



79th ANNUAL FAR WEST SKI ASSOCIATION CONVENTION
TRAVEL EXPO – DELEGATE INSTRUCTION
June 9 – 12, 2011
Industry Hills, California



GREETINGS DELEGATES!!

Welcome to the 9th 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. The Travel Expo is the Ski Industry's time for focused 1-on-1 time with our delegation and membership leaders. Our relationships with our Industry Partners and their participation in our Convention are invaluable. Their future participation and support is influenced by return value. In addition, the Travel Expo serves as a venue that attracts new vendors who will be willing to support our Conventions and FWSA Programs in the future. It is our goal to insure that our time with them is a positive and worthwhile experience.

SIGNING UP FOR APPOINTMENTS

These appointments are held every 10 minutes from 8:45am to 10:40am, giving you eight opportunities to meet with ski industry. We are asking that delegates take advantage of all eight opportunities. You will have opportunity 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 industry Sign-Up Sheets. There will be a maximum of 4 people per appointment. In some cases, the Industry may choose to meet with fewer than 4 people. Please respect their wishes. We are asking that no one club take all four spots for any one meeting unless the Industry Rep requests it.

Two opportunities to sign up for Travel Expo Appointments:

- During Silent Auction on Friday from 6:30pm – 10:30pm.
- On Saturday morning from 8:30am – 8:45am during the half hour prior to the start of Travel Expo.

We strongly recommend that you schedule a few resorts, at least one tour operator, and a supplier that you have not visited or used before. Expo time should not be used for finalizing a trip already in the works. Use the time Friday night for this purpose, or schedule time with Industry later during the weekend.

Bring club BUSINESS CARDS with you to pass out to the Industry. To facilitate the meeting process, **bring a ONE-PAGE CLUB PROFILE** to leave with Industry. Copies should be made for each delegate to give out at every appointment. The profile should include:

- **Club Name, Address, Internet Address, Email, Phone. **President & Travel VP Contact Information.
- **Number of Trips Taken Each Year. **Average # of Participants Per Trip.
- **What Trips Your Club Is Planning For 2011 – 2012. **Where Your Club Traveled In 2010-2011.

Remember, even if you are not your club's travel person, you are representing your club and will be bringing information and recommendations back to your board. There will be separate instructions for those involved in the Far West Ski Bidding, the Man and Woman of the Year judging, and the FWRA meeting. These meetings are by invitation only.

For those of you who meet with **ALL EIGHT** appointments, and get all the Industry signatures on your Passport, you will be entered into a drawing for many prizes, including the **Grand Prize**: A ground package for one person (not to exceed \$900) on the 2012 annual Ski Week trip to **Jackson Hole, Wyoming** with the Far West Ski Association, January 28 - February 4, 2012.

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