

Tradeshow participants will be provided with a table for displays. Currently, the ACA is working to ensure that internet access is available in the Banquet Hall. The large room will be subdivided with elegant black drapery into three major sections on Friday night: Trade show, Silent Auction and the Banquet Dinner. This semi-formal (Western-themed) gathering will

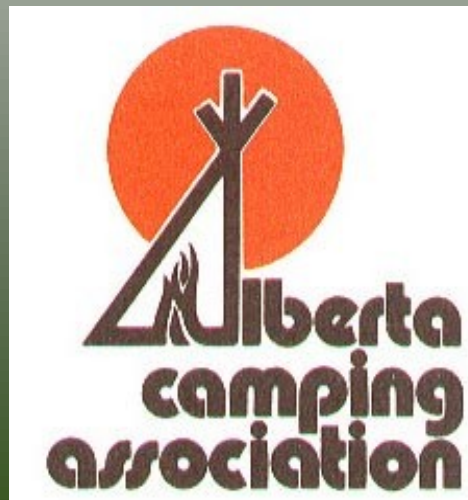
allow many vendors to have direct conversations with ACA members. Most of our camps are loyal to ACA commercial members, and participating in the Trade Show will give you exclusive access to this target market. If you require any further assistance or clarifications please do not hesitate to get in touch with us. Please note that pre-registration is available via phone- registration will be conducted on-line starting Feb. 16. Please visit www.albertacamping.com for registration links and further details.

-Alberta Camping Staff

PS: Weather in Alberta can change drastically over a weekend! Please bring a warm winter jacket, mitts and a good pair of winter shoes.

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Alberta Camping Association

2010 Tradeshow & Conference:

*"Waypoints:
Finding the Future of Camping"*



DEDICATED TO
PROMOTING, ORGANIZING &
ADVANCING
CAMPS IN ALBERTA

ADVERTISING OPPORTUNITIES

FULL DAY TRADE SHOW

Friday March 12th, 2010– Full day event at River's Edge Camp (near Cremona AB) open 11:00-13:00, & 16:30-21:00.

Held in conjunction with the largest gathering of directors and senior staff of residential and day camps in Alberta, the ACA Tradeshow is the perfect platform for distributors, suppliers and service providers to present their products directly to camping professionals.

The Tradeshow will showcase a wide range of the latest products and services for organized camps.

Why Exhibit at the ACA's trade show?

- Increased number of consumers
- brand awareness
- face-to-face interactions
- ideal way for your company to sell your products and services.

The ACA provides a convenient, cost effective venue to showcase, demonstrate, and sell to organized camping professionals.



2010 TRADE SHOW DETAILS

Travel: Highly recommended that flight destination is Calgary. Car rental discounts may be available, closer to conference date. Driving distance from Calgary to River's Edge Camp is approx 90km (1 hr)

Accommodations: \$100.00/night and include breakfast and lunch. Accommodations are bunk style and may have plus 1/ room. Staying on site will allow greater flexibility for participants, as the trade show does not end until 21:00 hrs. Hotels are also available in Cochrane, Olds, and Calgary. Evening events include a pub night, etc..

Stamps, Sticker or Signatures: to increase the number of visitors to each booth, we will issue passports to all attendees, who must receive signatures from every booth to be considered for door prizes.

Silent Auction: We ask all participants (suppliers, manufacturers, distributors, & service providers), to donate an item for the Silent Auction occurring alongside the trade show and evening events on Friday. Any gift in kind would be honored for this special event and the ACA publicly acknowledges all contributions received. Donors will be recognized throughout the conference and in our April Newsletter. Charitable receipts for your donations will be provided with a receipt indicating the value of the donation.

Brochures: All trade show participants will be able to contribute to our welcome bags. Brochures for your organization will be placed in each welcome bag along with any samples, or discounts you wish to offer.

Promotional Items: Please email the ACA at info@albertacamping.com with your logo in jpg format and a small description that will be included in the program brochure and other promotional materials.

Renting a Booth: \$75.00 for ACA members, \$125.00 for non-members, \$65.00 + \$110.0 if you want to become a member. (booth cost + membership cost) Booth costs include breakfast and lunch.

Banquet Dinner: The evening of Friday March 12th is our annual Banquet, pre- and post- trade show. All trade show participants are invited to join us for dinner. \$30.00 will be charged, for the slightly more dressy evening dinner with a "Cowboy Trail" theme (western wear is encouraged!)

Facilitate a session

Gain valuable face to face interaction with camping professionals. Give a relevant and educational session of value to camps and camping staff. At the discretion of the Program Committee. (Cost dependent upon session)

Sponsor a session:

Cover the cost of a session given by one of the conference speakers or presenters, and get all the credit! You will have the opportunity to present your promotional materials in association with that session:

- Your choice of a range of sessions
- Your company name in the conference program
- Your company materials at the session
- Your promotional materials in the delegate packages
- Cost \$100

Sponsor a Coffee break:

Set up booths with promotional items, have one on one interactions with camp directors, receive acknowledgement in programs and include your materials in delegate packages. (Prices may vary dependent upon break)

Sponsor an event or activity:

This allows the sponsor one on one time to promote and develop relationships in a friendly informal atmosphere with our members, while sponsoring an event such as a social event, banquet dinner, delegate packages, outdoor activities, pub night etc. (Prices may vary)