



MOUNTAIN TRAVEL SYMPOSIUM

SQUAW VALLEY USA/NORTH LAKE TAHOE ❄️ APRIL 15-21, 2012



❄️ 2012 NEW MEDIA & TECHNOLOGY SHOWCASE AND MOUNTAIN MARKETPLACE



Mountain Travel Symposium
Michael J. Pierson, Partner
23441 S. Pointe Drive, Suite 160
Laguna Hills, California 92653
(949) 457-1545 ext. 105
mpierson@mjpa.com

NEW MEDIA & TECHNOLOGY SHOWCASE

Are you looking for a great way to get your message to the mountain destination tourism industry? Do you have new software, technology or a cutting-edge service to promote? Demonstrate the features and functions of your product or service at the number one conference for the mountain destination tourism industry in both North America and worldwide.

The New Media and Technology Showcase is held during the Forum as an educational track for attendees. The Showcase is a "show and tell," providing an opportunity to highlight and demonstrate applications, technology or web services via two sequential workshops. Each company has eight minutes to "strut their stuff," followed by a two-minute Q&A session. This interactive format allows for direct follow up and positive lead generation.

The Showcase package includes:

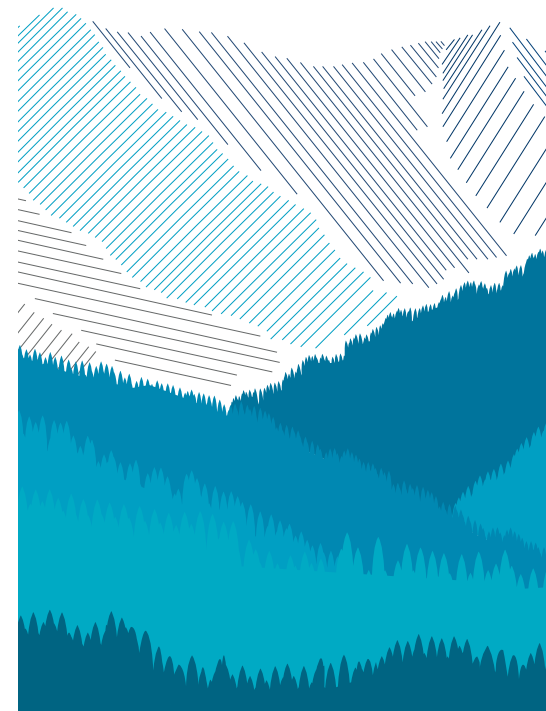
- Eight-minute presentation followed by a two-minute Q&A session
- Audio/visual package: screen, podium, sound, projector and internet access
- Logo on the on-site flyer and banner promoting the Showcase
- Listing in the on-site attendee directory
- Insert in the attendee briefcases
- Display table at the Showcase for product literature and other information
- Company profile on the Showcase page of the MTS web site including company name, logo, description and website link
- Pre-release of the MTS attendee list 30 days prior to the conference
- One complimentary Forum registration; additional Forum registration(s) available at the discounted rate of \$495

The New Media and Technology Showcase is limited to ten exhibitors.

Commitment: \$2,000

Additional benefits of MTS participation:

- Network with more than 1100 industry professionals from around the world including U.S., Canada, Europe, Australia, New Zealand and Japan.
- Meet and gain insight from senior-level industry executives at the Forum, with cutting-edge topics that relate to both mountain destination tourism and the travel industry.



2011 participating companies included:

- Barefoot Technologies Corporation/Kaba
- Liftopia
- Inntopia
- MileStone Internet Marketing, Inc.
- OnTheSnow.com
- QuickMobile
- Revinate
- TripTV



MOUNTAIN MARKETPLACE

Designed specifically for businesses to gain exposure but who may or may not be eligible to participate in the Trade Exchange. This opportunity showcases products/services to buyers and sellers of mountain resort industry. Mountain Marketplace operates Sunday-Tuesday during the Trade Exchange.

Exhibitor Package includes:

- Trade show booth (8' x 8', subject to change), table and chairs and Internet access; booths are located in a high-traffic location at the Trade Exchange
- Registration for one (1) person; additional registration(s) available at discounted rate of \$795 each
- Company literature inclusion in attendee briefcases
- Pre-release of attendee list 30 days prior to the show
- Co-hosting of the opening Trade Exchange Networking Reception
- Logo and company profile on the Mountain Marketplace page of MTS website
- Logo on MTS attendee guide (printed and electronic) and Mountain Marketplace banner
- Access to the Trade Exchange directory and ability to schedule appointments with participants

One year commitment \$4,250 per year*

Two year commitment..... \$4,000 per year*

Three year commitment \$3,750 per year*

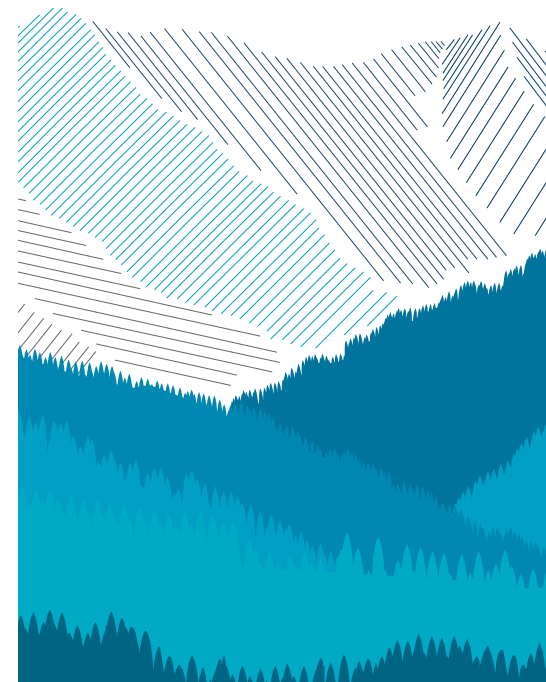
New Media & Technology Showcase & Mountain Marketplace Combination Package

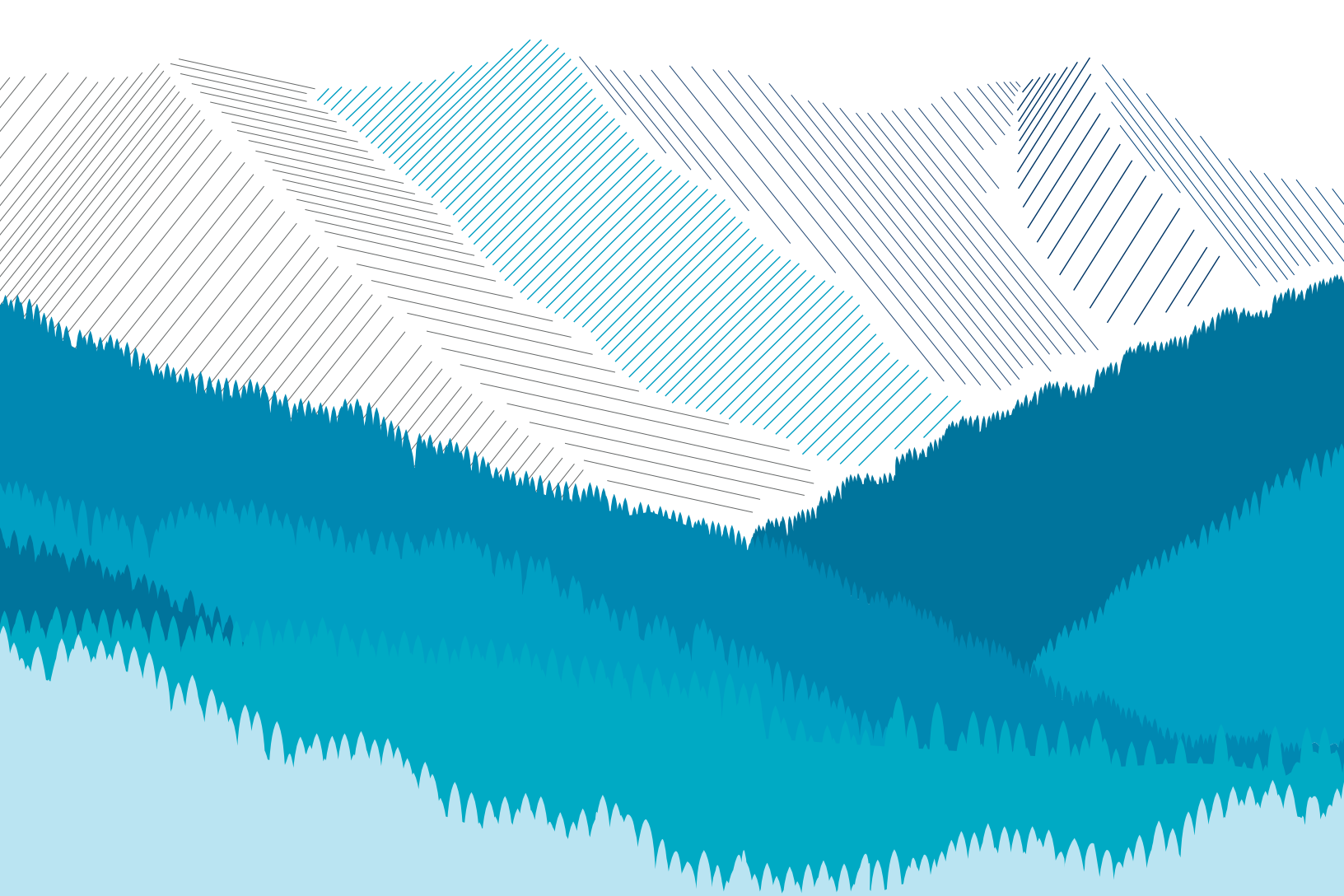
Looking for the best of both worlds? This combination package includes a Mountain Marketplace booth at the Trade Exchange plus a formal presentation at the Forum.

Commitment: \$5,500

2011 participating companies included:

- BCF/Boom Your Brand
- CSA Travel Protection
- Hertz
- Inntopia
- Mountain Reservations
- MTRiP
- On The Snow
- PSAV Presentation Services
- Quick Mobile
- Resort Data Processing
- ResLogic
- *TravelAgent*
- Travel Guard





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