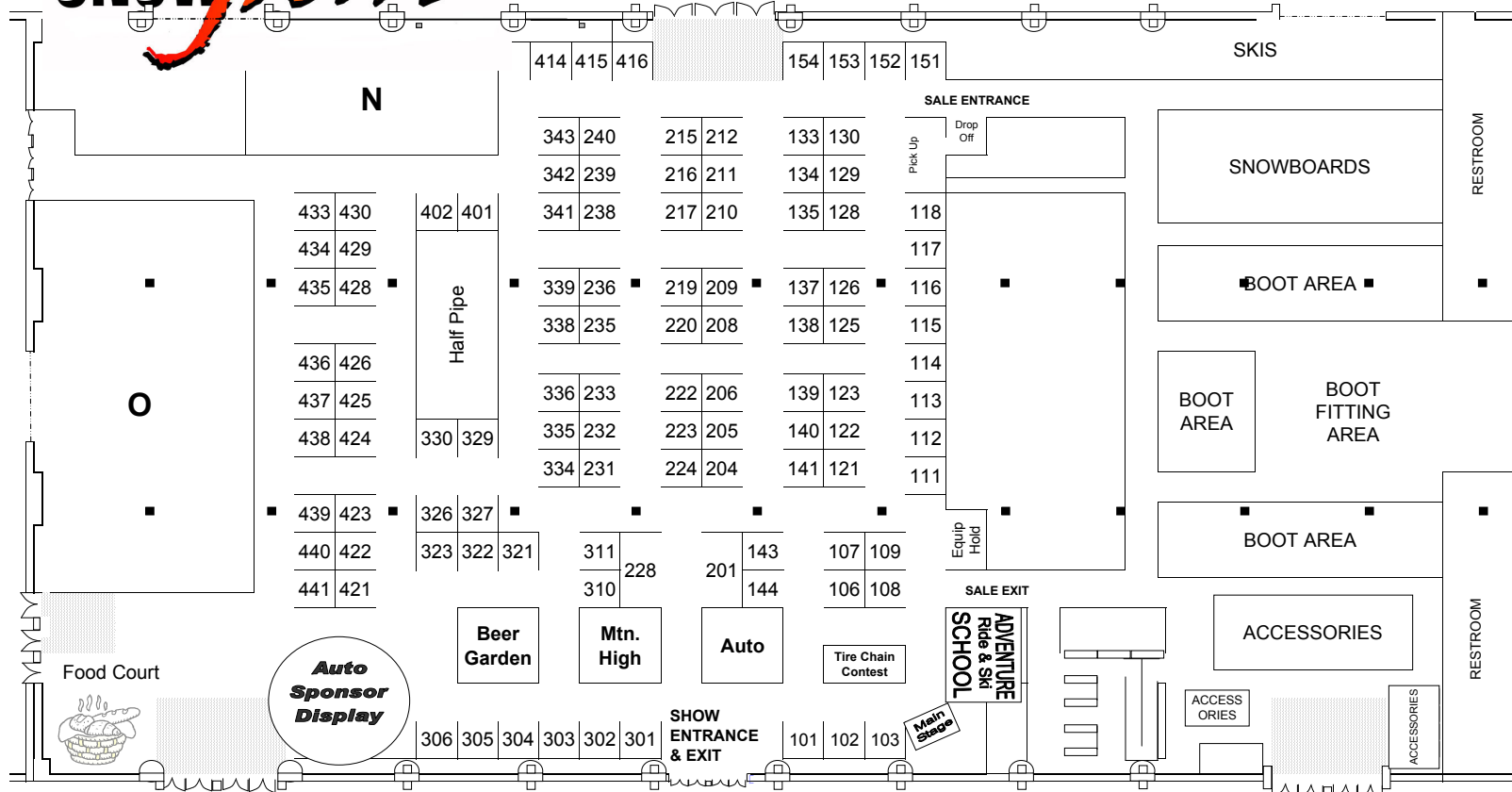




OFFICIAL '10 FLOOR PLAN



Who Exhibitors: Retailers * Manufacturers * Resorts * Lodging * Associations * Airlines * Winter Activity Publications * Clubs * Tour Operators * Sponsors

What - THE SAN DIEGO SKI & SNOWBOARD SHOW
Get close and personal with 35,000 of your BEST CUSTOMERS.

Booth Prices: Standard 10' x 10': \$1,100.00 Corner 10' x 10': \$1,300.00

When Show Dates: Friday - Sunday
Nov 12 - 14, 2010
Show Hours: Friday 4:pm to 10:pm
Sat & Sun 10:am to 6:pm
Set Up - Take Down SetUp - Thu Noon- 6:pm & Fri 8:am - 2:pm
Take Down - Sun 6:pm-10:pm

Where Del Mar Fairgrounds O'Brien Hall
2260 Jimmy Durante Dr., Del Mar, CA 92014 (858) 792-4252

How Contact Us: SnowJam 43537 Ridge Park Dr. Temecula, CA 92590
Voice (951) 587-6266 FAX (951) 587-6515 e-mail: ron@snowjamshow.com
Website: snowjamshow.com



THE SNOWJAM PREFERRED CARD

This program promotes SnowJam resort exhibitor discount offers to 140,000 of our most active customers all season long. The 2009-2010 winter Season generated over 14,000 card members who utilized exhibitor benefits. This year's member program will launch in October, 2010. We are gearing up for huge customer participation. This program is FREE to SnowJam Resort Exhibitors.

If you are a participating resort exhibitor in our SnowJam Preferred Card program ... We'll set up a booth, man it and distribute your materials at our MegaSale events - for FREE

Did you know



- THE LAS VEGAS SKI & SNOWBOARD EXPO

Is at the Cashman Center the very next weekend 11/19-21, 2010
Did you know you get a 50% discount on Vegas for participating in both shows



- THE SAN DIEGO SKI & SNOWBOARD MEGASALE

The first one is at the Del Mar Fairgrounds January 13-15, 2011
The second one is at the Del Mar Fairgrounds February 10-12, 2011