Alaska Dog Mushers Association

*PO Box 74815 * Fairbanks, Alaska 99707*
*alaskadogmushing@gci.net * www.sleddog.org * 907-385-7322*

August 10, 2010

Greetings…
It's time again for the annual Alaska Dog Mushers Association, International Sled Dog Symposium. 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. Like last year, I plan to place vendors in the spaces they were in previously, unless requested otherwise. If you prefer to be near a particular vendor (or not), 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.

Also, I realize many of you are travelling from outside of Fairbanks and are anxious to get home after the weekend. However, please do not break down until the trade show closes at 4 PM on Sunday. Plan your stay accordingly.

If you have any questions, or suggestions, please give me a call (907-385-7322), or send an email to alaskadogmushing@gci.net.

Hope to hear back from you soon.

Thanks…

Kathy Fitzgerald
ADMA, Symposium Trade Fair Committee

Alaska Dog Mushers Association

2010 International Sled/Working Dog Symposium
Pioneer Park, Fairbanks, AK October 8 – 10, 2010

Booth Information

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

Booths reserved, and paid in full, before September 15th will receive a $25 early bird discount. Registrations accepted after October 1, 2010 will be on a space available basis.

- Booth space fee can be paid in cash or goods/services. **Retail value of goods/services MUST equal 2 times the amount of your booth space fee.**
- 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 $600

Return Forms (checks payable to ADMA) to:

Kathy Fitzgerald
2010 ADMA Symposium
Trade Fair
PO Box 74815
Fairbanks, Alaska 99707

Cell Phone: 907-385-7322
alaskadogmushing@gci.net

Working Dog Trade Fair Registration

Greetings,
It's time again for the annual Alaska Dog Mushers Association International Sled Dog 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 admission to all symposium attendees and the public from:
4 PM – 9 PM Friday, 10 AM – 5 PM on Saturday, 10 AM – 4 PM on Sunday.

Please register early, as our trade fair booth space is limited. If providing printed material for the registration packets, it needs to arrive in Fairbanks by October 1st.

*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 _____ $300 Double _____

(_____) Early Bird Discount ($25 if rec'd or postmarked on or before Sept. 15th)

_____ Nonprofit Discount (50%)

_____ Number of additional symposium passes ($50 each)

$_____ Total Amount Due

Payment: Check _____ Credit Card _____
Exp. Date _____ Security Code _____

Goods/Services _____(List of items w/retail values must be included w/registration.)

Needs: Extra Chairs _____ Electric _____ Wall Space _____

Providing printed materials for Registration Packets? Yes _____No _____

Additional Information: _____

_____

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2010 International Sled/Working Dog Symposium
Pioneer Park, Fairbanks, AK October 8 – 10, 2010

Trade Fair Must Know:

Booth Setup

- Setup begins Friday, Oct. 8th 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, un-manned spaces hurt all the surrounding vendors. Please keep this in mind when planning for your space.
- Booths need to remain set up until 4:00 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, Saturday 10 AM – 5 PM, Sunday 10 AM – 4 PM. Friday night is usually pretty busy due to ADMA's symposium "Early-bird" registration, pre-registration check-in, and other programs on the schedule. This year, on Friday night, we will welcome back the Yukon Quest's Annual Birthday Bash from 6 – 9 PM. The event will be free of charge in the Civic Center with food, beverages, and live entertainment available. A donation is requested for the food buffet. Please plan to have your booth manned or secured during this time.
- 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, 2010** in order to be included in registration packets. Mail 250 copies of your flyers and/or coupons to **Kathy Fitzgerald, 2010 ADMA Symposium Trade Fair, 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. OR call 907-385-7322 anytime.