

Custom Trail Signs offers your skiers and riders authentic resort trail signs that can be personalized with their name and favorite trail.



Custom Trail SignsSM



A product of  **Fan BannerTM**
www.amifanbanner.com

AMI Graphics, LLC

Customized Trail Signs Overview & Best Practices Guide

Our trail sign product is a unique yet simple e-commerce product that allows skiers or snowboarders the ability to commemorate and personalize their participation with your resort. It works as follows... AMI will design and build a custom trail sign web link and site for your resort. The link is then placed on the resort web site. A skier or rider then has the ability to order a customized trail sign online that will display the their name, along with their desired trail name and your resort logo. They place the order through our secure e-commerce site and the trail sign arrives at their door 14 days later. You have no costs involved, no handling, or production hassles...it all happens through the Custom Trial Signs web site and fulfilled by AMI Graphics out of Southern New Hampshire. A royalty is paid on every sign sold.

The Customized Trail Sign program provides a simple and unique opportunity for your resort to strengthen customer loyalty and enhance the overall guest experience while providing an incremental revenue source for the resort with minimal effort required by the resort. In order to ensure a profitable and successful Customized Trail Sign program at your resort there are a few KEY elements that can be implemented into your everyday marketing mix, as outlined in the following slides.

CTS Ordering – Process and Web Interface

Step #1

Step 1: Click the Start Button

Step 2: Customize your Trail Sign

Step 3: Review your proof

Step 4: Review your shopping cart

Step 5: Checkout

Welcome to Trail Signs™

Grand Targhee Resort is now proud to offer its skiers and riders authentic resort Trail Signs. Customize your Trail Sign with your name and favorite trail, in big bold letters, just like you see on the slopes. Show your success on Grand Targhee Resort toughest trails with a personalized Trail Sign. Each 6"x24" Trail Sign will be printed on durable 1/8" white plastic, for only \$25. To begin, click the start button.

JOHN SMIH
SKIED
DAS BOAT

Start

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Step #2

Step 1: Click the Start Button

Step 2: Customize your Trail Sign

Step 3: Review your proof

Step 4: Review your shopping cart

Step 5: Checkout

Customize Your Trail Sign

Choose a trail sign:

Trail Sign

Personalized Trail Sign

DAS BOAT

YOUR NAME HERE
SKIED
DAS BOAT

Next Back

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<http://amifanbanner.com/amifanbanner2/orderhere.html>



Step #2

Step 1: Click the Start Button **Step 2: Customize your Trail Sign** Step 3: Review your proof Step 4: Review your shopping cart Step 5: Checkout

Customize Your Trail Sign

Choose a trail:

<input checked="" type="radio"/> Das Boat	<input type="radio"/> Quiver	<input type="radio"/> Crazy Horse	<input type="radio"/> Wild Willie
<input type="radio"/> Toilet Bowl	<input type="radio"/> Raven Wood	<input type="radio"/> Dreamweaver	<input type="radio"/> Alley Oop Alley
<input type="radio"/> Reliable	<input type="radio"/> Steamvent	<input type="radio"/> Lost Groomer	<input type="radio"/> Bat Cave
<input type="radio"/> Arrowhead	<input type="radio"/> Sitting Bull	<input type="radio"/> Painted Pony	<input type="radio"/> Bird Brains
<input type="radio"/> Booshway	<input type="radio"/> The Bad	<input type="radio"/> Rock Garden	<input type="radio"/> Bobsled Run
<input type="radio"/> Crazy Horse Woods	<input type="radio"/> The East Woods	<input type="radio"/> Shadow Woman	<input type="radio"/> Candy Cane Forest
<input type="radio"/> Headwall	<input type="radio"/> The Face	<input type="radio"/> Shaman	<input type="radio"/> Eyeball Forest
<input type="radio"/> Instructor's Chute	<input type="radio"/> The Good	<input type="radio"/> Sitting Bull	<input type="radio"/> Little Bighorn
<input type="radio"/> Lost Warrior	<input type="radio"/> The Ugly	<input type="radio"/> Sitting Bull Ridge	<input type="radio"/> North Pole
<input type="radio"/> Mary's Nipple	<input type="radio"/> Waterfall	<input type="radio"/> Snowdancer	<input type="radio"/> Pie Highway
<input type="radio"/> Nasty Gash	<input type="radio"/> Big Thunder	<input type="radio"/> Sweetwater	<input type="radio"/> Rainbow Road
<input type="radio"/> Patrol Chute	<input type="radio"/> Bird Woman	<input type="radio"/> Wandering Moose	<input type="radio"/> Teton Vista Traverse
<input type="radio"/> Powder Cache	<input type="radio"/> Chief Joseph Bowl	<input type="radio"/> Wild Turkey	<input type="radio"/> Wacky Weasel Way

Name SKIED Quantity


Step #3


Step 1: Click the Start Button Step 2: Customize your Trail Sign **Step 3: Review your proof** Step 4: Review your shopping cart Step 5: Checkout


Your Proof

The image below is a replica of what your trail sign will look like once printed. Please review your proof carefully before moving on.

To make corrections to this proof, please click the back button.



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Step #5

Step #4

Step 1: Click the Start Button Step 2: Customize your Trail Sign Step 3: Review your proof **Step 4: Review your shopping cart** Step 5: Checkout

Your Shopping Cart

	Quantity	Price
 "Das Boat" Trail Sign	1	\$25.00
Name : Joe Skier		
Shipping		\$6.95
Total		\$31.95

Please allow 14 days for delivery




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 **SECURE CHECKOUT**



Order Information * Required Fields

Invoice Number: _____

Description: Grand Targhee BannerCreator Details : Name = Joe Skier | Quantity = 1 | Trail Type = Das Boat | Sign Type = Personalized Trail Sign | Trail Method = SKIED | SiteTracker = _____

Total: US \$31.95

Payment Information

Card Number: * (enter number without spaces or dashes)

Expiration Date: * (mm/yy)

Billing Information

Customer ID: _____

First Name: Last Name:

Company:

Address:

City:

State/Province: Zip/Postal Code:

Country:

Email: *

Phone: *

Fax:

Shipping Information

Copy Billing Information to Shipping Information

First Name: Last Name:

Company:

Address:

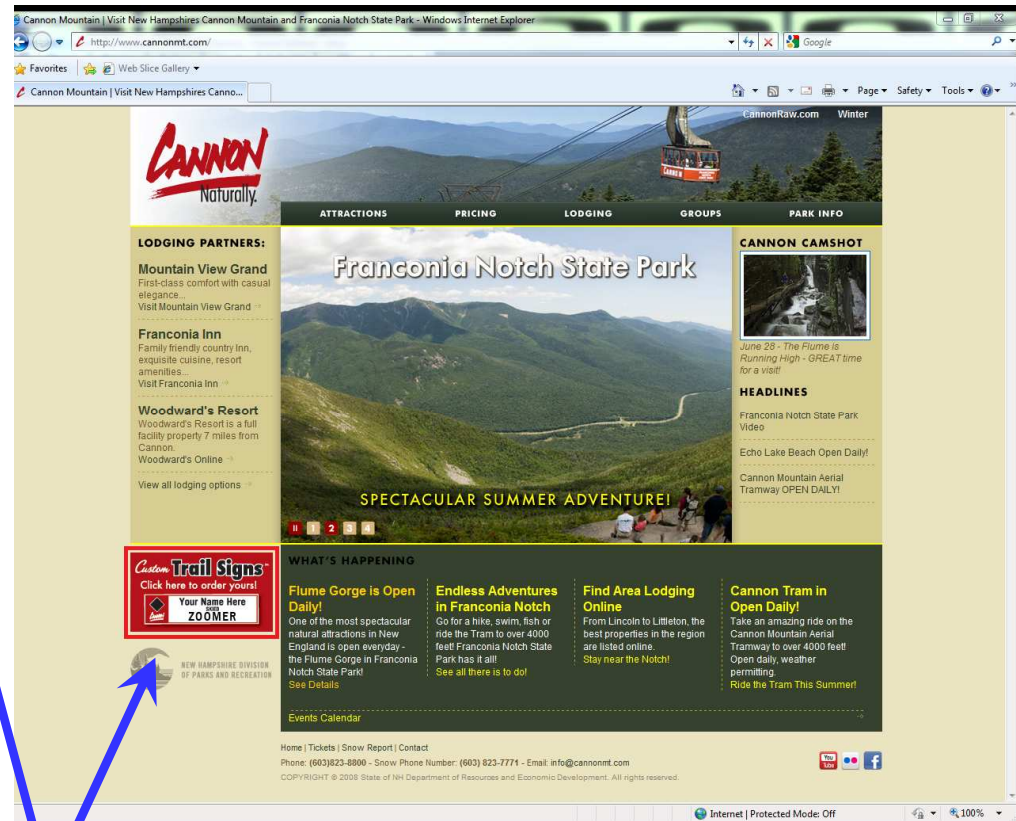
City:

State/Province: Zip/Postal Code:

Country:

Best Practices to help ensure a successful program for your resort...

• Prominent placement on your webpage all year long...



• Incorporate into your pre-season employee trainings to promote awareness and cross selling opportunities while working with their guest.



- Include 3"x5" Cards in your pre-season season pass promotions and mailers.
- Include in broadcast emails to customer base.
- Offer sign with every Season Ticket Holder purchase as a free gift. AMI will supply special incentive pricing to the resort.

Trail SignsSM

Show your success on Wildcats toughest trails with your own personalized trail sign.

For more information on personalizing a trail sign with your name and favorite trail, visit www.amifanbanner.com or www.skiwildcat.com.



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- Promotional materials placed at key areas around your resort property
IE: Hotel lobby, concessions, guest services, information kiosk, retail shop, etc.
- Prominent placement of Trail Signs display in high traffic areas.

If you have any additional questions or you'd like to share best practices that are working well for your resort, please contact me to discuss further...

Bryan Delaney

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Thank You!



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