



NY Media Showroom Event Space Request

WEDNESDAY, JULY 14, 2010 | NEW YORK, NY USA

EXHIBITOR INFORMATION | Deadline for submitting space request: April 30, 2010; payment in full due June 1, 2010.

Company Name: _____

Address: _____ ON FILE _____ City: _____ State/Province: _____ ZIP/Postal Code: _____

Telephone Number: _____ Fax Number: _____

Email address: _____ Website: _____

PR CONTACT INFORMATION | The pr contact will receive all exhibit-related materials and correspondence for this event.

Official PR Contact Name: _____ Title: _____

Telephone (if different from above): _____ Personal Email (if different from main): _____

SIA MEMBERSHIP: In order to exhibit products at the New York Media Showroom Event the company requesting space must be a current member of SIA in good standing.

EXHIBIT SPACE / EVENT FEES

Exhibit Space Description: 16 foot linear display space

Exhibit Space Fees: \$3,500 | \$1,000 non-refundable deposit due by April 30

Event fees include:

- Event space and standard silver color gridwall
- Gridwall space set-up by GES
- Reception the day of the event
- Media attendee recruitment
- Graphic design and invitations to media
- Gift bags for media
- Product storage prior to event
- Private car service for media to discourage "no shows"
- Complete event management
- Lodging reservations assistance
- A follow-up media list and complete contact information

ACCESSORY EXHIBITORS: If you would like to order display accessories that form will be made available at a later date.

Brands to be shown: Have on file _____

Describe the products to be displayed: _____

By signing this Space Contract, the exhibitor agrees to participate in the SIA New York Media Showroom Event; that the undersigned is empowered to enter into contracts on behalf of the exhibiting company; and this contract for exhibit space is a binding agreement when signed. If an exhibitor cancels 29 days or less prior to the event, they are still liable for full payment of exhibit space fees.

AGREED TO:

Signature of Authorized Representative _____ Date _____

Please Print Name _____ Title _____

PAYMENT INFORMATION | \$1,000 deposit (an invoice for the balance due, \$2,500, will be sent to you. Full payment of event fees is due by June 1, 2008.)

If space deposit payment is not received by April 30, 2010, reserved space will be released and reassigned.

For more information contact:
Anovia Daniels
Communications & Public Relations manager
P 703.506.4214
E ADaniels@snowsports.org

Type of payment: (check one) AmEx Diners Club Discover MasterCard Visa Check Enclosed (payable to SIA)

Credit Card Number: _____ Expiration Date: _____

Card Holder Signature: _____ Print Name: _____

RETURN COMPLETED FORM TO:

SnowSports Industries America
8377-B Greensboro Drive
McLean, VA USA 22102-3529

Or Via FAX to: 703.821.8276

