's Show was a sellout – register early to ensure your spot!

The volunteers and staff of the Maine Snowmobile Association are standing by to help you make the 2017-18 season your best ever. If you have any questions or special requirements, please let us know.

SEE YOU AT THE SHOW!



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