



ATIA CONSUMER SHOWS

Booth Share & Brochure Distribution Registration

The Alaska Travel Industry Association will be exhibiting at the following Consumer Shows in 2006/2007. 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: LA (Long Beach, CA ■ February 10-11) www.adventureexpo.com	<input type="checkbox"/> \$600	Sold Out
Fred Hall's Tackle, Boat & Travel Show (Long Beach, CA ■ March 7-11) www.fredhall.com/pages/long_beach/longbeach.php	<input type="checkbox"/> \$425	Sold Out
Northwest Sportshow (Minneapolis, MN ■ March 27-April 1) www.northwestsportshow.com	<input type="checkbox"/> \$425 or <input type="checkbox"/> \$85/day for ___ days From 03/___ to ___/___	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: Maria Benner

E-mail: (must be accompanied by credit card payment) to mbenner@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) 929-2842

TERMS AND CONDITIONS

Booth

ATIA will provide one furnished 10' x 10' or 10' x 20' display booth, and 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, unless specifically requested by ATIA staff. The maximum number of people in one single booth will be five including one ATIA representative, unless ATIA secures a corner booth, in which case five participants will be able to attend in addition to ATIA's representative. A maximum of eight participants and one ATIA representative will be allowed in a double booth. ATIA secured double booths at three shows: Life @ 50+: AARP's National Event & Expo, Adventures in Travel Expo: New York, and Adventures in Travel Expo: Long Beach. 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. Participants are not obligated to be present everyday of a show, and can sign up for a specific number of days for shows lasting six days, or longer.

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, the North! To Alaska magazine and Alaska post cards will also be available for consumers to take with them. ATIA will also provide Alaska maps for consumers.

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.

Show	Brochure Quantity	Should Arrive at ATIA Office by
Life @ 50+: AARP's National Event & Expo	200	October 17
Adventures in Travel Expo: New York	200	January 4
Florida RV Supershow	300	January 8
Quartzsite Sports, Vacation & RV Show	200	January 10
Adventures in Travel Expo: Long Beach	200	February 2
Fred Hall's Tackle, Boat & Travel Show	300	March 1
Northwest Sportshow	300	March 19

3. Mail, or deliver the total number of brochures for all the shows combined to
Alaska Travel Industry Association
Attn: Maria Benner
2600 Cordova St., Suite 201
Anchorage, AK 99503

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:** _____