



75th ANNUAL FAR WEST SKI ASSOCIATION CONVENTION
May 31st – June 3rd, 2007 – Santa Clara, California



INDUSTRY TRAVEL EXPO INSTRUCTIONS

Saturday, June 2nd, 2007

Greetings Industry Providers! Welcome to the Annual Far West Travel Expo. Whether you've participated in past Travel Expos or you are new this year, here are some tips to help you get the most out of your experience.

First of all, keep in mind that the Travel Expo is for you, therefore it is up to you to determine how best to use your time with the delegates. We are recommending that there be no more than four delegates at any single meeting and that each delegate be from a different club or council.

These appointments are meant to be an introduction to your product. Expo time should not be used for finalizing a trip already in the works. Use the time on Friday night for this or schedule time with this delegate for another time.

The Travel Expo

The Travel Expo is a forum where delegates can meet with the ski industry [resorts, operators and suppliers] up close and personal in a prescheduled 15 minute appointment format. These appointments are held every 15 minutes on the quarter hour starting at 9:00am until 11:15am, giving delegates nine opportunities to meet with the ski industry. We are asking that delegates take advantage of all nine opportunities. There will be a few exceptions since there will be meetings going on concurrently. This involves only a small percentage of our delegates.

Our delegates have a wide variety of knowledge and experience with your product. They are generally officers of their club or council but may not necessarily be the travel director. However, these delegates are a part of the process that determines where their club travels – if not in 2008, then in 2009.

The challenge for you is to make your presentation broad enough to satisfy everyone. That is why we ask that you limit your appointments to a maximum of four people, each from a different club or council. As different as the industry is, so are our clubs. Therefore, if you prefer to limit your presentation to one club or council, that would be your choice.

Signing Up Delegates For Appointments

Your Sign-up Sheet will be in your registration package. The Sign-up Sheet is for you to record your appointments. Make sure you also record your appointments on the delegates' "Passports." You will have two appointment sign-up opportunities.

- With delegates during the Silent Auction on Friday from 7:00pm – 11:00pm. Be proactive on Friday night during the Auction!! When talking to delegates, feel free to ask them for an appointment.
- With delegates on Saturday from 8:30am – 9:00am during the half hour prior to the opening of the Travel Expo.

Meeting Suggestions

Don't worry if you don't get your sign-up sheet filled in on Friday night. Some attendees will arrive too late to start the process Friday night and will be looking for you Saturday.

Remember, even if the delegate is not their club's travel director, they are representing their club and will be bringing information and recommendations back to their board.

Please be on time for your appointment. And don't linger past your scheduled time.

Don't forget to sign the delegates' Passports at the close of each appointment. The delegates who make **ALL NINE** appointments will be entered into a drawing for a ground package for Far West Ski Week to Whistler/Blackcomb, January 19 – 26, 2008.

Please do **NOT** sign a delegate's Passport if they haven't met with you.

The Meeting

We will attempt to have industry seated in alphabetical order. Announcements will be made at the start and end of all appointments.

Please contact **Sigrid Noack** with any questions or suggestions you may have regarding the Travel Expo.

Sigrid Noack – skisig@earthlink.net