



## **2010 SUMMIT IN THE SNOW INVITATION**

*Revised 2-09*

### **TO ALL WATER SPORTS ENTHUSIASTS AND INDUSTRY FRIENDS**

Returning once again to beautiful Park City, Utah, the WSIA is hosting its third annual Summit in the Snow on February 22-24, 2010. This is a Monday, Tuesday, Wednesday this year. During the past two Summits, mixing business with pleasure has proven a great formula for success. We will continue to have insightful and educational seminars, dynamic speakers, networking opportunities galore, and a chance to board and ski at one of America's top snow resorts. Your 'board meeting' will take on a whole new meaning amidst the snow covered mountains of Park City!

We will kick off our Summit with cocktails Monday evening, followed by a dinner and keynote speaker. Tuesday will bring a hot breakfast, breakout sessions, cocktails and dinner, while leaving plenty of time during the day to enjoy the slopes. Wednesday is offering another hot breakfast and by 10am the slopes are yours to enjoy and the Summit will be over with wonderful memories. You cannot afford to miss this opportunity. If you have not attended in the past, you are in for a treat! If you are returning from prior WSIA Summits, we are honored to have you back!

A major highlight of these three days will be gaining insight from our various speakers. We are pleased to announce that Mr. Douglas Meine from Rolex will be joining us this year as a keynote speaker, along with Bob Negen of Whizbang! and several others you will want to hear. Relax, enjoy, and reward yourself --- you deserve it!

**The following packages are available: (Early Bird ends 1-08-10!)**

**Package 1:**

- **Manufacturers:**  
\$350.00 for participants registering before 1-08-10  
\$400.00 after 1-08-10

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- **Dealer Special Pricing:**  
\$200.00 registering before 1-08-10  
\$250.00 after 1-08-10

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**Package 2:**

- **Spousal Price:** (must be registered w/pkg 1 attendee)  
\$200.00 includes all meals and keynote speakers (no breakouts)

**Please note: Attendees registering on site will pay an additional \$25.00 late fee per package, so please pre-register with WSIA before attending. You do not need to be a WSIA member to participate, however applications are available at [www.wsia.net](http://www.wsia.net). Your support is greatly appreciated.**

### **Sponsorship Opportunities:**

For the 2010 Summit, with every \$1,500.00 worth of sponsor donations, you will receive 1 Summit Registration at no charge (up to a maximum of 2 per sponsor). Please contact Larry Meddock if interested in being a sponsor (cell: 407-620-7992).

For further details and registration information, please refer to forms indicated below and let us know of your interest soon. We can only accommodate a limited number of guests, so please register early. Please note that there are two different forms referenced below: Hotel is requesting you call them for reservations but **fax** your discounted lift ticket form to the person indicated below; transportation should be called in to the person mentioned below and the final form is for WSIA's registration for the Summit to be returned to WSIA with your registration fees. Look for a downloadable **Schedule of Events** to be posted on our website by November 2009.

I hope you will join me and all our industry guests in what is sure to be a terrific Summit in the Snow. A special thanks to Surf Expo, Chubb Custom Markets, Marine Manufacturers Insurance Agency, and Hewitt Wolensky LLP for sponsoring this event. We would also like to recognize USAWS, World Sports Marketing, *WaterSki* and *WakeBoarding* magazines and *Boating World* for their support.

Best Regards,



Larry Meddock

The forms referenced below can be downloaded from our website [www.wsia.net](http://www.wsia.net).

### **Hotel: Refer to Room Rates or visit [www.allseasonsresortlodging.com](http://www.allseasonsresortlodging.com)**

We ask that all attendees **call** the Central Reservation office to make their room reservations (rather than fax or email). This way, each attendee will get personal customer service with one of their reservation agents at the Lodge at Mountain Village. There are two numbers available for the Central Reservations office / 1-888-754-3279 or 1-888-575-2775 (either one will work). **Please mention the WSIA Summit when booking rooms.**

### **Lift Ticket Form:**

The hotel is asking you to complete the PCMR Advance Lift Ticket Form and fax it directly to Kenny Herron at 435-487-4363. Attendees may also email their complete information to [kenny@asrlodging.com](mailto:kenny@asrlodging.com) or call him directly at 435-487-4103 (Kenny is personally handling the Lift Ticket sales).

**Transportation to/from airport:** Call directly All Resort Express, 435-658-9732, ask for Michelle McDonald to make reservation and mention the WSIA group Summit.

**Summit Registration:** Refer to Summit10 - Summit in the Snow Registration Form  
**RETURN TO WSIA HEADQUARTERS WITH PAYMENT (Fax: 407-251-9039) or call us with credit card information at 407-251-9039.**

