

## 2009 SNOWJAM EXHIBITOR SUMMARY SHEET



**SAN DIEGO (13<sup>th</sup> annual)**  
**Friday – Sunday**  
**November 13-15, 2009**  
**Del Mar Fairgrounds**

**LAS VEGAS (4<sup>th</sup> annual)**  
**Friday – Sunday**  
**November 20-22, 2009**  
**Cashman Field Center**

**Attendance & Demographics:**

San Diego 2008: 37,112

Las Vegas 2008: 18,577

- \* SnowJam attendees will spend over \$7 million onsite at our shows and another \$43 million on lodging and lift tickets during the season.
- \* Attendees are 62% men, 38% women, primarily in their 20's and 30's, with lots of "DINKs" (double income, no kids) and a large number of families.

**Projected Resort Area Spending in 2009-10 by SnowJam Customers (excluding airfare):**

MAMMOTH	\$15.3 million
LAKE TAHOE	\$10.6 million
UTAH	\$7.3 million
COLORADO	\$6.4 million
CANADA	\$3.5 million
<b>TOTAL</b>	<b>\$43.1 million</b>

**Massive Marketing Drives SnowJam Attendance:**

- \* Heavy radio on top stations
- \* TV news coverage
- \* Email campaign to our huge database
- \* Online marketing & social media
- \* Direct mail to all past attendees
- \* Full-page newspaper ads
- \* Flyers, posters & in-hand delivery
- \* Grass-roots programs

**Affordable Booth Pricing Makes It Easy To Participate:**

	San Diego	Las Vegas	Both	Savings
Standard 10'x10'	\$1,100	\$800	\$1,500	\$400
Corner 10'x10'	\$1,300	\$900	\$1,750	\$450
Quad 20'x20'	\$4,000	\$2,800	\$5,400	\$1,400

**Next Steps:**

- \* Complete the "Exhibitor Interest Form" (<http://tinyurl.com/SnowJam-Exhibitor-Form>)
- \* Questions? Contact Ron Parent at (951) 587-6266 or [Ron@SnowJamShow.com](mailto:Ron@SnowJamShow.com)