

2021 San Diego FWSA Convention



Sail into San Diego

Far West 88th Annual Snowsports Convention

October 7 - 10, 2021

San Diego Marriott Mission Valley

8757 Rio San Diego Dr, San Diego, CA 92108 • 800-228-9290

www.marriott.com/sanmy

Travel Expo

Saturday, October 9, 2021, 8:45 AM — 10:25 AM

Rio Vista Salon ABC

Welcome to the Annual Far West Travel Expo

Welcome to the 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 your participation.

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, **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.

What To Expect

Travel Expo is a forum where delegates [voting and non-voting] can meet with the snowsports industry [resorts, operators, and suppliers]. **Travel Expo** is the industry's time for focused one-on-one time with our delegation and membership leaders. Industry presentations are meant to be an introduction to the industry's product. The presentations should be broad enough to satisfy everyone.

Delegates attending the **Travel Expo** are a part of the process that determines where their clubs travel— if not in 2020 then, in 2021 or 2022. They are representing their clubs 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 the industry.

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Appointment Sign Up Opportunities

- Friday from 6:30–10:00 PM at Silent Auction.
- Saturday from 8:30–8:45 AM prior to the Travel Expo.

What Delegates Should Know

You will find your Travel Expo Passports in your Delegate Neck Wallet, which you will receive at Registration. The Passport is for you to record your meetings and appointments with our Industry Representatives.

Delegates should bring:

- Business Cards to be given out at Silent Auction and Travel Expo
- Five one-page Club Trip Profiles. Feel free to bring extra copies to pass out at the Silent Auction. [Download](#) PDF document Club Trip Profile Template if you do not have one.

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.

Delegates win great prizes.

For those of you who complete your passport **five (5) signatures from appointments with Industry Reps**, you will be entered into a drawing for many prizes, including **THREE (3) Prize packages, to be awarded at lunch on Saturday. Each of these will be in the form of a Gift Certificate to be used towards ANY 2022 Far West trip. You MUST ATTEND Travel Expo to be included in the drawing.**

The winner of the grand prize will be announced at lunch on Saturday.

What Industry Should Know

Industry should bring informational materials such as brochures, photos, trail maps, laptop or iPad, etc. There will not be room for large displays.

Industry Contact: [M.J. Lau](#)
Travel Expo Manager
619-840-3364