



P 530-318-8661 * F 530-544-5677
www.gearingtogo.com

DVD'S, PAMPHLETS & POSTERS FOR:
RETAIL & RENTAL SHOPS * RESORTS * SCHOOL GROUPS
MARKETING & NETWORK ACTIVITIES
SNOW SPORT CLUBS * TOUR OPERATORS
TRAINING FOR RESORT AND SHOP EMPLOYEES

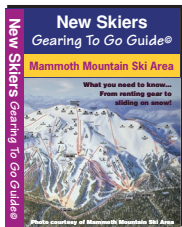
The DVD's contain (2) main 12 minute programs and (10) 3 minute tracks for skiers and snowboarders which include: what to wear on snow, boot fitting, a guide to the rental process and using equipment, tips for using the lifts, and information on taking lessons from a professional. All tracks are programmed to loop automatically and include captions (for silent play). For a complete description visit: www.gearingtogo.com.



Professional DVD



Retail Sales DVD (includes display case)



Area Specific DVD (Customized for your Business)

The Program Covers:

What to Wear on Snow - overview of clothing, protective gear, and dressing for snow sports. Program encourages new participants to invest in gear that will keep them warm and comfortable.

Guidelines for Renting Gear - explains the rental process and how to complete paperwork including determining skier type, how to use ski and snowboard bindings, how to put on ski and snowboard boots, how to carry equipment, and instructions for using the snowboard leash. DVD also includes instructions for getting started on snow, how to use equipment and how to get up from a sitting position.

Boot Fitting Tips for Comfort & Performance - specific instructions and detailed images that describe how to put on boots and determine a good fit.

Learning from a Pro - overview of snow sport lessons - encourages new participants to take lessons, and shows images of new skiers and riders during their first days on snow. Includes general snow sport school information, which can be applied to any resort.

Tips for Using the Lifts - provides an overview of using chairlifts.

SNOWBOARD BOOT FITTING TIPS FOR COMFORT AND PERFORMANCE

	<ul style="list-style-type: none"> Put on a single pair of socks that are snowboard specific, long enough to cushion your lower leg and foot. Open all buckles and laces. Pull open boot and insert toes. 	
	<ul style="list-style-type: none"> Align boot tongue. Keep all clothing out of boot. If boot has inner lacing, pull tight. 	
	<ul style="list-style-type: none"> Buckle and lace boot bottom to top. Keep all clothing out of boot. 	
	<ul style="list-style-type: none"> Stand, then flex forward pushing your shin against the boot tongue. This motion will slide your foot backward into the correct position. Check to see if boots fit correctly by rolling onto the ball of your foot. If you are able to easily move your heel up you may need to re-lace, tighten the buckles, or try on a smaller boot. 	
	<p>Check List for Comfort and Performance</p> <ul style="list-style-type: none"> Heel held in place Foot held in place Boot cuff snug with no gaps Overall fit snug but comfortable All clothing out of boot 	

SKI BOOT FITTING TIPS FOR COMFORT AND PERFORMANCE

	<ul style="list-style-type: none"> Put on a single pair of socks that are ski specific, long enough to cushion your lower leg and foot. Open all buckles. Pull open boot shell and insert toes. 	
	<ul style="list-style-type: none"> Push heel down and forward. Expect your toes to touch the front of boot. 	
	<ul style="list-style-type: none"> Align boot tongue. Keep all clothing out of boot. Buckle boot bottom to top. Stand, then flex forward, pushing your shin against the front of the boot. 	
	<ul style="list-style-type: none"> This motion will slide your foot backward into the correct position. Retighten buckles. Pressure on your foot should be comfortably snug, like a firm handshake, and hold your foot in place. 	
	<ul style="list-style-type: none"> Your toes should no longer touch the front of the boot. 	

Check List for Comfort and Performance

- Heel held firmly in place
- Foot held firmly in place
- Boot cuff snug with no gaps
- Overall fit snug but comfortable
- All clothing out of boot

BOOT FITTING POSTERS:

* laminated

SIZES:
8.5 x 11
24 x 36

Suggested Use:

- Counter tops
- Rental clip boards
- Boot fitting areas
- Rental shops
- Retail sales



New Riders Pamphlet

Table of contents for New Riders Pamphlet:

- Taking a Lesson
- Renting Equipment
- Planning Your First Snow Sport Trip
- What Your Responsibility Code
- Determining Your Stance
- Using the Leash
- PUTTING ON SNOWBOARD BOOTS
- PUTTING ON SKIS
- GETTING UP FROM A SITTING POSITION
- THE STOMP PAD

New Skiers Pamphlet

Table of contents for New Skiers Pamphlet:

- Taking a Lesson
- Renting Equipment
- Planning Your First Snow Sport Trip
- What you need to know... From renting gear to sliding on snow!
- PUTTING ON BOOTS
- PUTTING ON SKIS
- GETTING UP FROM A SITTING POSITION

EDUCATIONAL PAMPHLETS FOR NEW SKIERS AND RIDERS
FOLDED: 4 1/4 X 3 1/2 OPEN: 14 X 8 1/2

How to put on boots and prepare for skiing or snowboarding, how to use ski and snowboard equipment, recommendations for taking snow sport lessons and a copy of the Responsibility Code.

GEARING TO GO PRICE LIST 07/08
20% DISCOUNT FOR ALL NSAA, SIA & NSSRA MEMBERS

BOOT FITTING POSTERS:

BPS - BOOT POSTER SKIERS

BPSB - BOOT POSTER SNOWBOARDERS

8½ x 11 - (3) 8½ x11/per unit \$20/unit **[Members \$16/unit]**

24 x 36 - \$35/unit **[Members \$28/unit]**

INDIVIDUAL & BULK DVD ORDERS:

NSNP1 - Individual Orders:

[1-25] [1 DVD/1 User Guide per unit] \$25/unit **[Members \$20/unit]**

NSNP2 - Bulk Orders:

[100-900] [100 DVD's per unit] \$800/hundred **[Members \$640/hundred]**

*Also available in larger quantities and by the dozen for resort distribution to schools/general public with a standard or custom case for direct mailing.

EDUCATIONAL PAMPHLETS: Available for either skiers or riders.

SP - Skiers Pamphlets \$25/hundred **[Members \$20/hundred]**

SBP - Snowboard Pamphlets \$25/hundred **[Members \$20/hundred]**

NSI - PROFESSIONAL KIT:

(6) DVD's, (100) Skier Pamphlets, (100) Snowboard Pamphlets, (6) User 's Guides.

Price: \$180/Kit **[Members \$144/Kit]**

NSRJ - RETAIL SALES DVD: (Includes Display Case)

New Skier and Rider DVD - 30 minutes running time.

Covers all topics included in the professional version plus 2 educational pamphlets in each DVD Jacket.

(Suggested retail price: \$9.95) \$200/per 40 unit *Available in bulk quantities.

NSASV - Area Specific Version:

DVD's customized for your resort (on-site resource footage provided by client). Includes: 10 DVD's, custom DVD case cover, and option for production in bulk quantities. Available 30-60 days from receipt of resource footage. (\$3,000.00)

PROFESSIONAL USE FOR:

RETAIL & RENTAL SHOPS:

Show the DVD main program or individual loops in the rental and boot fitting areas of the shop. Use posters in boot fitting or retail areas. Distribute pamphlets near video monitor and at front counter. Purchase the Retail DVD Display and sell consumer version of Gearing to Go video program.

RESORTS:

Utilize the DVD, Pamphlets, and Poster Series in your rental and retail shops. Show video in the base lodge, rental & retail shops, snow sport school sales office, and on shuttles to the mountain. Distribute pamphlets near trail map dispensers. Purchase the Area Specific Version, and have this program customized for your resort.

MARKETING & NETWORK ACTIVITIES:

DVD's can be purchased in bulk for advertising, cable networks, and promotional activities. Use the video for direct mail contact with families, snow sport clubs, school groups, and learn to ski or ride campaigns.

SNOWSPORT CLUBS & SCHOOL GROUPS:

Show the DVD and distribute pamphlets to help prepare for upcoming trips.

TRAINING FOR RESORT AND SHOP EMPLOYEES:

The DVD can be utilized as a training aid for new employees to help prepare them for retail, rental and snow sport school locations.

TOUR OPERATORS:

Use the DVD on tour buses and informational meetings to prepare guests. Purchase the retail DVD in bulk and distribute as a promotional aid for snowsport marketing.

TO PLACE AN ORDER PLEASE CALL, FAX, OR ORDER ONLINE: P 530-318-8661 • F 530-544-5677
NSAA MEMBERS ORDER ON LINE AT: www.nsaa.org www.gearingtogo.com

COMPANY: _____

CONTACT: _____

BILLING ADDRESS: _____

SHIPPING ADDRESS: _____

PHONE: _____ **FAX:** _____

ITEM	DESCRIPTION	QTY	PRICE PER UNIT	TOTAL PRICE

ONCE ORDER IS PROCESSED, YOU WILL RECEIVE SHIPMENT DATE ALONG WITH INVOICE.

SUBTOTAL _____

SHIPPING _____

TOTAL AMOUNT DUE _____