

"The Voice of the Western Skier"



78th ANNUAL FAR WEST SKI ASSOCIATION CONVENTION

Renaissance Esmeralda Resort & Spa - Indian Wells, California

June 10 - 13, 2010

THANKS FOR THE MEMORIES



Dear Owner/Marketing Director:

On behalf of **Far West Ski Association**, we would like to invite your company to participate in our 78th annual **FWSA** Convention, June 10-13, 2010, Indian Wells, CA, hosted by San Diego Council of Ski Clubs. FWSA has 180 affiliated ski clubs located throughout 11 regional Councils in Alaska, Arizona, California, Colorado, Idaho, Nevada, New Mexico, Oregon, South Dakota, Utah, Washington and Wyoming. Convention activities include our 25th Annual Silent Auction, 8th Annual Travel Expo, optional events, awards banquet, and sponsorship opportunities.

SILENT AUCTION & DANCE is scheduled for Friday evening, June 11th, from 6:30 to 10:30pm. To reserve booth space for the Silent Auction and participation in the Travel Expo, your company donates a package(s) to be auctioned off at our **Silent Auction**. **Packages may be a single donation or no more than three (3) individual packages, totaling \$1400 in value. A portion of the proceeds from Silent Auction will benefit the US Adaptive Recreation Center.** As a participant in the Silent Auction, your company receives two complimentary registration packets, which includes the Saturday continental breakfast, luncheon, and social events. Industry participants receive publicity through the **FWSA** website and publications, council and ski club newsletters. To participate in this year's programs, **please complete the enclosed forms and return with your donation certificates.** An early response will result in more extensive publicity through our publications and promotions. Deadline to reserve booth space is April 15, 2010. Booth space and donation forms received after this date will be accepted on a space available basis.

TRAVEL EXPO is scheduled for Saturday morning, June 12th, from 8:30 to 10:40am. Travel Expo provides an opportunity for industry to meet Convention delegates in person, in a pre-scheduled, 10-minute appointment format. Appointments will be scheduled on Friday night during the Silent Auction. Convention delegates are the leaders and decision-makers of their ski clubs and are wanting information to plan their 2010-2011 ski trips.

SPONSORSHIP OPPORTUNITIES are available for Convention activities and events. See attached list.

OPTIONAL EVENTS will be held in conjunction with Convention. All industry members are welcome and encouraged to participate in these events, which include the Pub Crawl-Poker Run, Celebrity Homes Tour, Spa Day, Tram Ride & Hike, and the 4th Annual Michael German Memorial Golf Tournament.

LODGING for Convention is at the Renaissance Esmeralda Resort & Spa, Indian Wells, CA. We **highly recommend you make your room reservations immediately - we anticipate our room block will fill early.** Call: 1-877-804-4070 (Group Code: FWSA). Deadline: May 15, 2010. Resort Fee waived/Parking complimentary.

We look forward to your participation in our Convention programs. Additional information about **FWSA** can be found at www.fwsa.org. As a non-profit organization, **FWSA** appreciates your support in our efforts to provide valuable programs for our membership and the snowsport industry through our various endeavors. Come early and enjoy the optional events, which provide a great networking opportunity.

Warm Regards,

Mary

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