



**2011 National Convention and Tradeshow**  
La Costa Resort and Spa, Carlsbad, California  
May 4 – 7, 2011

**GENERAL INFORMATION AND DEADLINES**

**EXHIBIT SPACE CONTRACTS**

Please complete the Exhibit Space Contract and the Exhibitor Personnel Registration Form and mail to NSAA with payment. **Exhibit space cannot be confirmed without payment.** Please note the Rules and Regulations on the reverse side of the Exhibit Space Contract.

**Space Assignments** - All companies returning space contracts by **March 18, 2011** along with the appropriate forms and fees will be assigned space in accordance with the established priority points system. Contracts received after the deadline date will be assigned in the order that they are received on a first-come, first served, space-available basis. NSAA's priority points system prioritizes all exhibit contracts received by the deadline by the number of points a NSAA Supplier member company has accumulated for the national show.

**EXHIBITOR SERVICES INFORMATION**

Each exhibiting company will receive an Exhibitor Services Manual upon confirmation of booth space that is provided by NSAA and the official decorator. This will give you all of the information needed to exhibit, along with the appropriate forms for shipping and ordering anything you might need such as electrical, A/V, etc. Each 8'(depth) x10'(width) booth (one per company) includes 8-ft. back drape and 3-ft. side rails, a booth sign, and general overhead lighting. The exhibit pavilion is carpeted. Exhibit move-in and set-up is on Wednesday, May 4 from 12:00 p.m. to 5:00 p.m. and Thursday, May 5 from 8:00 a.m. to 10:00 a.m. Exhibit move-out is Friday, May 6 from 1:00 p.m. to 5:00 p.m.

**REGISTRATION INSTRUCTIONS**

Please complete the Exhibitor Personnel Registration form and submit along with the Exhibit Space Contract. Individual names can be registered at a later date if all representatives are not known at this time. A check made payable to NSAA or credit card information for all exhibit and registration fees **MUST** accompany the Exhibit Space Contract and the Exhibitor Personnel Registration form. **Registrations will not be processed without payment.**

**REGISTRATION POLICY**

Only individuals who are registered and have an official NSAA convention badge may attend the Tradeshow and convention events. Registration includes entrance to the Tradeshow, all open sessions, workshops, tradeshow lunch, continental breakfasts and cocktail parties. All supplier members must register for the show under their own company's membership, even if they are affiliated with another member.

Supplier members **may not** register those individuals who are not directly employed by their company, i.e. consultants, ski area representatives, etc. NSAA would appreciate supplier members respecting this policy. Those who violate this policy will be penalized.

**CANCELLATION POLICY**

All cancellation notices must be received in writing by NSAA on or before April 22, 2011. **Refunds will be handled on a case-by-case basis and must be requested in writing at time of cancellation. No refunds of exhibit or registration fees will be given to "no shows."**

# **NSAA National Convention and Tradeshow May 4 - 7, 2011**

## **La Costa Resort & Spa**

2100 Costa del Mar Road

Carlsbad, CA 92009

760-438-9111

For reservations please call: 760-438-9111

NSAA Rate: \$252 single/double occupancy

Please mention you are with the NSAA National Convention.

Deadline for room reservations is April 5, 2011

## ***Schedule at-a-Glance***

### **Wednesday, May 4**

- 7:00-6:00 NSAA Registration Open
- 8:00-1:00 NSAA Golf Tournament – Aviara Golf Club
- 8:00-5:00 NSAA Committee Meetings
- 12:00-5:00 Exhibit Move-in**
- 1:30-5:00 Arrival Day Programs
- 5:00-5:30 Annual Business Meeting
- 6:30-9:30 Opening Night Cocktail Reception

### **Thursday, May 5**

- 7:00-8:00 Continental Breakfast
- 8:00-9:15 Opening Keynote
- 8:00-10:00 Exhibit Move-In**
- 9:15-9:30 Morning Break
- 9:30-11:00 Sessions
- 11:00-1:30 Tradeshow Opening Lunch**
- 1:30-3:00 Sessions
- 3:00-3:15 Afternoon Break
- 3:15-4:30 Sessions
- 4:30-5:30 Marketing Awards Reception
- 5:30-7:30 Tradeshow Reception**

### **Friday, May 6**

- 7:00-8:00 Continental Breakfast
- 8:00-9:30 Featured Speaker
- 9:30-9:45 Morning Break
- 9:45-11:15 Sessions
- 11:30-1:00 Tradeshow Lunch**
- 1:00-5:00 Exhibit Move-Out**
- 1:15-2:45 Sessions
- 3:00-4:30 Sessions
- 6:00-7:00 Cocktail Reception
- 7:00-10:00 Final Night Party

### **Saturday, May 7**

- 9:00-10:00 Departure Brunch