



SARABP.COM

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© SARA-BP, a program
founded by the Midwest
Ski Areas Association

The Ski Area Rentals and Accessories Buying Program benefits both ski areas—and you, our suppliers. By working together since 2001, we have achieved easier sales and follow-thru, products better suited for our rental environment, and cordial working relationships. We encourage more rental turnover by educating our members and making buying easier and better. Working with you, we can make the process of selling to ski areas simpler—and can help you sell more. We have proven that our members want to buy from the suppliers that participate in this program.

The Ski Area Rentals and Accessories Buying Program (SARA-BP) is operated by the Midwest Ski Areas Association and our partner regional associations for our approximately 250 member ski areas—to facilitate the purchase of rental gear, and the accessories sold through a ski area's accessory shop.

The SARA-BP members are the ski area members of the cooperating Associations:

- Ski Maine Association
- Ski New Hampshire Association
- Ski Areas of New York Association
- Pennsylvania Ski Areas Association
- South-East Ski Areas Association
- Midwest Ski Areas Association
- Idaho Ski Areas Association
- Pacific Northwest Ski Areas Association
- There are also a few independent ski area members of SARA-BP.

By February 10, 2009—participating suppliers please send us:

1. Rental and accessory product information, with links to your website information
2. SARA-BP pricing and order forms—if areas must use this form, please state; also note any expiration date for these prices (preferably April 15, 2009 or later)
3. On-line ordering info (if applicable)
4. National rep contacts information—we need this as a word or excel document

E-mail the above information to us at: **SARA-Program@USA.net** by Feb 10, 2009 or earlier.

Hardgoods suppliers—also send us rental test equipment, so we can tell our members just how good your gear has become. Ask for our test program information sheet.

Please make your SARA-BP members pricing and terms **the best available**, and do not offer further discounts to any members without offering similar reductions in the group price available to all members. SARA-BP members are asked to place their orders with your representatives prior to **April 15, 2009**, or by your stated deadline (preferably later).

Include the SARA-BP Regional Growth Fee in your group equipment prices. The **2.72% Fee** is to be rebated to SARA-BP upon payment of your invoices by our members. These Fees are used to cover the Buying Program's costs of operation and to promote the ski and snowboard industry! We all win when we encourage more people to come enjoy winter.

Tim Kohl is the SARA-BP Suppliers Liaison for rental and accessory offerings. We ask that suppliers deal with him for this purpose.

Thank you! Call us if you have any questions.