

Ski Dazzle Show™

SKI • SNOWBOARD • ACTIVE SPORTS • TRAVEL

Los Angeles Show Specials

- WHAT:** “**EXHIBITORS!!! NEW this year!**” Get your best deal posted on the Ski Dazzle website under our new “Show Specials” page !! We will be promoting this page to our attendees in advance of the Show. Your “Show Special” will drive customers to your booth!
- WHO:** Current year exhibitors only. Must be an exhibitor to participate.
- WHEN:** Now – Complete the attached form and we will do the rest. There is NO cost to you other than providing the offer at the show subject to the limit’s YOU place on the offer.
- SPECIFICATIONS:**
- LOGO SIZE:** 116 pixels by 62 pixels / minimum 72 dpi.
- OFFER COPY:** Limited to 150 characters including spaces. No @mentions or links in “Offer Copy”.
- LIMIT COPY:** Limited to 50 characters including spaces OR a link to YOUR “Special Offer Webpage”.
- WEBSITE LINK:** To Exhibitor’s Corporate Only Home Page. No links to Facebook or Twitter pages allowed.
- NOTE:** Inappropriate content or links will be subject to editing by Ski Dazzle management. Show Specials are responsibility of individual exhibitors and limited to offer indicated on “LIMIT” copy or special link.

Here are some Samples of offers and limits:

Exhibitor	Deal Description & Limits	Website
Snowboard Shop	<u>Offer:</u> Buy BRAND snowboard worth \$XXX or more (with bindings) and get an additional 10% off sale price on Snowboard boots worth \$100 or more! <u>Limit:</u> One offer per person. First 100 people per day.	LOGO
Ski Shop	<u>Offer:</u> Buy any ski and binding package worth \$XXX or more and we will oay your sales tax! <u>Limit:</u> One offer per person. First 100 people per day.	LOGO
Regional Resort	<u>Offer:</u> Buy a Season Pass and get \$XXX bonus offers including XXX, XXXX, XXXXX and more! <u>Limit:</u> Adult and Student Passes Only. (XX – XX years)	LOGO
Destination Resort	<u>Offer:</u> Kids FLY Free! SKI Free! STAY Free with adults! All season, non-holiday! <u>Limit:</u> See us at show (or) this link for details.	LOGO
Lodging	<u>Offer:</u> Buy a 3-day lift package and get your 4th day free <u>Limit:</u> Non-holiday. See us at show (or) this link for details.	LOGO
Accessory	<u>Offer:</u> Buy one Pair of BRAND Goggle/Thingies get 2nd pair of BRAND Goggles/Thingies of same or lesser value for 50% off. <u>Limit:</u> One offer per person. First 100 people per day.	LOGO