
Winter Sport Show & Swap



30,000 Square Feet of Winter Excitement
Over 3,500 Customers Last Year



brought to you by
CANADIAN SKI PATROL
OGOPOGO ZONE

www.wintersportshow.com

Winter Sport Show & Swap



Opportunity

Interaction



Early Sales

Your Market



Kick Start Your Winter Sales Sept 13th & 14th!

The Market

- over 3,500 people attended in 2007!
- this is an athletic winter sports demographic
- customers are coming to buy, not to shop
- there is urgency, customers know they only have two days

Your Advantages

- face to face interaction with customers, no mass media can do this
- booth sales and demonstrations are encouraged
- receive positive association by supporting the Canadian Ski Patrol
- you receive up to a year's worth of web advertising on the Winter Sport Show web site
- only a limited number of companies can participate, so your impact is high
- you can affordably dominate larger competitors with additional space
- a Show map will be given to all customers to highlight your show promotion
- guests will be entering and exiting through the Show to enter the Swap so you should meet every guest twice!

You should be at this show if your clients are:

- | | | |
|----------------------|------------------|---------------------------|
| - Skiers | - Snowshoers | - New to the Okanagan |
| - Resorts | - Snowmobilers | - Resort Property Owners |
| - Families | - Hockey Players | - Resort Property Renters |
| - Athletes | - Coaches | - X-Country Skiers |
| - Boarders | - Leagues | - Snow Kitters |
| - Winter Enthusiasts | - Clubs | - Safety Conscious |

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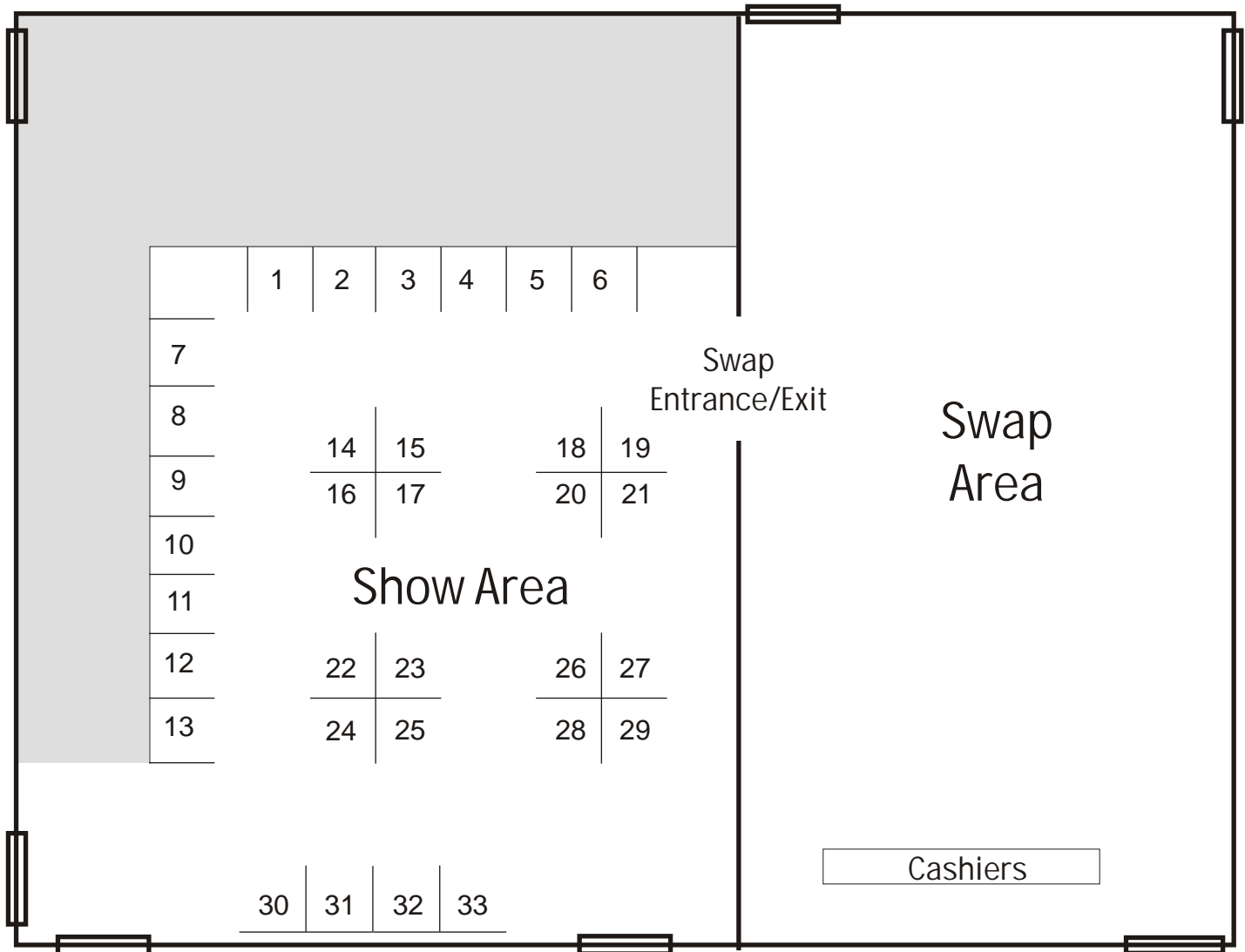


Early Sales

Your Market



Floorplan



Show
Exit

Concession Area and Building Entrance

This is the planned layout. CSPS reserves the right to make changes.

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Marketing and Support Opportunities

Be a Community Hero, Support the Canadian Ski Patrol

Sponsor Package

Includes:

Your organization name and logo on wintersportshow.com website

Link to your website or an ad/information page

Links and Pages will be maintained until April 30th, 2009 to give you close to a years' worth of exposure

Sign at the Winter Sport Show in a special 'Thanks to Our Sponsors' booth

Cost\$199 plus gst

Exhibitors Package

Includes:

Everything in the Sponsors Package

Ad in the on site brochure (promote a show special, prize or draw)

A 10'x10' booth with backdrop, table, 2 chairs and power

- announcer interviews from your booth promoting your product or services
- selling in the booth is encouraged
- face to face interaction with new and existing customers
- perfect opportunity for time sensitive offers, 'Show Specials' end with the Show
- jump start early season sales to generate immediate cash flow

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Exhibitor Application

Company _____
Show Contact _____ Billing Contact _____
Address: _____ City: _____ PC _____
Phone:(____) _____ Fax:(____) _____ email: _____

We wish to reserve the following space at the 2008 CSPA Winter Extreme Ski Show & Swap
1st Choice(s): _____ 2nd Choice(s): _____

Booth choice locations are awarded in the order the applications are received

All booths include;
8' high x 10' wide drape back wall
1 6' skirted table
120v 750W Electrical Service
2 chairs

Early Bird by July 12th Single Booth \$395 \$ _____
or Double Booth \$595 \$ _____

Final Deadline July 30th Single Booth \$525 \$ _____
or Double Booth \$725 \$ _____

Carpet # booths x \$75 \$ _____

Your Product Line(s) or Service(s):

Subtotal \$ _____

(gst #85859 3163) Plus 5% GST \$ _____

Total \$ _____

or Sponsor Package Only (Gst Included) \$ 208.95

Would you like to offer Demonstrations, Seminars or prize draws during the Show? If YES, please attach a sheet giving details.

Yes

No

Please email a high resolution logo as you wish it to appear in print and web promotions. Promotions begin in July. Your company will be included in all possible promotions as soon as your application form and payment are received.

Credit Card # _____ exp ____/____

Signature: _____ Print Name: _____ Date: _____

Authorized signature affixed here indicates acceptance of Terms, Conditions and Regulations as set forth in the attached sheet.

Please complete the form and mail it back with your cheque
or return by fax or with your VISA, Mastercard or Amex
Please make cheques payable to Prophet Media Group

Mail to:
Prophet Media Group
2 - 3302 Appaloosa Road
Kelowna, BC V1V 2G9

Perry Mack
Office/Fax:(250)451-9690
perry@wintersportshow.com

Conditions & Regulations

Canadian Ski Patrol Ogopogo Zone and Prophet Media Group (herein called "the organizers") and Kelowna Curling Club related facilities (herein called the "Club")

- 1) Once the Club has placed the exhibit space at the disposal of the organizers, the organizers shall make available to the applicant for the period of the show space applied for.
- 2) Subletting of the space is prohibited. Sharing of the space not specifically authorized by the organizers is prohibited.
- 3) No signs or advertising devices shall be displayed outside the space.
- 4) No wiring, installation of spotlights or other electrical work and no carpentry work shall be done except by either Club employees or firms designated by the organizers.
- 5) Exhibitors shall abide by and observe all laws, rules, and regulations of the city and the province and all rules related to the Club.
- 6) The organizers reserve the right to alter or change the space of any exhibitor, to alter or remove exhibits or any part thereof, including printed materials, product signs, lights or sound, and to expel exhibitors or their personnel if, in the organizers opinion, their conduct or presentation is objectionable to other show participants.
- 7) Every effort will be made to accommodate requests for preferred sites. Sites are allocated on a first come, first served basis. Final allocation is at the discretion of the organizers. All monies paid after the acceptance of the application are non-refundable.
- 8) In the event that because of war, fire, strike, government regulation, public catastrophe, act of God or the public enemy or other cause, the Show or any part thereof becomes unavailable, the organizers shall determine and refund the applicant his proportionate share of the balance of the aggregate exhibit fees received which remains after deducting expenses incurred by the organizers and reasonable compensation to the management, but in no case shall the refund exceed the amount of the exhibit fee paid.
- 9) Neither the organizers, the Club, nor any of their officers, agents, employees, volunteers or other representatives, shall be held liable or accountable for, and the same are hereby released from accountability or liability for any damage, loss, harm or injury to persons or property of the applicant or any of its officers, agents, employees, or other representatives resulting from fire, water, accident, theft or any other cause, and neither the organizers nor the Club will obtain insurance against any such damage, loss or injury.
- 10) The applicant hereby agrees to indemnify, defend and protect the the organizers and the Club against, and hold and save the organizers and the Club harmless from any and all claims, suits, demands, liabilities, damage, loss, costs, attorney fees and expense of what ever kind or nature which might result from or arise out of any action or failure to act of the applicant or any of its officers, agents, employees, or other representatives, including but not limited to claims or damage or loss to property, or from out of any damage, loss, harm or injury to the person or any property of the applicant or any of its officers, agents, employees or other representatives.