



**75<sup>th</sup> ANNUAL FAR WEST SKI ASSOCIATION CONVENTION**  
**May 31 – June 3, 2007 – Santa Clara, California**



## **DELEGATE TRAVEL EXPO INSTRUCTIONS**

**Greetings Delegates** - Welcome to the Annual Far West Travel Expo. Whether you've participated in past Travel Expos or you're 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 important to the ski industry, therefore we must insure that our time with them is valuable and worthwhile – for both parties. The industry pays a lot of money to participate in our convention. Their future participation and support is based on return value. It's up to all of us to make sure that their time with us is of value so they will keep coming back. In addition, the Travel Expo serves as an opportunity to attract new vendors who will be willing to donate to our conventions in the future.

### **The Travel Expo**

The Travel Expo is a forum where delegates [voting and non-voting] can meet with the ski industry [resorts, operators, and suppliers], up close and personal in a pre – scheduled 10 – minute appointment format. These appointments are held every 15 minutes on the quarter hour starting at 9:00am to 11:15am, giving you **nine** opportunities to meet with the ski industry. We are asking that delegates take advantage of all **nine** opportunities. There will be a maximum of 4 people per appointment. In some cases, the industry may choose to meet with less 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 requests it.

### **Signing Up For Appointments**

Your "Travel Expo Passport" will be given to you when you enter the Silent Auction. The Passport is for you to record your appointments. Make sure you also record your appointment on the industry's sign-up sheet. If you miss the Silent Auction, you can pick up a Passport at Saturday's registration.

You will have two opportunities to sign up.

- Sign up with the industry during the Silent Auction on Friday from 7:00pm – 11:00pm.
- Sign up on Saturday from 8:30am – 9:00am during the half hour prior to the scheduled meetings.

### **Meeting Suggestions**

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.

If, after the two sign-up periods, your appointment card is not totally booked, use your open times to meet with any industry person who also doesn't have a scheduled appointment during

those times. If someone from the industry specifically asks you for an appointment, try to accommodate their request.

Expo time should not be used for finalizing a trip already in the works. Use the time Friday night for this purpose or schedule this vendor for another time.

Bring club business cards with you to pass out to the industry. To facilitate the meeting process, bring a club profile to leave with each industry appointment. Each delegate should bring enough copies to give out at appointments. The club profile should include:

Club Name, Address, Internet Address, Email, Phone  
President & Travel VP Contact Information.

# of trips taken each year, average # of participants per trip. What trips are you planning for 2008? What were your club trips during 2006 – 2007?

### **Meeting Etiquette**

Remember, even if you are not your club's travel person, you are representing your club and you will be bringing information and recommendations back to your club and board.

Be on time for your appointment. Don't linger past your scheduled time. Be respectful of others at your appointments and try not to monopolize the conversation. If you see an industry person without an appointment, please take time to stop, chat for a few minutes, thank them, pick up their literature, ask a question, and leave a business card and club profile.

Do **NOT** ask industry to sign your Passport if you haven't met with them. This gives them the impression that you don't care about their product/support and you are just playing the game.

### **The Meeting**

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

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.

There will be separate instructions for those involved in the Far West Ski Bidding, Man and Woman of the Year judging, and the FWRA meeting. These meetings are by invitation only.

Please contact **Sigrid Noack** with any questions or suggestions you may have regarding the Travel Expo at [skisig@earthlink.net](mailto:skisig@earthlink.net).