



Catch the Wave!

Surf N Safari 2010
P.O. Box 261921
San Diego, CA 92196-1921
www.surfnsafari.net
davidstreeter@yahoo.com

Dear Miata Vendor:

Surf N Safari 2010 is fast approaching and expected to be the largest Miata regional event west of the Mississippi. The San Diego Miata Club began hosting this regional event in 1999, with tremendous success. The success of our past SNS events has been largely credited to the Miata Vendor Community and fellow Miataphiles alike. If you have exhibited at any of our previous events, you know what we're talking about.

One of the primary draws for attendees to any event is the Vendor Mall. This is why we are planning our events centered around the vendor area. What a great opportunity for your business to reach hundreds of Miata enthusiasts with money to spend on their beloved miatas.

We invite all Vendors to participate in Surf N Safari 2010. Our event will be held October 14-17, 2010 and will be held at Pala Mesa Resort in Fallbrook, CA. The Pala Mesa resort is conveniently located along interstate 15 between Escondido and Temecula. 45 miles north of San Diego.

The Vendor Mall is a completely enclosed and secure area. At your option, you may elect to opt for an outdoor location, allowing enough space for installations for the Miata driver that doesn't want to wait until they get home to install their purchase!

The SNS committee has also planned an event highlighting our Miata vendors. We have scheduled local advertising to attract all Miata owners throughout Southern California as well as many other states throughout the country. Many activities will take place in and around the vendor area to ensure maximum exposure for our vendors. All driving events will be staggered to ensure that groups of participants will remain in the vendor area until their scheduled departure times.

Enclosed within this package are all the details you need. We have been able to waive the exhibit fee in the vendor mall, but space is limited. Vendors will be accepted and space allocated on a first come, first served basis. The SNS Committee has also arranged for discounted room rates at Pala Mesa for both participants and vendors, so be sure to make your reservations early. We are confident that you will make arrangements to join us for Surf N Safari 2010 and look forward to your participation.

Catch the Wave this October, don't miss out on this great event!

David Streeter, Vendor Relations
Surf N Safari 2010
(760) 705-8661



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Surf 'N Safari Vendor Details

What's Included

Free Space

(In lieu of no exhibitor fees we would ask participating vendors to provide raffle items for this event)

- 8' X 8' Booth w/ 6' draped table
- Indoor secure exhibit area
- Electrical
- Large Installation Area
- Many Impulse Buyers (Miata Owners)
- Advertising – Surf 'N' Safari Website, Surf 'N' Safari Program, San Diego Miata Club Newsletter and Event Signage

What's Not Included

Rooms

Pala Mesa Resort and Spa – Special rates of \$147.00 per night have been arranged by the Surf N Safari Committee. To make room reservations contact Pala Mesa Resort and Spa at (800) 722-4700, be sure to mention Surf N Safari.

Meals

- \$100.00 per person
- Thursday Reception
- Friday Themed Dinner Party
- Saturday Banquet

Internet Connections and Audio Visual Equipment

Pala Mesa now offers FREE wireless internet throughout the hall. Please contact the Technical Services Department at (800) 722-4700 for any AV or computer needs not included in your booth package.



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Schedule of Events

Thursday, October 14

Registration	12:00 pm – 5:00 pm
Vendor Set Up	8:00 am – 12:00 pm
Vendor Mall Opens	12:00 pm – 6:00 pm
Thursday Reception	6:30 pm – 9:00 pm

Friday, October 15

Registration	8:00 am – 12:00 pm
Vendor Mall Opens	9:00 am – 6:00 pm
Morning Runs/Activities	10:00 am – 1:00 pm
Afternoon Run/Activities	1:30 pm – 4:30 pm
Themed Dinner Party	6:30 pm – 9:30 pm

Saturday, October 16

Vendor Mall Opens	9:00 am – 5:30 pm
Morning Runs/Activities	10:00 am – 1:00 pm
Afternoon Runs/Activities	1:30 pm – 4:30 pm
Surf 'N' Safari Banquet	6:00 pm – 11:00 pm

Sunday, October 17

Vendor Mall	9:00 am – 12:00 noon
Show & Shine	10:00 am – 11:00 am
Show & Grime	10:00 am – 11:00 am
Check-Out	11:30 am
Vendor Tear Down	12:00 noon



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Vendor/Exhibitor Registration Form

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____ Email: _____

Website Address: _____

Will you be donating raffle items? YES NO

List Items: _____

Are you interested in being a Sponsor? YES NO

Sponsor Amount \$ _____

Names of persons exhibiting	Meal Package		
_____	Yes	No	\$100.00
_____	Yes	No	\$100.00
_____	Yes	No	\$100.00
_____	Yes	No	\$100.00
_____	Yes	No	\$100.00
	Total :		\$ _____

Signature: _____

Date: _____

Upon receipt of signed Vendor Exhibitor Form and payment for meals, booth space will be confirmed. Make checks payable to San Diego Miata Club, and mail to **David Streeter c/o the San Diego Miata Club, 1772 David Drive, Escondido, CA 92026.**

Camera ready artwork files should be emailed to David Streeter at davidstreeter@yahoo.com no later than **AUGUST 30, 2010.**



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Surf 'N' Safari Advertising

Participating vendors will receive a ¼ page ad in the Surf 'N' Safari '10 Event Program at no charge. Camera ready artwork files must be sent no later than **August 30, 2010** to insure that your company will appear in the Event Program.

Vendors providing raffle items will be listed in the Event Program.

Advertising Package Pricing

Inside Front Cover	\$500.00
Inside Back Cover	\$500.00
Full Page	\$250.00
Half Page	\$150.00
Quarter Page	\$100.00

The SNS Committee does not guarantee that ad files received after August 30th will be included in the Event Program.

Pre-Event Shipping and Storage

1. Vendors can ship to
Pala Mesa Resort
2001 Old Highway 395
Fallbrook, CA 92028
2. Packages must be clearly marked Surf 'N' Safari
3. Shipment must not arrive prior to Monday, October 11, 2010
4. Pala Mesa Resort charges \$1.50 per box per day for storage

