



## 2011 & 2012 Consumer Show Booth Share & Brochure Distribution Invitation

2011 & 2012 Consumer Shows	Booth Share ATIA Member Price	Brochure Distribution ATIA Member Price
<b>AARP: 2011 Life@50+ National Event</b> Sep 22-24, 2011 in Los Angeles, CA <a href="http://www.aarp.org">www.aarp.org</a>	<b>SOLD OUT</b>	<b>SOLD OUT</b>
<b>The Dallas Morning News Travel &amp; Adventure Show</b> November 12-13, 2011 in Dallas, TX <a href="http://www.adventureexpo.com">www.adventureexpo.com</a>	<b>SOLD OUT</b>	<b>SOLD OUT</b>
<b>Los Angeles Travel &amp; Adventure Show</b> January 14-15, 2012 in Long Beach, CA <a href="http://www.latravelshow.com/">www.latravelshow.com/</a>	\$600	<b>SOLD OUT</b>
<b>Quartzsite Sports, Vacation and RV Show</b> Jan 21-29, 2012 in Quartzsite, AZ <a href="http://www.quartzsitervshow.com">www.quartzsitervshow.com</a>	\$575 \$85 per day from ___/___ to ___/___	<b>SOLD OUT</b>
<b>The New York Times Travel Show</b> March 2-4, 2012 in New York, NY <a href="http://www.nytravelshow.com">www.nytravelshow.com</a>	<b>SOLD OUT</b>	<b>SOLD OUT</b>
<b>Northwest Sportshow</b> March 28-April 1, 2012 Minneapolis, MN <a href="http://www.northwestsportshow.com">www.northwestsportshow.com</a>	<b>SOLD OUT</b>	<b>SOLD OUT</b>

Company: \_\_\_\_\_

Attendee name: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**Total Price: \$** \_\_\_\_\_

My check is enclosed       Charge my credit card

\_\_\_\_\_

Card number

\_\_\_\_\_

Expiration date

\_\_\_\_\_

Cardholder's printed name

\_\_\_\_\_

Cardholder's signature



**Background:**

The State of Alaska Department of Commerce, Community and Economic Development (DCCED) and the Alaska Travel Industry Association (ATIA) are collaborating to implement this year's Destination Tourism Marketing Campaign that will encourage large and small businesses to participate in marketing programs. As part of that collaboration, consumer trade shows are an important component of the cooperative marketing opportunities offered to ATIA members.

**Terms and Conditions of Consumer Show Participation**

Participation for booth share and/or brochure distribution will be confirmed on a first come, first served basis.

**Once registered your payment is due in full and is non-refundable.**

**Consumer Show Booth Details**

ATIA will coordinate industry participation in the Alaska booth. One 10' x 10' display booth and pop-up displays with Alaska images that compliment the focus of each show will be provided. We request that you not bring displays to the show including pop-ups or other images to post on the display. The maximum number of people in one booth will be two plus one State of Alaska representative, unless a corner booth is secured, in which case four participants will be able to attend in addition to one State of Alaska representative. Only one representative from each business will be permitted in the booth at a time. We 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. This Vacation Planner, the brochure "Within Your Reach" and Alaska postcards will also be available for consumers. Each participant is allowed to display and distribute one piece of their collateral and may insert "show special" coupons into their brochures. However, participants may not hold contests or drawings at the booth.

**Leads Generated at Consumer Shows**

Leads generated from business reply cards completed at the show will be shared with booth share participants. Unfortunately this benefit is not offered to brochure distribution participants.

**Brochure Shipping**

Booth share participants are solely responsible for shipping or bringing their own brochures to each show.

Brochure distribution participants should consult the chart above to determine how many brochures are needed for each show. Mail, or deliver the total number of brochures for all the shows combined to:

**ATIA, Attention Michelle Brown, 2600 Cordova St #201, Anchorage AK 99503** Brochures must arrive at ATIA by 5:00 PM on the date specified above. If your brochures are not delivered by the specified time, they will not be included at the show. In such a case ATIA will not be held liable for any 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. Please do not send more brochures than necessary.

**I have read the Terms and Conditions above and agree that my signature binds ATIA and me, the participant.**

\_\_\_\_\_  
Printed name

\_\_\_\_\_  
Signature

**Please return this registration form with payment to:**

Fax: (907) 561-5727 (must be accompanied by credit card information above)

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