

October 26-28, 2008  
Talking Rock Resort  
Chase, BC

Presented by:



In partnership with:



Hosted by:



## BC MOUNTAIN BIKE TOURISM SYMPOSIUM

Western Canada's BC Mountain Bike Tourism Symposium will focus on British Columbia's "lessons learned and shared" from successful trail focused business, associations and municipalities. Groups representing potential partnerships, trail funding, mountain biking tourism development and municipalities marketing community-based trail experiences, will be in attendance, further enhancing your participation as a delegate or as a marketing partner.

There are plenty of opportunities for delegate social interaction including presenters, organizers and partners throughout this important event. Added activities will include an interactive display area, and organized rides with local bike camps on amazing local mountain bike trails located nearby. The conference will also share an entertainment feature showcasing video productions from such groups as Ride Guide, Ryan Leech's Crux and Bjorn Enga of Radical Films' Kranked 7.

A must see event - featuring exciting announcements for Provincial Trails Strategy initiatives by the BC Ministry of Tourism, Culture and the Arts. Introducing the launch of the new Community Based Mountain Bike Tourism Handbook published under Tourism BC's Business Essentials program.

### Who will attend:

- Adventure tourism operators
- Community leaders
- Land managers
- Park planners
- Municipal representatives
- Educational leaders
- Bicycle industry representatives
- Trail advocates
- Industry professionals
- And more....

### MBTA Symposium - Schedule of Events:

- Saturday, October 25 - Special Pre-symposium, full-day trail developers workshop facilitated by Mark Schmidt of IMBA Canada, hosted by Shuswap Trail Alliance..
- Sunday, October 26 - Trail developers workshops, afternoon trail ride, evening delegates networking "welcome" event.
- Monday, October 27 - Full Day symposium presentation schedule including breakfast and lunch presentations, afternoon trail ride, evening social event and professional video entertainment.
- Tuesday, October 28 - Symposium schedule including breakfast and lunch presentations.

Secure an opportunity as an official MBTA 2008 Symposium sponsor:

OR

Advertise as an official MBTA 2008 Symposium program advertiser.

- Platinum \$5000
- Gold \$2000
- Silver \$1000\*
- Bronze \$500\*

Note: Platinum, Gold & Silver levels include program advertising .  
\* Combination cash and in-kind or in-kind only options available.

The symposium program will feature event activities, location details, important presenters information and more, all compiled in a handy compact working-binder. A perfect place to promote your business, service or product to important tourism and trail leaders.

Advertising as low as \$250\*

\* quarter, based on 8.5"X11" sized pages, own artwork provided.

REGISTER SOON, SPACE IS FILLING FAST See <http://www.mbta.ca/mbta.asp>

For details regarding conference participation or marketing opportunities  
Contact: Robin J. Harvey, Media & PR Specialist. Email: [rjhpg@telus.net](mailto:rjhpg@telus.net) C: 778-837-7637