

CELEBRATE
WINTER



A L A S K A

Winter Recreation & TRAVEL SHOW

*What products and services will
people want to see and buy at the
Alaska Winter Recreation & Travel Show?*

The list is as long as an Alaska winter! Everything from snowplows and skis, to snowmachines and travel. Here are just a few of the exhibitor categories:

- Air Travel
- Alaska-Made Outdoor Clothing
- All-Terrain Vehicles
- Campers & Truck Canopies
- Communication Equipment
- Cruises
- Expeditions
- Generators
- Guides
- Heating Equipment
- Hockey
- Lodges
- Outdoor Equipment
- Skating Equipment
- Ski Resorts
- Ski Vacations
- Skiing Equipment
- Snowboarding
- Snowmachines
- Sporting Goods
- Sportswear
- Survival Equipment
- Travel Agencies
- Trucks & Winches
- Wilderness Travel
- Winter Destinations
- And More

THREE BIG DAYS!

Sept. 24–26, 2010

YOU CAN'T AFFORD TO MISS THIS OPPORTUNITY!

Don't Forget...

The Alaska Winter Recreation & Travel Show is geared toward winter activities. Your booth should be designed to attract customers to products and services they want. Consider special offers and “show-only” pricing — remember, **PERMANENT FUND DIVIDEND** checks are coming soon!

The advertising budget for the Alaska Winter Recreation & Travel Show is designed to reach 80 percent of your customer base in this market at least seven times before the show begins! You know they'll be at the Alaska Winter Recreation & Travel Show — and so should you!

Best of all — this show is produced by Aurora Productions, Inc., the company that puts on Alaska's most successful sales events, including The Great Alaska Sportsman Show, The Anchorage Home & Garden Show, The Alaska Women's Show, and The Great Alaska Beer & Barley Wine Festival.



ACT NOW! SPACE IS LIMITED

To reserve your booth, or get more information,
contact: **Aurora Productions, Inc.**

3401 Denali Street, Suite 202-B

Anchorage, Alaska 99503

(907) 562-9911 • Fax (907) 562-9889

www.auroraproductions.net

THE ALASKA WINTER RECREATION & TRAVEL SHOW

Sept. 24–26, 2010 • Sullivan Arena

Who Should Be in this Show?

Anyone interested in marketing winter products, services and activities to Alaskans – from tropical vacations to winter destinations. The Winter Recreation & Travel Show has it all, from winter sports equipment to clothing, trips, lodges, accessories, and of course... every make of snowmachine in one place at one time!

Why in September?

Just prior to snow, Alaskans are eager to find ways to survive another winter. **Permanent Fund Checks** are coming soon, and we offer a one-stop shopping opportunity with early season discounts, expert advice and a huge venue in which to compare, test and learn what's new.

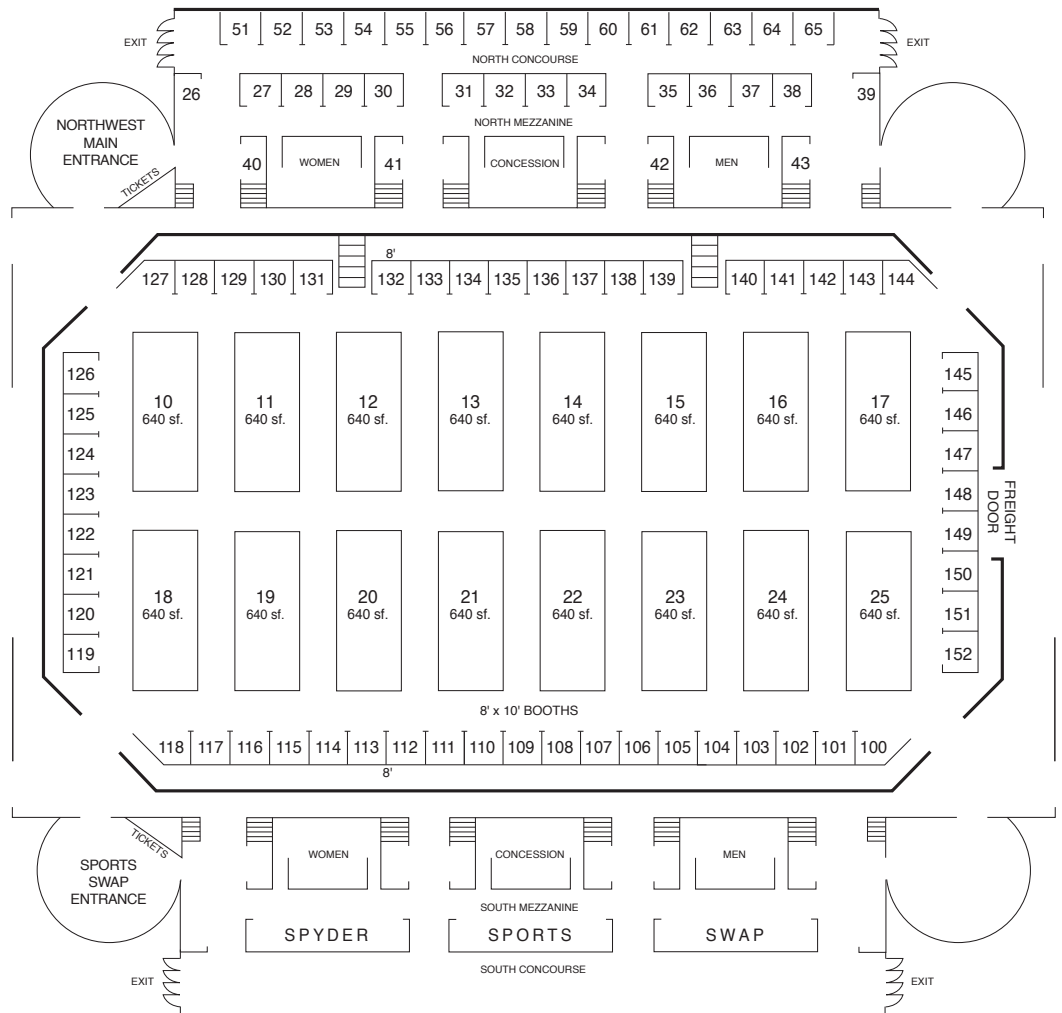
Why THIS Show?

Once again, this is the **ONE** event snowmachine dealers, clubs, lodges and other affiliated businesses are attending for the **SEVENTEENTH** straight year!

Exhibit Space

The exhibit space in Sullivan Arena has been mapped for maximum customer foot traffic, with strategically placed large booth areas and a race-track perimeter to promote visitation to all booths.

Demonstrations, seminars and other special events are scheduled to keep customers at the show – and buying – for the maximum time period!



North Mezzanine
In-line Booth, 8' x 10'
\$395

■

Main Floor
In-line Booth, 8' x 10'
\$695

■

Premium Booth
16' x 40'
\$2995

MOVE-IN

Thursday, Sept. 23 – 10 a.m. to 6 p.m.
(BULK SPACE ONLY)

Friday, Sept. 24 – 9 a.m. to 3:30 p.m.
(GENERAL MOVE-IN)

**Move-in must be completed
 by 3:30 p.m., Sept. 24**

SHOW SCHEDULE

Friday, Sept. 24 – 4 p.m. to 8 p.m.

Saturday, Sept. 25 – 11 a.m. to 8 p.m.

Sunday, Sept. 26 – 11 a.m. to 6 p.m.

MOVE-OUT

Sunday, Sept. 26 – 6 p.m. to Midnight

**Move-out must be completed
 by Midnight, Sept. 26**