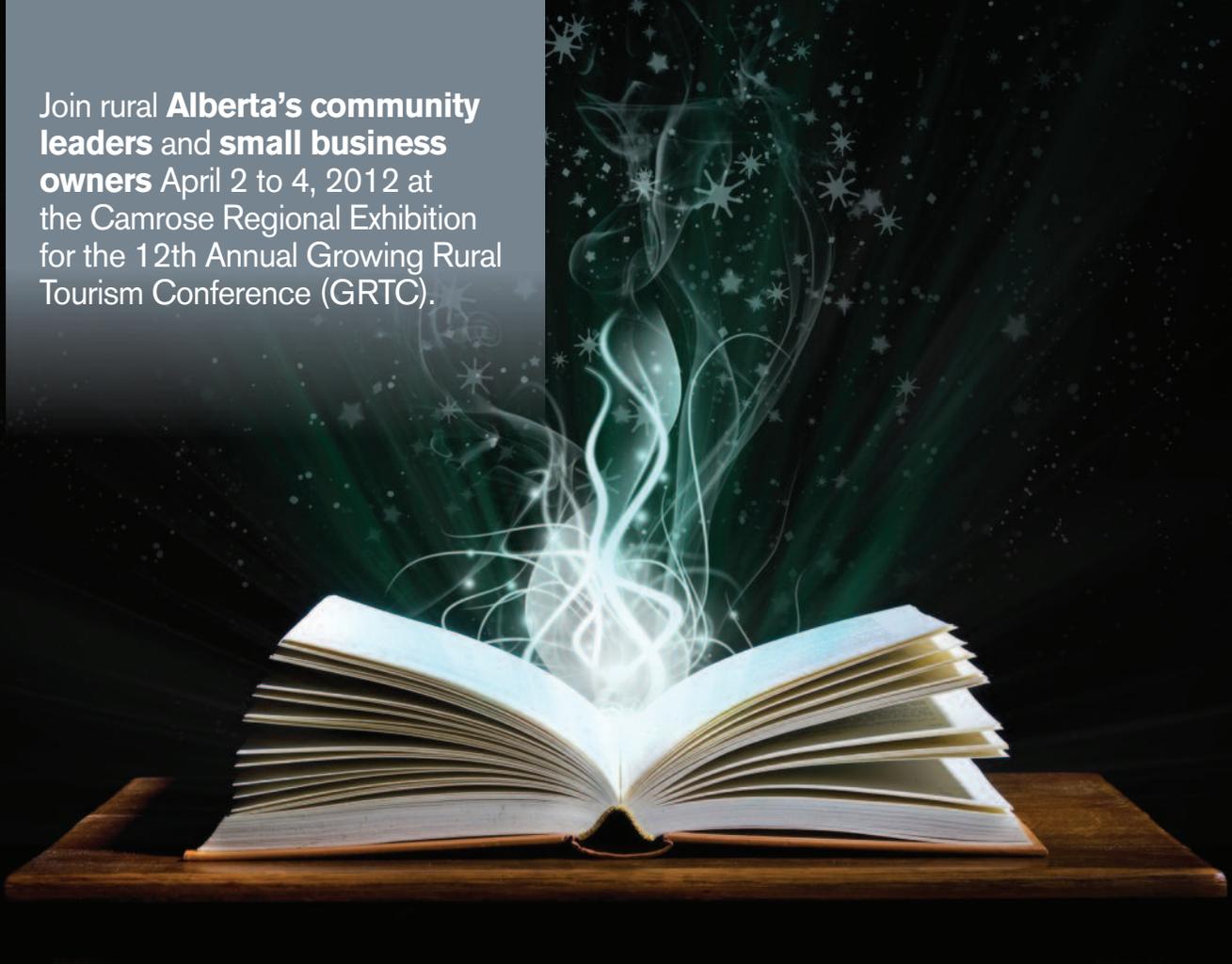


Join rural **Alberta's community leaders** and **small business owners** April 2 to 4, 2012 at the Camrose Regional Exhibition for the 12th Annual Growing Rural Tourism Conference (GRTC).



Wayne Lee



Jeff Mulligan



Bill Baker



Shawna Schuh

To get you engaged will be keynote Wayne Lee. Wayne's presentation, "**Set Your GPS for Success**" helps to open the mind and melt away stress and negative interference; let Wayne reveal what's possible when you program your GPS for success. The conference program features keynote Bill Baker, "The Magic and Logic of Strategic Storytelling" Bill touches on the fundamentals combined with insights on how to leverage this timeless craft to transform brands, businesses and your workforce.

The GRTC is pleased to present by popular demand an interactive pre-conference workshop "Creating Your First Facebook Display Advertising Campaign". Over the next two days discover "**How to Create the Experience**", "**New Ways to Generate Revenue**" and tourism success stories. Enjoy an evening Gala and presentation of the Rural Tourism Award, entertainment, full tradeshow and opportunity for you to

network with fellow tourism industry representatives and operators.

To put the finishing touches on the 2012 GRTC is keynotes Jeff Mulligan. Jeff's keynote "**Building Super Stars & Super Teams**" with the generational transformation that is upon us, leaders will look different, Super Stars might be disguised as average team members, and groups of people working beside one another are waiting for the catalyst to become a Super Team. If your get up and go has ever got up and went you will love the closing Keynote presentation by Shawna Schuh; "**Pick Up Your Get Up & Go!**"

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

Early bird registration deadline: March 1, 2012.

Registration deadline: March 30, 2012.

www.GrowingRuralTourism.ca

April 2-4, 2012 ■ Camrose, Alberta

GROWING RURAL TOURISM

Magic Moments



Registration Form ■ April 2 - 4, 2012 ■ Camrose Regional Exhibition, Camrose, AB

Please print or type clearly.

Main Contact: _____

Additional Delegates: _____

Organization/Company Name : _____

Address: _____

City: _____ Province: AB Postal Code: _____

Bus. Phone: _____ Fax: _____ E-mail: _____

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

Registration Fee

*Registration fee includes: all seminars, meals, refreshment breaks, and receptions.

3 Day Early Bird Fee (before March 1/12)	\$275*	x _____	= _____
3 Day Regular Fee (March 2 to 30/12)	\$315*	x _____	= _____
On-Site/Late Fee (March 31 to April 4/12)	\$375*	x _____	= _____
1 Day Fee	\$185*	x _____	= _____

*GST Exempt

Extra meal tickets available upon request; prices will vary.

Cancellations must be received in writing prior to March 31, 2012 and will be subject to a \$40.00 administration fee.

No refunds will be made after March 31, 2012.

Interactive Workshop: To participate you are required to bring the following (no exceptions)

- Laptop (or desktop if you don't mind a monitor on your lap and a tower under your seat)
- Wifi Connection or Wifi device (please test prior to start of workshop)
- Personal Facebook profile

Workshop Pre-Registration (10am to Noon) No Charge

Concurrent session Workshop pre-registration (2:45 to 3:45pm) No Charge

Bailey Theatre Tour: (4:00 to 5:00pm) I will attend No Charge

Showcase Your Municipality or Business Section:

Alberta Shows Off Booth Fee	\$71.43	+	(\$3.57)	=	\$75.00	=	_____
Power for Booth	\$15.00	+	(\$0.75)	=	\$15.75	=	_____

Total Amount Enclosed \$ _____

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: _____

Confirmation Sent: _____

Registration: # _____