

TRAILS FEST

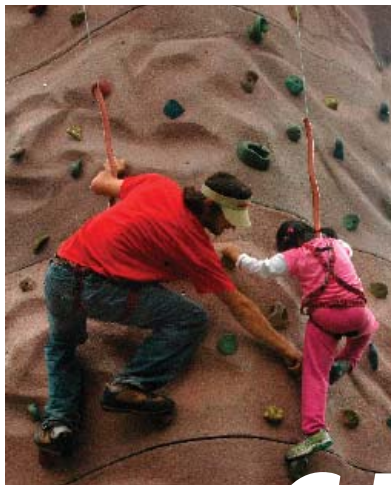


206-625-1367
WWW.WTA.ORG



WASHINGTON
TRAILS
ASSOCIATION

JULY 18, 2009



IN THE  OF THE **CASCADES**
Exhibitor Application

EVENT PUBLICITY

TrailsFest promotion ramps up in May. We target outdoor enthusiasts, athletes, and active families in Washington state's Puget Sound region.

WTA's Communications: Washington Trails Association is a trusted source of information for Washington's hiking and outdoors community. We'll employ all of our communication tools to promote TrailsFest to ensure a crowd of thousands. TrailsFest will be publicized through:

- A prominent listing on WTA's popular website, www.wta.org
- Feature articles and full event program in *Washington Trails* magazine
- Feature articles in *Trail News*, WTA's e-newsletter, in June and July
- Mention in direct mail sent to 100,000 prospective members
- Promotion in membership renewal letters, May - July
- Multiple features in WTA's Signpost Blog online at www.wta.org

Media at Large: Editorial coverage is expected from the Tacoma News Tribune, Everett Herald, Seattle Post-Intelligencer, Seattle Times, Bremerton Sun, Snoqualmie Valley Record, KPLU Radio, KUOW Radio and more. In addition to editorial coverage, WTA will seek underwriting from a local public radio station. Comprehensive media promotion will include:

- Radio announcements and features on public radio stations
- Feature articles in multiple Seattle metro newspapers
- Highlighted mention in the Seattle Times' and Seattle Post-Intelligencer's Thursday outdoors-oriented pull-outs in the week before the event

WTA will seek a partnership with a local daily newspaper as our primary print media.

Grassroots: We reserve dozens of spaces at non-profit rates to attract local environmental groups and recreation clubs that actively promote TrailsFest to their members (such as the Sierra Club, The Mountaineers and many more) through newsletters and other print materials. In past years, retail partners such as REI have promoted TrailsFest in monthly event calendars.

Internet: Media, event listings, links and partnerships will drive traffic through www.wta.org to www.TrailsFest.org. Dozens of event partners (such as Zipcar, Mountain Madness, and Washington Wilderness Coalition) have extended our internet reach by promoting TrailsFest to their own email lists.

Posters and Postcards: Full-color event posters and postcards will be distributed to partners, sponsors and friends of WTA. Our distribution plan is:

- 500 postcards distributed in select poster display locations
- 1,000 postcards mailed to Puget Sound WTA members
- 1,000 posters prominently displayed in coffee shops, retailers, Microsoft campus and other workplaces, clubs and other venues

Select Past Exhibitors

Backcountry Bicycle Trails Club
Backpacker Magazine

Chaco

Clif Nectar

Conservation Northwest
Feathered Friends

Green Trails Inc

Gregory

Helly Hansen

Hilleberg the Tentmaker

KPLU 88.5 Public Radio

Leave No Trace

Leki

Marmot Mountain Works

Middle Earth Llama Ranch
MSR

Mountain Madness

Mountains to Sound Greenway

Outdoor Research

Passages Northwest

Peace Corps

Pro Ski Service

PAWS

Puget Sound Energy

REI Seattle

Scottish Lakes High Camp

Seattle Audubon

Sierra Club

SKIFORALL Foundation

Sportsman's Warehouse

Student Conservation Association

The Mountaineers

The Wilderness Society

TEKO

Therm-A-Rest

Thorlo

Timberland Outdoor Performance

Trek Tech

US Forest Service

Vertical World

Washington Wilderness Coalition

2008 Sponsors appear in bold.

2009 Booth Availability

Non-Profits/Agencies: 25

Food/Beverage Vendors: 5

Commercial Exhibitors: 30

Program Sponsors: 15-20

Supporting Sponsors: 5

Major Sponsors: 2

TRAILS FEST CELEBRATES THE OUTDOORS!

Take part in the **TrailsFest 2009!** Exhibits, workshops, and special presentations add to the draw of great exhibitor booths at this celebration of muscle-powered outdoor recreation in the Pacific Northwest!

TrailsFest is geared to engage everyone from beginning hikers to avid multi-sport outdoor enthusiasts. At TrailsFest, you gain visibility as a knowledgeable outdoor recreation business or community organization. We hope you can participate in TrailsFest 2009!

BEAUTIFUL SETTING

Rattlesnake Lake Lakeshore Area

- Forested setting just 35 minutes from downtown Seattle, 25 minutes from eastside suburbs.
- Paved trail for bike rides and Rattlesnake Lake for kayak and canoe demos and rides.
- Rattlesnake Mountain just meters away offers a rugged testing ground and a sweet backdrop for your booth.
- Easy load/unload zone for exhibitors.

Cedar River Watershed Education Center

- Unique center and courtyard built around a created “spring” which bubbles into a stream and runs into a beautiful marsh to welcome arriving visitors.
- Auditorium equipped with kitchen, sound system, motorized screen, slide and overhead projectors. Ports for Internet and phone access.

ATTENTIVE TARGETED AUDIENCE

- Nearly 3,000 outdoor enthusiasts attended TrailsFest in 2008.
- 67% of survey respondents said TrailsFest significantly increased their awareness of work done by local environmental groups.
- 66% of survey respondents were inspired to spend more time recreating outdoors after attending TrailsFest.

FUN ENGAGING ACTIVITIES

- Workshop and classes serve a variety of interests. Past topics include: forecasting mountain weather, wildflowers along the trail, ultralight backpacking, camping with kids, outdoor adventures for beginners.
- Coordinated activities, such as Hike with Toddlers, Hike up to Rattlesnake Ledge or Hike with Llamas, offer immediate adventure and hands-on learning.
- Animals - including goats, search dogs, llamas, and horses - add to the festive atmosphere.
- A climbing wall brings a vertical element to the event.

TrailsFest 2008 attendees take part in a variety of activities: climbing, kayaking, hiking and more. Attendees can also relax at a campfire and take outdoors education classes. 2008 TrailsFest photos by Damien Murphy, Paul Bestock and Ed Grenfell.



EXHIBITOR BENEFITS & OPPORTUNITIES

TRAILSFEST GIVES YOU A CHANCE TO:

- Encourage kids and families to take part in outdoor recreation.
- Demonstrate your involvement in the environmental community.
- Drive traffic to your website through email newsletter sign-up sheets and contests.
- Showcase your latest outdoor-oriented classes, products and services.
- Sell branded products and offer special promotions.
- Meet up with friends and colleagues.

WTA values the contributions of our non-profit partners at TrailsFest, that's why we offer a special booth rate to help you take part in this event.

GUARANTEED BENEFITS

- 10' x 10' booth space
- listing in the event program
- listing at www.trailsfest.org
- invitation to onsite breakfast

POSSIBLE ADDITIONAL BENEFITS

- opportunities to host classes and clinics as available
- mention in select press releases
- mention in select email updates



TRAILSFEST RAFFLE

As TrailsFest closes for the day we raffle off a great stash of outdoor gear. Donate an item of value for recognition in the event program and at the WTA booth.

EVENT SURVIVAL KIT

Amaze and impress your peers with products or samples that can be included in the event survival kits distributed to sponsors. Useful items include water bottles, sunscreen, energy drinks and snacks - anything that helps people enjoy the elements and the crowd.

EVENT HOSTING

One of TrailsFest's unique features is the opportunity to host a class, clinic, or workshop in either our Outdoor Classroom or indoors at the Education Center. Additionally, you may choose to host an activity which departs from the Activity Tent. Sponsors at the \$2,500 level or higher are guaranteed the opportunity to host an event. All other sponsors are given priority as we select and confirm our events line-up. Event proposals are evaluated by our Event Coordinator. Please don't hesitate to contact us if you'd like help coming up with an event idea. We may also be able to pair you with a corporate partner.

TRAILSFEST HAS SOLD OUT BEFORE. DON'T BE LEFT OUT!

INFO: WASHINGTON TRAILS ASSOCIATION - 206.625.1367 - WWW.WTA.ORG - LACE@WTA.ORG

NON-PROFIT EXHIBITOR APPLICATION

Company Name:		
Address:		
City/ST/Zip:		
Phone:	FAX:	
Advance Contact:	Advance Contact Email:	
On-Site Contact: (if different)	On-Site Contact Email:	
Website address:		
Booth Representatives. <i>Please list names or titles as you wish them to appear on badges.</i>		
1.	2.	
Company/Organization Description. <i>10 words or less, not including your business name or website, exactly as you wish to be listed in the online and print programs.</i>		
Sponsorship Packages		
<input type="checkbox"/> Non-Profit Exhibitor	\$150	Furnishings: <input type="checkbox"/> 10 x 10 canopy \$175 <input type="checkbox"/> table \$20 <input type="checkbox"/> 2 chairs \$5
Additional Options		
<input type="checkbox"/> Raffle Item Donation	Description:	
<input type="checkbox"/> Survival Kit Donation	Description:	
<input type="checkbox"/> I am interested in hosting a TrailsFest activity.	Description:	
Payment _____ sponsor level + _____ furnishings = _____ TOTAL	<input type="checkbox"/> I have enclosed a check payable to Washington Trails Association.	<input type="checkbox"/> Please send an invoice to the advance contact listed above.
	<input type="checkbox"/> Charge my Visa / Mastercard: _____ Cardholder Name: _____ Exp Date: _____	

Return signed application by FAX to 206.625.9249 or mail to WTA, 2019 Third Ave, Suite 100, Seattle, WA 98121. Sponsorship is not guaranteed until application is accepted by WTA and full payment is received. Registration fees will not be refunded after April 30, 2009.

Please direct questions to Lace Thornberg, lace@wta.org. Thank you!

SPONSOR SIGNATURE and DATE: _____