



# Spin Sports Festival

[www.SpinSportsFestival.com](http://www.SpinSportsFestival.com)

June 23-26, 2010



Increasing  
Cycling Safety

## Product Submission Details Goods in The Gear Show

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The following is a list of the items you will need to put together for us if your company is interested in displaying your products at **The Gear Show** in Aspen.

Please bear in mind that we typically accept only those goods that are available at retail outlets and will not be able to return them. Should you have a strong desire to get the crowd's reaction to prototypes, some special terms and disclaimers need to be discussed.

- 1) Actual product(s) for display on the runway must be sized for average male and/or female.
- 2) If you have a coordinated outfit or a collection for display, each item must be clearly identified and tagged for its appropriate grouping. (i.e. You are the experts and we do not want to guess what piece goes with what and if the goods designed specifically for male, female or unisex.)
- 3) There is a maximum of (4) goods/articles worn by any (1) model at a time. If you require more than one model to display your company's products, please provide us with your preferred sequence of appearance of the models and/or coordinated collection.
- 4) A commercial grade digital photograph (.jpg format) of each item to be projected onto the large stage screen must be furnished at least 30 days in advance. Each photo should clearly indicate the company's name or brand. Since our aim is to send consumers directly to your retail outlets, use of phone numbers or websites as labels is normally prohibited. Contact us directly if special circumstances exist (i.e. new company or seeking representation / retail outlets).
- 5) Each item should be accompanied with clear and concise statements about the particular good or outfit to be read live over the public address system. More words do not equal greater impact. 1 to 3 statements is ideal for best retention and our staff reserves the right to make appropriate edits for content and duration of audio.
- 6) Complete the "Spin Sports Exhibitor Contract" where applicable. Package and ship goods to 1017 Tantra Park Circle, Boulder CO 80305. All items must be received by June 1, 2010.
- 7) We encourage you to provide us with any extra products that can be given away to the live audience, festival volunteer or raffled for charity. This action will enhance the attention and focus given to your products and publicly recognized in accordance with our **LEAF AWARD** categories. Other options include the placement of your company's banner or any available letter in our "ala carte" alphabet of promotional strategies. See the "The Spokes" navigation tab on our website.

Thank you very much for your involvement with the industry and the promotion of healthy, outdoor activities. You can count on us doing our utmost to send more business to your retailers. All appropriate documentation for charitable deductions will be sent to your address in a timely manner.

Should you have any other questions, please contact us at 303-989-0600.