



# REGISTRATION FORM

*Retailer / Buyer Attendee*

01.26 - 29, 2012

COLORADO CONVENTION CENTER, DENVER, CO

**+** ON-SNOW DEMO / SKI-RIDE FEST: 01.30 - 31, 2012  
WINTER PARK RESORT/DEVIL'S THUMB RANCH, CO

Submitting this form does not guarantee admittance. Forms are reviewed for admission qualifications before processing, notification of acceptance sent via email. The deadline for preregistration is Friday, January 16, 2012. **PLEASE PRINT.**

## RETAIL SHOP/COMPANY INFORMATION

### IMPORTANT! NEW BADGE PROCEDURE. PLEASE READ

**All Buyer badges are mailed unless you check the box below.**  
Forms and payment must be received by January 6, 2012, in order to be mailed.

**DO NOT MAIL BADGES CHECK HERE** >>>

To ensure all goes smoothly onsite, please review the following:

- Register each person individually and include their email address.
- A confirmation number, sent via email, and valid photo ID are required for onsite badge pickup
- A NEW self-service badge printing area will serve your needs onsite.

**RETAIL ID NUMBER** (required in US):

Fed ID#: \_\_\_\_\_ State ID#: \_\_\_\_\_

Shop/Company Name: \_\_\_\_\_ Registration Contact: \_\_\_\_\_

Street Address: \_\_\_\_\_ City: \_\_\_\_\_ State/Prov.: \_\_\_\_\_ Country: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**SOCIAL MEDIA OUTREACH:** Facebook: \_\_\_\_\_ Linked In: \_\_\_\_\_

Twitter: @ \_\_\_\_\_ YouTube: \_\_\_\_\_ Vimeo: \_\_\_\_\_

**SHOP TYPE** Check the one description below that best describes your shop/company.

- Single Shop    Chain Shop (# of branches in chain: \_\_\_\_\_)    Corporate  
 Internet    Distributor (non-US)    Import/Export    Resort/Area

**PRODUCTS CARRIED** Check all categories that apply.

- Alpine Skis    Tele/AT/BC Boots/Bindings    Equip. Rentals    Apparel  
 Nordic Skis    Accessories only\*    Footwear only\*  
 Snowboards    Snowshoes  
\*Check only if these are the sole listed category you carry.

**FOR SECURITY PURPOSES THERE IS A \$50 FEE FOR REPRINTED BADGES - WHETHER STOLEN, FORGOTTEN, MISPLACED OR LOST. PROCEEDS GO TO SIA PROGRAMS & GROWING THE SNOW SPORTS INDUSTRY.**

## ATTENDEE REGISTRATION INFORMATION

**DO NOT USE THIS FORM TO REGISTER YOUTH.** Anyone under the age of 16 may be registered on-site by parent/guardian or responsible adult to complete the Youth Release Form.

Attach a separate sheet if additional space is needed.

**RETAIL ATTENDEE TITLE CODES:** A. PRESIDENT, B. OWNER, C. MANAGER, D. BUYER, E. OTHER

#1 FULL NAME		TITLE CODE(S)
EMAIL (REQUIRED)		
ON-SNOW LOCATIONS ATTENDING: <input type="checkbox"/> Winter Park <input type="checkbox"/> Devil's Thumb	ON-SNOW TRANSPORT NEEDED: <input type="checkbox"/> Yes <input type="checkbox"/> No	DEMO ACCESS NEEDED? <input type="checkbox"/> Yes <input type="checkbox"/> No

#2 FULL NAME		TITLE CODE(S)
EMAIL (REQUIRED)		
ON-SNOW LOCATIONS ATTENDING: <input type="checkbox"/> Winter Park <input type="checkbox"/> Devil's Thumb	ON-SNOW TRANSPORT NEEDED: <input type="checkbox"/> Yes <input type="checkbox"/> No	DEMO ACCESS NEEDED? <input type="checkbox"/> Yes <input type="checkbox"/> No

#3 FULL NAME		TITLE CODE(S)
EMAIL (REQUIRED)		
ON-SNOW LOCATIONS ATTENDING: <input type="checkbox"/> Winter Park <input type="checkbox"/> Devil's Thumb	ON-SNOW TRANSPORT NEEDED: <input type="checkbox"/> Yes <input type="checkbox"/> No	DEMO ACCESS NEEDED? <input type="checkbox"/> Yes <input type="checkbox"/> No

#4 FULL NAME		TITLE CODE(S)
EMAIL (REQUIRED)		
ON-SNOW LOCATIONS ATTENDING: <input type="checkbox"/> Winter Park <input type="checkbox"/> Devil's Thumb	ON-SNOW TRANSPORT NEEDED: <input type="checkbox"/> Yes <input type="checkbox"/> No	DEMO ACCESS NEEDED? <input type="checkbox"/> Yes <input type="checkbox"/> No

#5 FULL NAME		TITLE CODE(S)
EMAIL (REQUIRED)		
ON-SNOW LOCATIONS ATTENDING: <input type="checkbox"/> Winter Park <input type="checkbox"/> Devil's Thumb	ON-SNOW TRANSPORT NEEDED: <input type="checkbox"/> Yes <input type="checkbox"/> No	DEMO ACCESS NEEDED? <input type="checkbox"/> Yes <input type="checkbox"/> No

#6 FULL NAME		TITLE CODE(S)
EMAIL (REQUIRED)		
ON-SNOW LOCATIONS ATTENDING: <input type="checkbox"/> Winter Park <input type="checkbox"/> Devil's Thumb	ON-SNOW TRANSPORT NEEDED: <input type="checkbox"/> Yes <input type="checkbox"/> No	DEMO ACCESS NEEDED? <input type="checkbox"/> Yes <input type="checkbox"/> No

**PLEASE NOTE:** This registration serves as authorization to use my likeness and/or likenesses of any of the registered parties from any previous and future trade shows for the purpose of marketing for SIA and the snow sports industry.

## FEES, CALCULATOR & PAYMENT

### 2012 SIA Snow Show

Full cost: \$40/person  
Preregistered: \$20/person

*Snow Show preregistration ends 1/16/2012.*

### On Snow Demo/Ski-Ride Fest

Full cost: \$50/person  
Preregistered: \$10/person

*On-Snow peregristration ends 1/29/2012.*

**Snow Show Preregistration**  
\$40 after 1.6.12 deadline

\$20/40 x \_\_\_\_\_ = \$ \_\_\_\_\_  
# of attendees                      subtotal

**On-Snow Preregistration**  
\$50 after 1.29.12 deadline

\$10/50 x \_\_\_\_\_ = \$ \_\_\_\_\_  
# of attendees                      subtotal

**Snow Sports Future Fund**  
Optional Donation

\$ \_\_\_\_\_  
100% deductible as a charitable donation.

**U.S. Ski & Snowboard Team**  
Optional Donation

\$ \_\_\_\_\_  
100% deductible as a charitable donation.

**TOTAL DUE**

\$ \_\_\_\_\_ US

**PAYMENT TYPE:**

- AmEx    Discover    MasterCard  
 Visa    Check# \_\_\_\_\_ (payable to SIA)

Card Number: \_\_\_\_\_ Exp: \_\_\_\_\_

Print Name: \_\_\_\_\_ Signature: \_\_\_\_\_

A SHOW BADGE AND VALID PHOTO ID ARE REQUIRED AT ALL EVENTS.

STF

**RETURN COMPLETED FORM TO SIA: VIA FAX: 703.506.4234 OR MAIL: SNOW SHOW REGISTRATION, 8377-B GREENSBORO DR, MCLEAN, VA 22102-3529**