

# GROWING RURAL TOURISM

April 4-6, 2011 ■ Camrose, Alberta

## Experience Rural Alberta



Reynolds-Alberta Museum, Wetaskiwin



Bar U Ranch National Historic Site, Longview

Join rural Alberta's community leaders and small business owners April 4 - 6 at the Camrose Regional Exhibition for the 11th Annual Growing Rural Tourism Conference.

To get things rolling will be keynote John Young. John is known for his sense of people and what makes consumers click. An intuitive and perceptive thinker he draws on over 25 years of experience and research in counseling SMBs (small/medium businesses), running multi-divisional newspaper chains and creating remarkable customer experiences through innovative experiential marketing ideas.

The conference program features keynotes Ian Hill and Ed McWilliams along with 2 days of simultaneous sessions specific to Engaging Communities, The Rural Experience and Taking Care of Business. The Growing Rural Tourism Conference is pleased to present for the first time a pre-conference workshop along with our evening Gala and presentation of the Rural Tourism Award, entertainment, tradeshow and opportunity for you to network with fellow tourism industry representatives and operators.

Closing out the 2011 GRT Conference is Frank O'Dea. Frank demonstrates the power of hope by using his own story and experiences of hope, courage, change and persistence. Humble yet powerful, Frank relates how he went from the bowery, panhandling for nickels and dimes not so many years ago, to the successes he has achieved today.

Both educational and entertaining this is an event you won't want to miss!

Early bird registration deadline: March 4, 2011

Registration deadline: March 31, 2011 [www.GrowingRuralTourism.ca](http://www.GrowingRuralTourism.ca)



Government  
of Alberta

## Registration Form ■ April 4 - 6, 2011 ■ Camrose Regional Exhibition, Camrose, AB

Please print or type clearly.

Main Contact: \_\_\_\_\_

Additional Delegates: \_\_\_\_\_

Organization/Company Name : \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: AB Postal Code: \_\_\_\_\_

Bus. Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Special Needs (dietary, etc...) : \_\_\_\_\_

Check here ☐ if you **DO NOT** want your name and contact information given to conference delegates and sponsors.

## Registration Fee

\*Registration (includes: meals, keynotes, refreshment breaks, concurrent sessions, entertainment, and Rural Tourism Award Gala).

3 Day Early Bird Fee (before March 4/11)	\$275*	x	_____	=	_____	*GST Exempt
3 Day Regular Fee (March 1 – March 31/11)	\$315*	x	_____	=	_____	<i>Extra meal tickets available upon request; prices will vary. Cancellations must be received in writing prior to March 31, 2011 and will be subject to a \$40.00 administration fee. No refunds will be made after March 31, 2011.</i>
On-Site/Late Fee (April 1/11)	\$375*	x	_____	=	_____	
1 Day Fee	\$185*	x	_____	=	_____	
<b>Alberta Shows Off Booth Fee</b>	\$50.00	+	(\$2.50)	=	\$52.50	
Power for Booth	\$15.00	+	(\$0.75)	=	\$15.75	
<b>Total Amount Enclosed \$</b>						_____

## Showcase Your Municipality or Business

**Alberta Shows Off** is an opportunity to present and share your tourism product or experience with all conference delegates. Display to be set up for duration of conference. Open to delegates only.

☐ Yes! We will exhibit

☐ Need AC power source

\*Exhibition charges cover show services costs.

## Method of Payment

Make cheques payable to Camrose Regional Exhibition

☐ Cheque ☐ Visa ☐ MasterCard

Card# \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Expiry Date: \_\_\_\_ / \_\_\_\_ Name of Cardholder: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

\*Faxed registration forms will be accepted if accompanied by a credit card number.

\*Confirmation will be sent upon receipt of payment.

Return registration form with payment to:

**Camrose Regional Exhibition**

c/o Jennifer Filip

4250 Exhibition Drive, Camrose, AB T4V 4Z8

Toll Free: 1.800.296.8112 Phone: 780.672.3640 Fax: 780.672.8140

Email: JFilip@cre.ab.ca

### For Office Use Only

Payment Received:	\$ _____
Date Received:	_____
Receipt Issued:	# _____
Confirmation Sent:	_____
Registration:	# _____