

Point Lookout Resort—Erickson Communities

- Situation** Erickson Communities purchased a retreat property in Northport, Maine and redeveloped it as a resort and conference center named Point Lookout. Erickson's vision was to brand and promote Point Lookout's luxurious accommodations, unique programs, and ability to host business events in an engaging manner. Ultimately, it sought to position the resort as a desirable destination, vacation getaway, and business conference center.
- Solution** Erickson selected the Channel team to develop a new destination brand identity and broad range of communications materials to showcase the resort and conference center. These included a logo and tagline, an identity package, print ads, and various collateral pieces. Specifically, we created a facility brochure; an email campaign; radio spots; a video; ads for the business facilities, fitness center, and resort amenities; a Grand Opening invitation; and assorted sell sheets and flyers.
- Result** Erickson Communities was delighted with the communications tools and materials we created for Point Lookout. The client reported that our work was a major factor in building awareness of the property and attracting reservation volume that exceeded first-year projections.

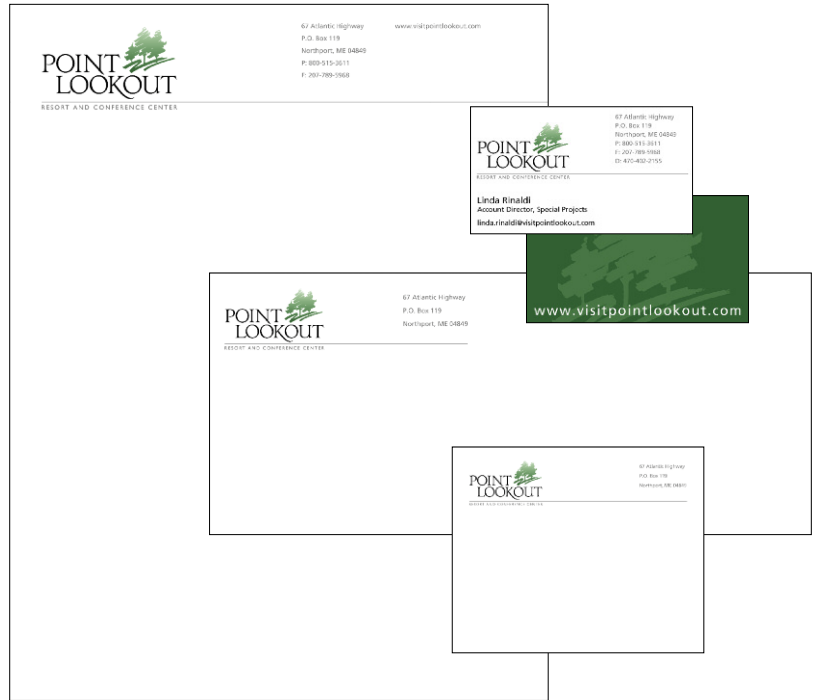
- o resort logo and tag line
- o stationery suite
- o brand image



POINT LOOKOUT

RESORT AND CONFERENCE CENTER

COME TO WHERE THE
MOUNTAINS MEET THE SEA



- o video
- o website
- o exhibit booth



Video (Click to view)



LEAVE THE CITY BEHIND. COME TO WHERE THE MOUNTAINS MEET THE SEA.

- 379 acres of natural splendor in the wooded tranquility of Ducktrap Mountain near Camden, ME
- Upscale accommodations for groups of 10-600
- 106 perfectly appointed guest cabins
- State-of-the-art conference facilities
- World-class athletic facilities
- Excellent dining options
- Take your next meeting to new heights at Point Lookout.

POINT LOOKOUT
RESORT AND CONFERENCE CENTER

- o save the date postcard
- o event invitation


As summer begins on Ducktrap Mountain, so does a new era of rustic luxury and gracious hospitality.

Mark your calendar and be among the first to experience the Point Lookout Resort and Conference Center. Our Grand Opening Celebration promises to be as spectacular as the property itself.

Watch the mail for your invitation and in the meantime, save the date:

Wednesday, June 18, 2008
Point Lookout Resort and Conference Center

For more information, please call 800-515-3611.



POINT LOOKOUT
RESORT AND CONFERENCE CENTER
67 Atlantic Highway
PO Box 119
Northport, ME 04859



The Point Lookout Grand Opening Celebration
Consider it the first of many unforgettable events to come.



Save the Date



You're invited



You're invited to join us for the Point Lookout Grand Opening Celebration.

Every spring, spectacular things happen on Ducktrap Mountain. And this one is no exception.

Overlooking the picturesque Penobscot Bay, the Point Lookout Resort and Conference Center combines 579 acres of natural splendor with upscale accommodations and state-of-the-art conference facilities. We invite you to be among the first to experience it at our Grand Opening Celebration.

Meet our gracious staff. Enjoy fine food, drink and entertainment. Tour the property. And help us usher in a new era of rustic luxury and unrivaled hospitality on Ducktrap Mountain.

Thursday, July 10, 2008

Opening remarks by John Erickson at 2:00 p.m.

To RSVP, call XXX-XXX-XXXX or email XXXXX@pointlookout.com. For more information, call 800-515-3611.

Point Lookout Resort and Conference Center
67 Atlantic Highway, Northport, ME

Parking is limited. Shuttle service will be available from TBD.





- conference center brochure
- rates sheets

Point Lookout
RESORT & CONFERENCE CENTER



Welcome to Point Lookout, a luxury retreat and conference center overlooking the picturesque Penobscot Bay in Northport, Maine. Point Lookout combines 379 acres of natural splendor with upscale accommodations and state-of-the-art conference facilities.

Staffed by a team of experienced professionals, Point Lookout offers an ideal destination for working while getting away from it all. Your group will enjoy 106 perfectly appointed guest cabins, an 18,000-square-foot conference center, and world-class athletic facilities. All nestled in the wooded tranquility of Ducktrap Mountain. We



Breathtaking views. Four-star accommodations. Cutting-edge conference facilities. The average stay at Point Lookout is anything but.

Take your meeting to new heights at Point Lookout.

At Point Lookout, the only thing more beautiful than the view is the experience of staying here. The resort's 18,000-square-foot conference center offers a range of meeting spaces, including a grand ballroom and 11 smaller meeting rooms. The resort also features a state-of-the-art fitness center, a spa, and a variety of dining options. For more information, visit www.pointlookout.com.

When you hold your meeting at Point Lookout, you're not just meeting. You're enjoying the beauty of the resort. The resort's 18,000-square-foot conference center offers a range of meeting spaces, including a grand ballroom and 11 smaller meeting rooms. The resort also features a state-of-the-art fitness center, a spa, and a variety of dining options. For more information, visit www.pointlookout.com.



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The Best of Both Worlds at Point Lookout... **Drink in the panoramic views.** Feast on a wide variety of culinary delights. **With everything from private porches to upscale furnishings, the amenities in our guest cabins are as all-encompassing as the views.**



Let the good times roll at our state-of-the-art bowling center. **Bowling Center Rates 2008**

Public Bowling Center	\$100 for four hours
Public Bowling Center	\$150 for four hours
Special events (5pm)	\$100 for two hours*
Locker rental	\$1.5 per hour
Recreational lane rental	\$75 per hour
Cost per game	\$3
Shoe rental	\$2

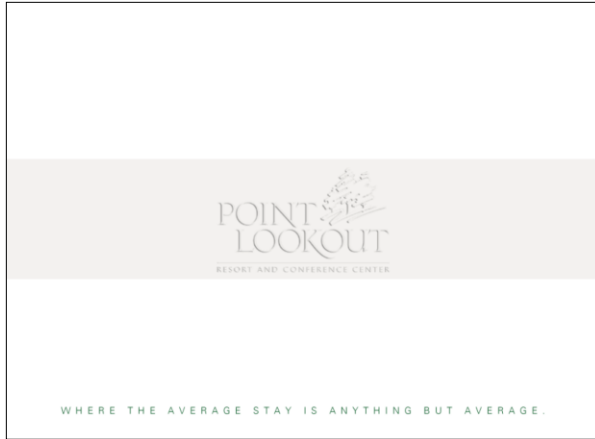
Point Lookout Rates

Meeting Room	Day Session*	Off Session**
Gateway Hall	1,000	1,075
State Ball Room	1,000	1,075
North Room	1,750	1,825
South Room	1,750	1,825
East Room	1,100	1,175
West Room	1,100	1,175
Ballroom	1,100	1,175
Meeting**	1,350	1,425

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State Ball Room	1,000	1,075
North Room	1,750	1,825
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East Room	1,100	1,175
West Room	1,100	1,175
Ballroom	1,100	1,175
Meeting**	1,350	1,425





ACTIVITIES

Add volleyball, bowling, hiking and sea kayaking to your trip.

With world-class athletic facilities and a wide range of indoor and outdoor activities, there's no shortage of ways to spend the day and get your endorphins flowing at Point Lookout. Our 30,000 square-foot fitness center features the following:

- Activity rooms and lounge
- Locker rooms
- Full-size basketball court
- Squash and racquetball courts
- A virtual golf room
- An aerobic and spinning studio
- No exercise mats with free weights, weight machines and cardiovascular equipment ranging from treadmills and stair machines to spin bikes
- A stretching room

A separate recreation building houses our eight-lane bowling alley, video arcade and a small party room that can hold up to 50 people. And that's just on the inside. In addition to six miles of scenic trails that traverse the property from top to bottom, Point Lookout includes a state-of-the-art artificial turf soccer field, softball field and tennis courts. At the southern edge of the property, you'll also find barbecue and picnic areas along the shores of Presque Isle Bay.





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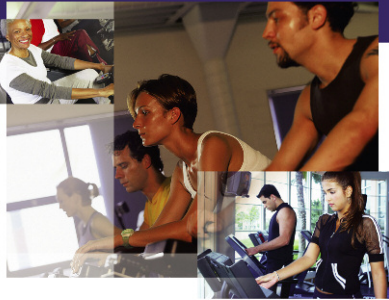


World-class athletic facilities and a wide range of indoor and outdoor activities.



Take your meetings and events to new heights at Point Lookout.

Clear your mind with the breathtaking views. Work your body in the state-of-the-art facility.



Introducing the state-of-the-art Point Lookout Fitness Center. Located on scenic Ducktrap Mountain, the Point Lookout Fitness Center is a 36,000 square foot luxury sports and fitness complex designed to meet your every need. Members will enjoy everything from basketball, racquetball and a virtual golf room to cutting-edge weight training and cardiovascular conditioning equipment. Plus, our knowledgeable fitness professionals will assist you every step of the way. Whether you're a competitive athlete or working out for the first time, let the Point Lookout Fitness Center help you meet your goals.

For membership information, call the Point Lookout Fitness Center today at 207-789-2011 and take your health and fitness to new heights.



Introducing the new destination for business conferences.

Surrounded by incredible views of the mountains and bay, Point Lookout offers groups of 10 to 1,000 an exceptional place to meet, work and play. This unique luxury retreat and conference center combines 379 acres of natural splendor with upscale guest rooms, a state-of-the-art conference center, and world-class athletic facilities. Staffed by experienced professionals, Point Lookout is close to home and work—yet far from anything you've ever experienced.

Hold your next meeting where the mountains meet the sea. Call 800-515-3611 or email pointlookoutinfo@erickson.com for more information on this extraordinary property.



67 Atlantic Highway, Northport, ME 04849



Clear your mind with the breathtaking views. Work your body in the state-of-the-art facility.

Introducing the state-of-the-art Point Lookout Fitness Center.

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67 Atlantic Highway
Northport, ME 04849
visitpointlookout.com



Leave the city behind. Come to where the mountains meet the sea.



Point Lookout, a luxury retreat and conference center in scenic Maine.

Point Lookout combines 379 acres of natural splendor with upscale accommodations and state-of-the-art conference facilities. Staffed by a team of experienced professionals, Point Lookout offers an ideal destination for working while getting away from it all. Your group will enjoy 106 perfectly appointed guest cabins, an 18,000-square-foot conference center, and world-class athletic facilities. All nestled in the wooded tranquility of Ducktrap Mountain. We invite you to take your next meeting or event to new heights at Point Lookout.

For more information on this extraordinary destination, call 800-515-3611 or email pointlookoutinfo@erickson.com.



67 Atlantic Highway, Northport, ME 04849
www.visitpointlookout.com



Let the good times roll at our bowling center.

Strike up a friendly competition. Build camaraderie. Or just provide hours of non-stop fun at our bowling center. The 12,000-square-foot facility has a large open seating area, 8 fully-equipped bowling lanes, a video arcade room, and a small function room that can hold up to 50 people. And everybody loves to bowl, so let the games begin.



Why Just Retire When You Can Reinvent Yourself?



Join us for Life Change Studio—the one weekend that could transform the rest of your life.

It's not just the new workout you're going to get. The rest. The rhythm. Life Change Studio can help you become empowered to create a meaningful, fulfilling life at your next retreat experience. Through highly interactive experiential, creative exercises and mind-body practices, our Blue Ridge opportunities will develop new skills for navigating the exciting life transition. All while enjoying the natural splendor, luxurious accommodations and world-class amenities of Point Lookout Resort and Conference Center.

The Life Change Studio weekend includes:

- Three days and two nights in our resort cabins
- Breakfast, lunch and dinner each day
- Live artist workshops in art, movement and visualization
- All workshop materials

November 14-16, 2008
Point Lookout Resort
67 Atlantic Highway
Northport, ME 04849

To reserve your space today, call 800-515-3611 or visit pointlookout.com. And get ready to live your best life yet.

