

CO-OP MARKETING WITH THE MAT-SU CVB

The Mat-Su CVB attends a number of travel shows each year to meet in person with high potential visitors to Alaska and The Mat-Su. Hundreds of visitor guides are distributed at these shows, along with the brochures of member businesses participating in The Mat-Su CVB's co-op marketing program.

On this form, you can sign up to include your brochure or rack card in The Mat-Su Alaska booth at the in-state outdoor shows in The Mat-Su and Fairbanks, as well as out-of-state shows like the Los Angeles Travel and Adventure Show and the Holland America/Princess Alaska Cruise & Travel Show in Seattle. These shows are attended by many of our highest potential visitors. For each show, select which co-op marketing package you'd like to purchase, basic or premium.

Booth share is available to two members at the LA Travel and Adventure Show for \$300 (travel cost not included). E-mail justin@thematsualaska.com for details.

2027 TRAVEL SHOWS (Two national shows, two in-state)	BASIC (100 Brochures)	PREMIUM (100 Brochures and 8.5" X 11" table display)
LA Travel & Adventure Show, Long Beach CA, March 7-8	☐ \$25	☐ \$75
Alaska Cruise & Travel Show, Seattle WA, March 13	☐ \$25	☐ \$75
Mat-Su Outdoorsman Show, Wasilla AK, April 17-19	☐ \$25	☐ \$75
Fairbanks Outdoors Show, Fairbanks AK, April 24-26	☐ \$25	☐ \$75

Total the selected items above and provide payment information

Business: _____ Contact: _____

I authorize Mat-Su CVB to charge \$ _____ to my Visa/MC/Amex

Card number: _____ Exp. _____ CVV _____

Authorized signature: _____

Or mail this form with a check to:
The Mat-Su CVB, 2764 S. East Matanuska Spur Road, Palmer, AK 99645

GIVEAWAY AND DOOR PRIZE RECOGNITION

The Mat-Su CVB also accepts prize giveaways for each of the in-state shows it attends. A giveaway helps attract attendees to the booth and shines an effective spotlight on the donor.

If you'd like to contribute a giveaway prize, please call Marketing & Communications Manager Justin Saunders at (907) 746-5032, or email justin@thematsualaska.com.

Other opportunities include door prize donations to events hosted by The Mat-Su CVB at the Gateway Visitor Center. Membership luncheons, season kick-off events, product showcases and the annual membership meeting are all great opportunities to garner deserved recognition and build new partnerships with a door prize donation.

Door prizes can be donated to Membership Manager Katie Reeves. Members can either call (907) 746-5001, or email katie@thematsualaska.com.