



**79<sup>th</sup> ANNUAL FAR WEST SKI ASSOCIATION CONVENTION**  
**TRAVEL EXPO**  
**June 9 – 12, 2011**  
**Industry Hills, California**



**GREETINGS INDUSTRY PROVIDERS!**

Welcome to the 9<sup>th</sup> 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 all convention delegates can meet with the ski industry - resorts, operators, and suppliers - in pre-scheduled, 10-minute appointments. These appointments are held every 10 minutes on the quarter hour from 8:45am - 10:40am, giving you eight opportunities to meet with delegates. 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 Travel Expo starts. Each delegate will have a Passport Card, with appointment times that match your Sign-Up Sheet. The appointments during Travel Expo are meant to be an introduction to your product – Travel 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 attending Travel Expo are a part of the process that determines where their club goes – if not in 2011, then in 2012. They are representing their club and will be bringing information and recommendations back to their board of directors and travel coordinators. Travel Expo is a great way to garner contact information for ski clubs and promote your product.

**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, 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 - 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 - 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.

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 person on Ski Week to Jackson Hole, Wyoming with Far West Ski Association, January 28 – February 4, 2012, as well as many door prizes supplied by industry.

**QUESTIONS:** Sigrid Noack: 310.823.1373 / [skisig@earthlink.net](mailto:skisig@earthlink.net). Mary Olhausen: 503.880.7383 / [omary52@comcast.net](mailto:omary52@comcast.net)