



Alaska Dog Musher's Association

2009 International Sled/Working Dog Symposium
Pioneer Park, Fairbanks, AK October 9 – 11, 2009

Booth Information

Space Size: 10 Ft. wide by approx. 7 Ft. deep; one 8 Ft. table and 2 chairs are provided.

Booths reserved before September 15th will receive a \$25 early bird discount.

No registrations will be accepted after October 1, 2009.

- Booth space rent can be paid in cash or goods/services. If payment is in good/services, the retail value must be 1.5 times the full price listed.
- Nonprofit organizations receive a 50% discount on booth fees.
- Trade Fair exhibitors receive one symposium pass, or 2 passes for donations valued at more than \$500

Return Forms (with checks payable to ADMA) to:

Kathy Fitzgerald
2009 ADMA Symposium
PO Box 74815
Fairbanks, Alaska 99707

Phone 907-488-1357
Fax 907-488-6140
Cell 907-322-6132
alaskadogmushing@gei.net

Working Dog Trade Fair Registration

It is time again for the annual Alaska Dog Musher's Association international symposium. This is your chance to show off your products and services to symposium attendees from all across Alaska, the "Lower 48", Canada and Europe. ***The trade fair is free to the general public, and lots of people come just to shop the trade fair.***

The trade fair is open to symposium attendees and the public from **4 PM – 9 PM Friday, and 10 AM – 5 PM on Saturday and Sunday.**

As an additional promotion, trade fair exhibitors are welcome to provide printed material that we include in our registration packets.

Please register early, our trade fair booth space is limited and has sold out the past several years.

**Please fill out all information in case I need to contact you for any reason.*

Contact Person: _____

Business/Organization: _____

Postal Address: _____

Phone: _____

Email: _____

Web Address: _____

Booth Space

Downstairs: \$250 Single _____ \$400 Double _____

Upstairs: \$200 Single _____ \$250 Double _____

_____ Early Bird Discount (\$25 if received before September 15th)

_____ Nonprofit Discount (50%)

_____ Number of additional symposium passes (\$50 each)

\$_____ Total Amount Due

Payment: Check _____ Credit Card _____

Goods/Services _____ Exp. Date _____ Security Code _____
(Please attach list and retail value.)

Needs: Extra Chairs _____ Electric _____ Wall Space _____

Providing materials for Registration Packets? Yes _____ No _____

Additional Information: _____



Alaska Dog Musher's Association

2009 International Sled/Working Dog Symposium
Pioneer Park, Fairbanks, AK October 9 – 11, 2009

Trade Fair Must Know:

Booth Setup

- Setup begins Friday, Oct. 9th at Noon. Please do not try to set up earlier than that, as we are still getting things ready.
- Booths should be setup by 4:00 p.m. Friday, and absolutely no later than 10:00 a.m. on Saturday. Having a fully set up trade fair affects everyone's business. Empty, unmanned spaces hurt all the surrounding vendors. Please keep this in mind when planning for your space.
- Booths need to remain set up until 5:00 p.m. Sunday. Breaking down before the symposium is over sends the wrong message to potential customers, and is again not fair to the vendors who do remain until the end. This could also result in you not being invited to participate the following year. Exceptions will be made if there are no programs scheduled for late Sunday afternoon.
- ***Absolutely no nails or staples are allowed for attaching anything to the walls*** so plan accordingly. The wall dividers are available first to the vendors on the inside of the floor, and then on a first come, first served basis. If you request a wall space, do not assume that one will be available and plan for being without. If you use tape to hang anything on the walls, make sure it is a tape that will not strip the paint, and will not leave a residue.

Trade Fair Hours & Booth Tips

- Friday 4 PM – 9 PM and Saturday – Sunday 10 AM – 5 PM. Friday night is usually pretty busy due to ADMA's symposium "Early-bird" registration, and pre-registration check-in, and other programs on the schedule. This year, on Friday night, we're planning to feature George Attila's movie – *Spirit of the Wind*, from 7 – 9 PM. This movie will be free of charge in the theater, and we're hoping to have as many people from the movie as possible, both, the real person, and the actors. This movie has been out of circulation for a while, and thanks to George, we're excited to be able to offer a showing.
- If you are going to be away from your booth, please leave a sign telling when you will be back, or where you can be found.
- Make sure your booth is easily identifiable through sufficient signage. Have business cards or other materials that people can take with them, or provide materials for the registration packets.
- Offering symposium specials, drawings, demonstrations, videos, are all ways to attract people to your space.

Registration Packet Materials

Trade fair exhibitors are invited to provide 250 copies of any printed material to be included in our registration packets. Materials must arrive no later than October 1, 2009 in order to be included in registration packets. Mail 250 copies of your flyers and/or coupons to **Kathy Fitzgerald, 2009 ADMA Symposium, PO Box 74815, Fairbanks, Alaska 99707**. Allow for delays in the postal system to ensure that the material arrives by the deadline. You can also contact me at alaskadogmushing@gci.net and we can arrange a meeting to hand deliver the materials or to make other arrangements.

Questions?

Contact **Kathy Fitzgerald** at alaskadogmushing@gci.net. Please indicate in the subject line that you have a symposium question. Phone – 907-488-1357 or 907-322-6132. Fax – 907-488-6140



Alaska Dog Musher's Association

*PO Box 70662 * Fairbanks, Alaska 99707*
*adma@sleddog.org * www.sleddog.org * 907-457-MUSH*

July 30, 2009

Greetings...

It's time again for the annual Alaska Dog Musher's Association, International Sled Dog Symposium. Most of you know me – I've been tending to the ADMA merchandise table for many years, and will do so again this year. Many of you have been vendors at past trade fairs, and some of you may be interested in acquiring space for the first time. We welcome each and every one of you.

Attached is the trade fair form, along with some miscellaneous information. Please return the form completely filled out, with your payment, to reserve your space. You can email it back to me, fax it, or send it via snail mail, to my PO Box. A discount applies to reservations received, and paid for, by September 15th. The current plan is to place vendors in the spaces they were in previously, unless you request otherwise. If you prefer to be near a particular vendor, please make a note of that on the form, and we'll do our best to accommodate your request. However, location preference will go to returning vendors first.

If you have any questions, or suggestions, please give me a call, or send an email to alaskadogmushing@gci.net.

Hope to hear back from you soon.
Thanks...

Kathy Fitzgerald