



Alaska Dog Musher's Association

2005 International Sled Dog Symposium

Pioneer Park, Fairbanks • October 7 – 9, 2005

Trade Fair Tips

Booth setup

Setup begins Friday, October 7th, at noon. The building will be locked by 10:30 P.M. Friday evening and will open again at 7 A.M. Saturday. Ideally, all trade fair booths should be completely set up and operational by 4 P.M. Friday, but **no later than** 10 A.M. on Saturday. Booths should remain set up until 5 P.M. on Sunday, but must be taken down by 6 P.M. Please try to keep your booth up until 5 P.M. on Sunday if possible, as many people want to shop after the last session. Sunday's program ends earlier this year to give people that opportunity. Security is provided by Pioneer Park during unoccupied hours.

Pioneer Park management **does not allow the use of nails or staples to attach anything to the walls of the facility**. No divider walls or display materials will be provided, so come prepared! If you'd like to display a banner or poster on the wall behind your booth, bring lots of string or a free-standing support structure.

Trade fair hours & booth tips

Official trade fair hours are **4 to 9 P.M. Friday** and **10 A.M. to 5 P.M. Saturday and Sunday**. The **Yukon Quest Birthday Party** will be held Friday night, along with Mush with PRIDE's free evening presentation, a junior musher presentation, and symposium early check-in. Sessions begin early on Saturday and Sunday, and attendees will be eager to peruse the trade fair as soon as it opens each day. The symposium schedule will be posted on the web at www.sleddog.org/symposium.

We strongly recommend you set up on Friday night to take advantage of the Quest party and Friday evening sessions. We encourage you to offer a special Friday night promotion as well. You may also want to enhance your booth with giveaways, demonstrations, mini-workshops, a video or hands-on activities, but most importantly, a person! An unmanned booth does not draw many people. **If you'll be away, leave a sign telling when you'll be back or where to find you**. Leave a pile of business cards or other materials with your contact information clearly available for booth-goers to pick up. An identifiable booth is an equally important asset. **Be sure your booth has an identifying sign, visible at a distance, so that people can easily tell what organization you represent**.

Don't feel constrained by the mushing theme; other nonmushing merchandise is welcome as well.

Registration packet materials

Trade fair exhibitors are invited to provide 300 copies of any printed material you would like us to include in our registration packets. This lets attendees shop our exhibits before the trade fair opens and is an excellent opportunity for you to test-market a product or offer a special sales incentive. Materials must arrive before Monday, October 3rd, in order to be included in registration packets. Mail 300 copies each of your flyers or coupons to: **Val Mackler, 2078 Sarah Lynn, Fairbanks, AK 99712**, so that they will arrive **before October 3rd**; or hand-deliver materials to the Musher's Hall in Fairbanks on Wednesday, October 5th, at 6 P.M. If neither of these options work for you, call or email us to make alternative arrangements.

Lodging

Special symposium rates of \$63/night + tax are available while rooms last at the Comfort Inn, which is located close to Pioneer Park. Call (907) 479-8080 and ask for the **2005 sled dog symposium rate**.

Questions?

If you have any questions or concerns, please call Val Mackler at (907) 488-1452, or email ADMA at adma@sleddog.org. We look forward to seeing you!