



St. Maarten/St. Martin Annual Regional Tradeshow
May 25- 27, 2011
The Westin Dawn Beach Resort & Spa

GENERAL INFORMATION

SMART – The St. Maarten Hospitality and Trade Association, in conjunction with The Association des Hoteliers de St. Martin, and with the sponsorship of St. Maarten Tourist Bureau and the Office de Tourisme de St. Martin present SMART. The event provides 1 1/2 days of pre-scheduled appointment sessions and activities where Wholesalers and Tour Operators can meet and conduct business with Suppliers in the tourism industry.

SMART 2011 – will also feature Suppliers from the other Islands of the North Eastern Caribbean Region. These include Anguilla, Antigua, Barbuda, British Virgin Islands, Dominica, Guadeloupe, Montserrat, Saba, St. Eustatius, St. Barthelemy, St. Kitts & Nevis and St. Maarten-St. Martin. Operators can meet and conduct business with Suppliers in the tourism industry.

PRELIMINARY SCHEDULE OF EVENTS:

May 25, 2011

Official arrival day for Buyers & Suppliers
 2:00pm – 6:00pm Registration & Credentials Claiming
 4:00pm – 6:00pm Supplier Tabletop Setup
 7:30pm Welcome reception

May 26, 2011

7:30am – 9:30am Registration & Credentials Claiming for late arrivals
 8:45am – 9:45am Buyer to Supplier Scheduling Session
 10:00am – 5:30pm Appointments are scheduled continuously throughout the day
 12:30pm – 2:30pm A "Working Lunch" is provided so that delegates may expand their working day
 7:30pm Farewell Party

May 27, 2011

9:00am – 12:00pm Additional Optional Appointments
 9:00am – 4:30pm Hotel Visits, Island Tours & Activities

PLEASE FAX YOUR COMPLETED REGISTRATION FORM TO THE SMART FAX NUMBER:

599-542-0107

please continue... BUYERS

Buyer Registration

Application to Register

SMART 2011 – BUYERS

HOW TO REGISTER

Participation in SMART is by invitation only. Applicants should complete the registration form and send it with the appropriate fee to the official SMART management team, the St. Maarten Hospitality & Trade Association, located at 33a, WJA Nisbeth Road, Philipsburg, St. Maarten, Netherlands Antilles, Telephone: 599-542-0108 Fax: 599-542-0107

The address in Address Block 1 will be used on all printed materials including indexes in the Official Directory of Participants, and name badge credentials. Unless otherwise specified, the Official Directory of Participants will be sent to Address Block 1 as completed below.

ADDRESS BLOCK 1:

Company Name _____

Address _____

City _____ State _____ Zip/ Postal Code _____ Country _____

Phone _____ Fax _____

(Please include country and city codes where applicable)

E-mail _____ Web Site URL _____

ADDRESS BLOCK 2:

Please send my Directory of Participants to the address indicated below:

Company Name _____

Address _____

City _____ State _____ Zip/ Postal Code _____ Country _____

Phone _____ Fax _____

(Please include country and city codes where applicable)

E-mail _____ Web Site URL _____

Primary Delegate: All information is sent to the attention of the Primary Delegate at the address indicated above. Appointments are pre-scheduled for the Primary Delegate then in sequential order as you list the delegates below. All other registered Delegates have the option of having their own set of appointments or sharing appointments with another Delegate.

Please complete this information as you would like it to appear on your name badge.

PRIMARY DELEGATE:

First Name: _____

Last Name: _____

Title: _____

Email: _____

I will participate in the Farewell Party.

Appointment Taking Delegate

DELEGATE NUMBER TWO:

First Name: _____

Last Name: _____

Title: _____

Email: _____

I will participate in the Farewell Party.

Appointment

Shared Appointment

If you wish to register more than two delegates, please attach a list on a separated sheet of paper

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BUYER MARKETING INFORMATION FOR THE OFFICIAL DIRECTORY OF PARTICIPANTS

Complete The Following Information Describing Your Company/Organization:

A. DESCRIBE YOUR COMPANY/ORGANIZATION:

- | | | | |
|---|--------------------------|---|--------------------------|
| 1. Association | <input type="checkbox"/> | 7. Tour Operator..... | <input type="checkbox"/> |
| 2. Charter Operator | <input type="checkbox"/> | 8. Travel Agent Consortium | <input type="checkbox"/> |
| 3. Incentive Company..... | <input type="checkbox"/> | 9. Travel Club..... | <input type="checkbox"/> |
| 4. Meeting Planner | <input type="checkbox"/> | 10. Wholesaler..... | <input type="checkbox"/> |
| 5. Retail Agent Organizing Groups | <input type="checkbox"/> | 11. Wholesaler with own
Retail Outlets | <input type="checkbox"/> |
| 6. Receptive Operator | <input type="checkbox"/> | | |

B. WHAT ARE YOUR PRIMARY MARKETS?

- | | | | |
|-------------------------------|--------------------------|---|--------------------------|
| 1. Bird Watching Groups | <input type="checkbox"/> | 8. Meetings, Seminars, Conventions..... | <input type="checkbox"/> |
| 2. Dive Groups | <input type="checkbox"/> | 9. Nature Travel | <input type="checkbox"/> |
| 3. Ecotourism | <input type="checkbox"/> | 10. Seniors Groups..... | <input type="checkbox"/> |
| 4. Groups | <input type="checkbox"/> | 11. Special Interest Travel | <input type="checkbox"/> |
| 5. Honeymoons..... | <input type="checkbox"/> | 12. Sports Programs | <input type="checkbox"/> |
| 6. Incentives | <input type="checkbox"/> | 13. Student Groups..... | <input type="checkbox"/> |
| 7. Individual Travelers | <input type="checkbox"/> | 14. Technical Tours..... | <input type="checkbox"/> |

C. TYPES OF ACCOMMODATIONS REQUIRED?

Did you know there are over 360 small properties including Bed & Breakfasts,

Guest Houses, Cottages, and Villas in the Eastern Caribbean?

- | | | | | | |
|------------------------|--------------------------|-----------------------------------|--------------------------|-----------------------------------|--------------------------|
| 1. 5 Star | <input type="checkbox"/> | 7. Bed & Breakfast | <input type="checkbox"/> | 12. Hotels (51-100 rooms) | <input type="checkbox"/> |
| 2. 4 Star | <input type="checkbox"/> | 8. Cottages/Villas..... | <input type="checkbox"/> | 13. Hotels (101-300 rooms) | <input type="checkbox"/> |
| 3. 3 Star | <input type="checkbox"/> | 9. Guest House | <input type="checkbox"/> | 14. Hotels (over 300 rooms) | <input type="checkbox"/> |
| 4. 2 Star | <input type="checkbox"/> | 10. Time Share | <input type="checkbox"/> | 15. Resorts | <input type="checkbox"/> |
| 5. All Inclusive | <input type="checkbox"/> | 11. Hotels (up to 50 rooms) | <input type="checkbox"/> | 16. Room Only | <input type="checkbox"/> |
| 6. Beachfront | <input type="checkbox"/> | | | | |

D. WHAT SERVICES DO YOU REQUIRE?

- | | | | | | | | |
|-----------------------------|--------------------------|------------------------------|--------------------------|-----------------------------------|--------------------------|--|--------------------------|
| 1. Air Conditioning | <input type="checkbox"/> | 6. Children's Programs | <input type="checkbox"/> | 11. Handicapped Facilities | <input type="checkbox"/> | 16. Tennis | <input type="checkbox"/> |
| 2. Airport Transfers | <input type="checkbox"/> | 7. Meeting Facilities | <input type="checkbox"/> | 12. Laundry/Dry Cleaning | <input type="checkbox"/> | 17. Adventure Sports | <input type="checkbox"/> |
| 3. Banquet Facilities | <input type="checkbox"/> | 8. Food & Beverage | <input type="checkbox"/> | 13. Meal Plan Options | <input type="checkbox"/> | (Fishing, Scuba Diving, Sailing, Etc.) | |
| 4. Business Center | <input type="checkbox"/> | 9. Golf | <input type="checkbox"/> | 14. Room Service | <input type="checkbox"/> | 18. Watersports | <input type="checkbox"/> |
| 5. Car Rental | <input type="checkbox"/> | 10. Spa | <input type="checkbox"/> | 15. Sightseeing/Guided Tours..... | <input type="checkbox"/> | | |

E. DOES YOUR COMPANY SELL ST. MAARTEN/ST. MARTIN IN COMBINATION WITH EITHER OF THE FOLLOWING?

- | | |
|--------------------------------------|--------------------------|
| 1. Florida | <input type="checkbox"/> |
| 2. Other Caribbean Destinations..... | <input type="checkbox"/> |

F. HOW MANY TOTAL CLIENTS DID YOUR COMPANY HANDLE LAST YEAR?

- | | | | | | |
|------------------------|--------------------------|-------------------------|--------------------------|----------------------|--------------------------|
| 1. under 1,000 | <input type="checkbox"/> | 3. 3,000 – 5,000 | <input type="checkbox"/> | 5. over 10,000 | <input type="checkbox"/> |
| 2. 1,000 – 3,000 | <input type="checkbox"/> | 4. 5,000 – 10,000 | <input type="checkbox"/> | | |

G. HOW MANY CLIENTS DID YOUR COMPANY SEND TO ST. MAARTEN/ST. MARTIN LAST YEAR?

- | | | | | | |
|----------------------|--------------------------|------------------------|--------------------------|---------------------|--------------------------|
| 1. under 500 | <input type="checkbox"/> | 3. 1,000 – 3,000 | <input type="checkbox"/> | 5. over 5,000 | <input type="checkbox"/> |
| 2. 500 – 1,000 | <input type="checkbox"/> | 4. 3,000 – 5,000 | <input type="checkbox"/> | | |

H. Please give specific details about your company that will be of interest to SMART suppliers:

(30 words or less & Print Only)

PLEASE FAX YOUR COMPLETED REGISTRATION FORM TO THE SMART FAX NUMBER:

599-542-0107

SMART 2011 BUYER REGISTRATION & HOTEL INFORMATION

Early Bird Registration Fee is US\$99.00 per delegate if registered on or before April 30, 2011 and US\$125.00 per delegate after April 30, 2011. Registration Fee includes 1 delegate directory, pre-scheduled appointments during SMART 2011 if received before April 30, 2011, name badge credentials and attendance to all official food and social functions.

ROOMING INFORMATION: Hotel accommodations are US\$149 per night. These NET rates are non commissionable rates and are based on single or double occupancy and are subject to 5% government tax and 15% hotel service charge. There will be a \$5.00 per room per day charge added to the above rates that includes the following: in room coffee, in room safe, unlimited local calls, use of the beach chairs and beach towels, unlimited use of the health club. Prices are in USD. Reservations can also be made by calling the hotel reservations desk at +599 543 6700.

Full payment must be received with your registration form in order to process your registration.

Early Bird (Before April 30, 2011)	#of Delegates _____	x US\$99.00	Total US\$ _____
Registration Fee (After April 30, 2011)	#of Delegates _____	x US\$125.00	Total US\$ _____
			Total Enclosed US\$ _____

Payment MUST accompany Registration form. Please make all checks payable in U.S. funds and drawn on a U.S. bank to: the St. Maarten Hospitality & Trade Association (SHTA) 33a WJA Nisbeth Road, Philipsburg, St. Maarten, Netherlands Antilles.
Telephone: 599-542-0108 Fax: 599-542-0107.

Form of Payment: CHECK# _____ Visa MasterCard

Cardholder's Name: _____ Card Number: _____

Expiration date: _____ Signature: _____

TERMS & CONDITIONS:

1. The Applicant understands that all arrangements and/or changes must be submitted in writing.
2. The Applicant shall release the host hotels, SMART, the SHTA, the AHSM and its agents, consultants, and employees from all claims, expenses or liabilities arising from any injury or damage to the Applicant, his employee or agent or to the property of the Applicant occurring on the host property or approaches thereto.
3. If SMART should be cancelled for any cause such as act of God, war, government action or order, building problem, weather, labor dispute, etc., SMART's liability shall be limited to the refund of participation fees.
4. The Applicant shall be liable for any damage caused to the building, floors, glass, walls, columns or furniture.
5. SMART shall not be responsible for loss of, or damage to the Applicant's property due to explosions, acts of God, thefts, fires or any other legitimate condition beyond its control.
6. The Applicant understands that his presence is required at all official functions.
7. The Applicant understands that hospitality suites and functions shall not be open during officially scheduled sessions or functions. Organizations must register hospitality suites and functions with SMART management.
8. The Applicant understands that the information contained in the conference material constitutes part of the registration contract, and agrees to conform to all guidelines.
9. SMART shall have full power to interpret and amend these guidelines which in its discretion shall be in the best interest of the conference.
10. The Applicant shall not take part in non - SMART functions which would preclude his attendance at all scheduled activities.
11. The Applicant shall not participate in familiarization trips sponsored and supported by companies and organizations not registered for SMART.
12. By completing and submitting this Application for Registration, the Applicant understands that participation must be confirmed in writing by SMART before registration is granted. The Application for Registration is not an offer and participation in the conference may be restricted or cancelled by SMART for any reason.
13. Cancellations/Refund. Cancellations received 30 days prior to the event April 25, 2011 will receive full reimbursement of registration fees, less a US\$50 processing fee. Cancellations received after April 25, 2011 are not eligible for a refund.

IMPORTANT DATES TO REMEMBER:

MAY 6, 2011 – Deadline for Inclusion in Delegate Directory

MAY 11, 2011 – Appointment Request Form Deadline

As a participant of SMART 2011, you and your organization agree to comply with the Terms & Conditions published in this Application. No arrangements other than those contained herein shall be binding upon the parties, unless requests are made in writing and approved by SMART management.

Authorized Signature: _____ Date: _____

Print Name: _____

Smart 2011 is the project of the St. Maarten Hospitality & Trade Association (SHTA) and the Association des Hôtelières de St. Martin (AHSM) with the sponsorship of the St. Maarten Tourist Bureau and the Office de Tourisme de St. Martin.

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