



77th ANNUAL FAR WESTSKI ASSOCIATION CONVENTION

June 4 – June 7, 2009 – Reno, Nevada



TRAVEL EXPO

GREETINGS INDUSTRY PROVIDERS!

Welcome to the 7th Annual Far West Travel Expo. Whether you've participated in past Travel Expos or are new this year, here are some tips to help you get the most out of participating in Travel Expo.

WHAT IS TRAVEL EXPO?

Travel Expo takes place on Saturday morning of Convention. It is a forum where delegates [voting and non-voting] can meet with the ski industry [resorts, operators, and suppliers], in a pre-scheduled 10-minute appointment format. These appointments are held every 10 minutes on the quarter hour from 8:45 to 10:40am, giving you eight opportunities to meet with ski industry. We are asking that delegates take advantage of all eight opportunities. A few delegates will not be able to attend due to judging and bidding going on concurrently. You will have opportunity for delegates to sign up for appointments on Friday night at Silent Auction as well as on Saturday morning—just before Expo starts. Each delegate will have a Passport, with appointment times that match your Sign-Up Sheet. 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. The challenge for you is to make your presentation broad enough to satisfy everyone. We ask that you limit your appointment time slots to a maximum of four delegates from different clubs and councils. As different as our clubs are, so is the industry. If you prefer to limit your presentation to one club or council, that would be your choice. Delegates are generally officers of their club or council and will not necessarily be the travel person. BUT these folks are a part of the process that determines where their club goes – if not in 2009, then in 2010. Travel Expo is for you, therefore it's up to you to determine how best to use your time with the delegates. Even if the delegate is not their club's travel person, they are representing their club and will be bringing information and recommendations back to their board of directors and travel person.

ROOM SETUP, WHAT TO BRING

The Travel Expo room setup is one table with 2 chairs for industry on one side and 4 chairs for delegates on the other side. Please be prepared with informational materials such as brochures, photos, trail maps, small giveaways, etc. (no displays).

SIGNING UP FOR APPOINTMENTS

Your "Sign-Up Sheet" will be placed in your exhibitor booth on Friday evening. As delegates sign up, the appointment should be recorded on the delegate's "Passport."

You will have TWO appointment sign-up opportunities:

1. On Friday evening at the Silent Auction from 6:30pm to 10:30pm. Be proactive on Friday night during the Auction!! When talking to delegates, feel free to ask them for an appointment.
2. On Saturday morning just before Travel Expo starts, from 8:30am to 8:45am. All exhibitors must be present starting at 8:30am, to acquire more sign-ups.

MEETING SUGGESTIONS

For a well-run Travel Expo we will have monitors who will be sure the appointments run smoothly – delegates and industry sticking to the 10-minute appointment duration and assistance provided to delegates to find their appointments. Announcements will be made for the beginning and end of all appointments.

Don't forget to sign off the delegates' Passports at the close of each appointment. Delegates who make **ALL EIGHT** appointments will be entered into a drawing for a ground package for one on Ski Week to Keystone with Far West, January 28 – February 6, 2010, as well as many door prizes supplied by the industry.

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