



2010 ATIA CONSUMER SHOWS

Booth Share & Brochure Distribution Registration

The Alaska Travel Industry Association will be exhibiting at the following Consumer Shows in 2009/2010. If you are interested in attending these shows or having ATIA distribute your brochures at any of the shows, please sign up below. *Spaces are limited and will sell out fast!*

<u>SHOW</u>	<u>BOOTH SHARE FEE PER PARTICIPANT</u>	<u>BROCHURE DISTRIBUTION FEE PER PARTICIPANT</u>
Adventures in Travel Expo: CA (Los Angeles, CA ■ February 13 th -14 th) www.adventureexpo.com	SOLD OUT	SOLD OUT
New York Times Travel Show (New York, NY ■ February 26 th - 28 th) www.nytravelshow.com	SOLD OUT	SOLD OUT
Northwest Sportshow (Minneapolis, MN ■ March 24 th -28 th) www.northwestsportshow.com	<input type="checkbox"/> \$425 <input type="checkbox"/> \$85/day for ___ days From 03/___ to 03/___	SOLD OUT

Subtotals: \$ _____ \$ _____

- Check enclosed
 Credit card: VISA / MC / Amex / Discover

TOTAL: \$ _____

_____ Card Number _____ Expiration Date _____ Cardholder's Name (please print)

_____ Cardholder's Signature

Company: _____

Representative: _____
First Name / Last Name (THIS IS THE NAME THAT WILL APPEAR ON YOUR NAME BADGE)

Mailing Address: _____

City/State/Zip: _____

Telephone: _____ **Fax:** _____ **Email:** _____

Please return your form with payment to the Alaska Travel Industry Association, attn: Trina Brosnan:

E-mail: (must be accompanied by credit card payment) to tbrosnan@alaskatia.org

Fax: (must be accompanied by credit card payment) to (907) 561-5727.

Mail: Alaska Travel Industry Association, 2600 Cordova St., Ste. 201, Anchorage, AK 99503

Phone: (907) 646-3323

TERMS AND CONDITIONS

Booth

ATIA will provide one furnished 10' x 10' display booth and one, or two pop-up displays with Alaska images that compliment the focus of the show. We request that you not bring displays to the show – no pop-ups, no images to post on the display, etc. The maximum number of people in one booth will be three including one ATIA representative, unless ATIA secures a corner booth, in which case four participants will be able to attend in addition to ATIA's representative. Only one representative from each business will be permitted in the booth at a time. ATIA will work with booth share partners to develop a booth staffing schedule to ensure all booth share partners have maximum time in the booth, yet still have adequate breaks to remain fresh and enthusiastic.

Materials

ATIA will provide business reply cards so consumers can request the Official Alaska State Vacation Planner. The Vacation Planner, the Within Your Reach brochure and Alaska post cards will also be available for consumers to take with them. Each participant is allowed to display and distribute **one** piece of collateral. Participants may insert "show special" coupons into their brochures. Participants may not hold contests, or drawings for free or discounted products at the ATIA booth, because ATIA is trying to connect with consumers that have the highest level of interest in visiting Alaska.

Leads

ATIA will share leads with booth share participants for the shows that participants attend. Only leads from BRCs that were filled out at the shows will be available. This benefit is not offered to brochure distribution participants.

Shipping

- Booth share participants are solely responsible for getting brochures to each show.
- Brochure distribution participants should follow these instructions:
 1. Select shows in which you would like to participate.
 2. Consult the chart below to determine how many brochures you will need for each show. Please do not send more brochures than necessary.
 3. Mail, or deliver the total number of brochures for all the shows combined to
Alaska Travel Industry Association
Attn: Trina Brosnan
2600 Cordova St., Suite 201
Anchorage, AK 99503

Show	Brochure Quantity	Shipping Deadline
Adventures in Travel Expo: Southern CA	250	December 15th
New York Times Travel Show	250	December 15th
Northwest Sportshow	300	December 15th

■ **Brochures must arrive at ATIA no later than 5 p.m. on the date specified in the chart above. If your brochures are not at ATIA by the specified time, they will not be sent to the show. In such a case ATIA will not be held liable for any brochure distribution fees paid by the participant. Participants are responsible for all shipping/delivery expenses to the ATIA office. ATIA will assume the cost of shipping brochures to each show.**

Payment Policy

Payment in full for all selected shows is due at the time that the registration form is submitted.

Cancellation Policy

Participants agree that a reservation is made at the time of execution of this agreement and payment, and it shall be regarded as valid and binding. Should participants decide to cancel after executing this agreement, written cancellation is required and reimbursement will be made as follows:

- ATIA receives written cancellation notice MORE than 60 days prior to event: 100% reimbursement
- ATIA receives written cancellation notice 30-60 days prior to event: 50% reimbursement
- ATIA receives written cancellation notice LESS than 30 days prior to event: NO reimbursement

We have read the Terms and Conditions of this agreement and understand that this agreement is legally binding between ATIA and the participant. We also understand that any change in the information in the contract must be made in writing.

Full Name (Printed): _____ **Title:** _____

Signature: _____ **Date:** _____