



Add your logo to the *SIA 2011 Directory*. It's frequently called the "industry phone book" or the "snowsports yellow-pages". Regardless of the name, it's the most widely used industry resource for your customers, retailers, media, suppliers, resorts and more.

- Better because:
- You can upgrade your company listing and include your logo.
  - SIA Member listings include company / product descriptions (free) which you already provided.
  - We now feature paper and digital versions PLUS an on-line version from SIA's website.

- Bigger because:
- Distribution of the paper book is over 5,000 copies; plus,
  - Over 20,000 industry retailer, buyers, resorts & industry contacts are offered a digital and on-line version.

**SAMPLE LISTING:**

Insert your logo next to SIA Directory listing!



**Rossignol Ski Company, Inc.**

1413 Center Drive, Park City, UT 84098  
 P: (435) 252-3300; (800) 243-6687; F: (435) 252-3301  
 E: comments@rossignol.com; W: www.rossignol.com

DESCRIPTION: Distributor of alpine, snowboard and nordic hardgoods, apparel and accessories.

PERSONNEL: MANAGEMENT PERSONNEL HERE.

SALES REPS: SALES REPS HERE.

BRANDS: APPAREL: BRAND INFORMATION HERE.

EQUIPMENT: PRODUCTS CARRIED HERE.

EQUIPMENT ACCESSORIES: PRODUCTS CARRIED HERE.

SIA inserts a small icon indicating 2011 SIA Snow Show exhibitors. Free.



NOTE: THIS LISTING IS INCOMPLETE AND FOR ILLUSTRATION PURPOSES ONLY.

- Your Upgrading listing includes:
1. Logo insertion next to your listing.
  2. Bold listing of your membership name.

Upgrade my SIA Member listing - check the box and return to SIA to add this feature.....  \$275

**Logo Specifics:**

- Black & white logos only
- Logo files must be .eps or vector files (No .jpg files)
- You must scale your logo to fit in a 1" x 1" block or smaller
- Please email your logo file (or send questions about logo files) to: SGilbert@snowsports.org
- Only one brand name/icon per logo. Logo/icon must match the name line next to it for either OBL or main listing.

PAYMENT MUST ACCOMPANY ALL ORDERS; orders and logos must be received by Nov 17, 2010!

**NEW: SIA PREMIUM MEMBERS GET A 10% REBATE ON THE PURCHASE OF THIS AND OTHER QUALIFYING SIA PRODUCTS.** See [snowsports.org/premium](http://snowsports.org/premium) for details.

For more information contact your SIA Regional Sales & Marketing Manager:

**WESTERN • DAVE WRAY**  
 503.708.1947  
 dwray@snowsports.org

**CENTRAL/ROCKIES • REDDY KENNEDY**  
 303.554.9154  
 rkennedy@snowsports.org

**EASTERN • ED WRAY**  
 401.743.8089  
 ewray@snowsports.org

**ORDERED BY:** Contact Name: \_\_\_\_\_ Company Name: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**TYPE OF PAYMENT:** (check one)  AmEx  Discover  Diners Club  MC  Visa |  Check  Invoice

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Card Holder Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_