



Your Intelligent Partner.365.

# SIA'S MILE HIGH SUMMIT

Thursday, November 6, 2008  
 Colorado Convention Center | Denver, Colorado

Come check out SIA as we go "mile high". Get an inside introduction into what makes Denver home to the mountains, the snow industry and now the SIA.10 SnowSports Trade Show.



## Summit Agenda

11:30A – 12 Noon	Registration
12 Noon	Lunch with Presentation from Denver Metro Convention & Visitors Bureau
1:00P	Welcome/Snow Sports State of Industry & Forecast/Trade Show Intelligence Report/Sales and Marketing Opportunities
1:45P - 2:00P	Break
2:00P - 2:30P	SIA.09 SnowSports Trade Show Update: Events, Map Your Show, Early Break Down, Green Initiatives
2:30P - 3:45P	Best Practices for Exhibiting & Boothmanship: learn the latest tips for exhibitors and booth staff etiquette
3:45P - 4:30P	SIA.10 SnowSports Trade Show Move to Denver: initial floor plan concepts, hotel reservations, on snow demo/festival
4:30P - 4:45P	Break
4:45P	Colorado Convention Center Walking Tour
5:30P	SIA Mile High Summit Reception

We Look Forward to Seeing You "Mile High".



**ONLINE REGISTRATION,  
 LODGING\* & EVENT INFORMATION**  
[snowsports.org/milehighsummit](http://snowsports.org/milehighsummit)

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[winterfeelsgood.com](http://winterfeelsgood.com)

\*There is no fee to attend the summit; travel and lodging are the responsibility of the attendee.