

11TH ANNUAL SEVIER COUNTY LODGING ALLIANCE TRADE SHOW

Presented by:



Thursday, March 22, 2012

10am-4pm

Holiday Inn Convention Center Pigeon Forge, TN

(3230 Parkway, Pigeon Forge)

Attendees include:

Owners-Managers-Executive Housekeepers-Maintenance Supervisors-
Guest Service Managers

Attendees will wear color-coded name tags so you can identify the decision makers

FREE PARKING for Attendees & Vendors

Special Room Rate for Vendors
Contact Sheila Gibson 865-286-2734

BIG SCREEN ADVERTISING OPPORTUNITY

Requirements

- You must be a member of at least one of the sponsoring associations.
- Your 2012 membership fees must be paid prior to March 8, 2012.
- Show registration must be received no later than March 8, 2012.
- **Your payment of \$75 must be received WITH your Trade Show Booth Registration. (\$100 if you require electric)**
Please make checks payable to SCLA. Mail to SCLA, PO BOX 520, Pigeon Forge, TN 37868.
- You must provide a door prize with a minimum value of \$50
- Staff your booth to accommodate sales opportunities and trade show activities.

*****DOOR PRIZES FOR VENDERS TO BE DRAWN AT END OF SHOW*****

NOTE: Booth Space is limited. First Come-First Served Basis

SET-UP TIMES: March 22, 2012 6am – 9:30am TEAR-DOWN TIMES: March 22, 2012 4pm – 6pm

(NOTE: We ask that you do not begin your tear down until 4 pm. We want EVERYONE to have a chance to visit each booth represented.)



Sevier County Lodging Alliance Trade Show Presented by:

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| • Smoky Mountain Vacation Lodging Association-Vickie King: Eagle Property Management | 865-286-1353 |
| • Pigeon Forge Hospitality Association- Phil Campbell: Mainstay Suites Pigeon Forge | 865-850-3354 |
| • Gatlinburg Hospitality Association-Christie Jordan: Hampton Inn Gatlinburg | 865-436-4878 |
| • Sevierville Hospitality Association-Christine Drew: Quality Inn Interstate Kodak | 865-933-1719 |