



IMBA SUMMIT WORLD MOUNTAIN BIKE CONFERENCE

**June 20 – 23, 2006
TELUS Whistler Conference Centre
Whistler, British Columbia**



IMBA SUMMIT WORLD MOUNTAIN BIKE CONFERENCE

Promoting Sustainability and Enhancing Communication

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The 2006 IMBA Summit/World Mountain Bike Conference will give you the know how to keep pace with this fast moving sport. Mountain bike advocates, trail builders, land managers, tourism professionals, ski resort managers and members of the bike industry from around the globe will gather in Whistler, British Columbia, Canada, undisputedly one of the top mountain biking destinations in the world, to learn from the experts and from one another.

The IMBA Summit/World Mountain Bike Conference is the event you do not want to miss! You will gain new knowledge, new contacts, and a new vision for where the sport is headed along with the right approach to getting there.

Whistler is the ideal location for the event and is a model city for sustainability having adopted the principles of The Natural Step Framework¹. In 2005, Whistler was awarded first place in a United Nations-endorsed international competition for its long-term comprehensive sustainability plan, Whistler 2020 and was declared one of the most livable communities in the world, winning a silver medal and placing third in its population category. Whistler also exhibits the very best in a wide variety of mountain biking experiences. Whether your interest is the many kilometers of paved bike paths, the best municipally run and maintained beginner trails and skills park, the epic cross-country riding, or the world famous Whistler Mountain Bike Park, Whistler will truly inspire you!

The IMBA Summit/World Mountain Bike Conference will explore four major themes:



SPEAK

Communication, Collaboration, and Clubs



BUILD

Planning Successful Trails Communities



RESPECT

Managing Risk and Trails



RIDE

Where do we ride from here?

¹ The Natural Step Framework brings together society's needs with nature's requirements. It avoids the adversarial "economy vs. environment" debate and has been used successfully for positive change in corporations and organizations around the world.



Over four days, delegates will:

- Attend educational sessions on cutting edge issues affecting mountain biking today
- Hone their skills in hands-on workshops
- Learn from experts in roundtable discussions
- Network with delegates during social events
- Ride bikes and explore the variety of trails at Whistler

The Conference is complemented with guided tours of the bike trails surrounding this world renowned resort community. The trails have been constructed to meet standards specifically designed for Whistler's climate, topography and user volume as well as accommodating a wide range of abilities and riding styles.

CONFERENCE SCHEDULE

TUESDAY JUNE 20 TH		WEDNESDAY JUNE 21 ST		THURSDAY JUNE 22 ND		FRIDAY JUNE 23 RD	
		7:00 – 8:00	Registration	7:00 – 8:00	Registration	7:00 – 8:00	Registration
		8:00 – 8:30	Opening Remarks	8:00 – 8:30	Opening Remarks	8:00 – 8:30	Opening Remarks
		8:30 – 9:45	KEYNOTE ADDRESS	8:30 – 9:30	KEYNOTE ADDRESS	8:30 – 9:45	KEYNOTE ADDRESS
		9:45 – 10:15	Break & Networking	9:30 – 10:00	Break & Networking	9:45 – 10:15	Break & Networking
		10:15 – 12:15	Plenary: Risk Management and Liability	10:00 – 11:45	Concurrent Workshops	10:15 – 12:00	Plenary: Trails & Communities
12:00	Pre-Registration OPEN (until 10pm)	12:15 – 2:00	Lunch	11:45 – 1:15	Lunch	12:00 – 1:30	Lunch
2:00 – 4:00	Guided Trail Tours	2:00 – 4:00	Concurrent Workshops	1:15 – 2:30	Plenary: Partnering for Conservation	1:30 – 3:30	Concurrent Workshops
	Think Change Session I (2:00 – 3:30)			2:30 – 3:00	Break		
4:00 – 6:00	Guided Rides and other activities	4:00 – 5:00	Free time to explore Whistler	3:00 – 5:00	Round-table Sessions	3:30 – 4:30	Conference Wrap Up and Closing Remarks
	Think Change Session II (4:30 – 6:00)				Think Change Session IV (3:00 – 4:30)		
6:00 – 7:30	Free time to explore Whistler	5:00 – 7:30	WORCA Fun/Participation Race/Event everyone welcome	5:00 – 7:00	Guided Rides and other Whistler activities	5:00 – 7:00	Guided Rides and other Whistler activities
7:30 – 10:00	Official Opening Reception Telus Whistler Conference Centre	7:30 – close	WORCA BBQ and After Party Spruce Grove Field House - everyone welcome	7:00 – close	Conference Banquet Whistler Conference Centre featuring Ryan Leech	8:00 – 11:00	WMBC Film/Slide Show Night everyone welcome

CONFERENCE THEMES

The IMBA Summit/World Mountain Bike Conference will focus on four key themes that capture the big issues facing land managers, trail advocates, municipalities, ski resorts, the bike industry, and tourism professionals.



SPEAK

Communication, Collaboration and Clubs

Delegates will gain the skills needed to raise the level of communication among trail users, government officials, and land managers - all for the benefit of local trails. Learn how to strengthen your trails community through grassroots organizing, volunteer recruitment, political action, and fundraising.



BUILD

Planning Successful Trail Communities

Planning trail-based communities that promote healthy, active, outdoor lifestyles is a global trend - trails have been a part of a healthy community for thousands of years. Whether your community is aiming to promote a healthy lifestyle or to gain economically through trail-related tourism, delegates will learn from the experts.



RESPECT

Managing Risk and Trails

Risk management, renegade trail building, sensitive ecosystems: managing trails is more than putting good trails on the ground. Delegates will gain insight into innovative trail management solutions and learn about trails as a conservation solution.



RIDE

Where do we ride from here?

Freeriding, cross-country, downhill ... how do we create a cohesive mountain biking community while the sport continues to grow? From family free-ride parks to women's clinics, delegates and experts will discuss the integration of mountain biking in your community and the emerging trends of the sport.

In addition to four conference themes to guide you through the IMBA Summit/World Mountain Bike Conference, letters assigned to sessions delineate topics of particular interest to the following delegate categories:

- A – Tourism Associations, Operators and Ski Resort professionals
- B – Land managers and trailbuilders
- C – Mountain Bike Industry professionals
- D – Mountain Bike and trail advocates
- E – Recreation and community planners

PRE-CONFERENCE

TUESDAY June 20th

12:30 – 10:00 pm Pre-Registration – TELUS Whistler Conference Centre

2:00 – 4:00 pm Guided Trail Tours

Come take a close look at what makes Whistler the best of the best! This is your opportunity for an interactive tour of the trails of this world famous resort with trailbuilder guides from the Whistler Off Road Cycling Association and the Whistler Bike Park. Three great trails will be featured for the guided trail hike:

- **A-Line, Whistler Mountain Bike Park**

Join Whistler Mountain Bike Park trail staff on this one-time opportunity for a walk down the famous A-Line trail. A-Line is the most ridden trail in the world with over 1000 rider trips per day in the summer months. This tour will involve a walk down "A-Line," Whistler's premier bike trail, with Dave Kelly, Chief Park designer and builder for the last 10 years. On the trail discussions will include trail design, construction, and maintenance techniques for this downhill mountain bike trail.

- **A River Runs Through it, Municipality of Whistler**

Join WORCA trailbuilders for a guided hike of a River Runs Through It - a cross-country mountain bike trail defined by the number and variety of technical trail features. Probably the most widely used trail in the Whistler Valley, this trail is a favourite with the freeride crowd as well as any rider interested in improving their technical skills. On the trail education will focus on the location, construction, and design behind the technical trail features, as well as talk about management strategies specific to this type of trail.

- **Lost Lake Trails, WORCA and the Municipality of Whistler**

Join WORCA and Municipality of Whistler trail builders for a walk through of the Lost Lake Trails. A dirt jump park to technical singletrack trails, an amazing beginner trail system...the Lost Lake trail system has trails that offer something for everyone. On the trail discussions will focus on the vision for the complete trail system, the beginner surfaced singletrack trails, signage, construction, and trail management strategies.

7:30 – 9:00 pm Opening Reception – TELUS Whistler Conference Centre

Get a head start on the conference and come meet some of your fellow delegates as well as the conference organizers. There will be a cash bar and light appetizers. Come early and pre-register for the conference so that you are ready to go on day one.

DAY 1

WEDNESDAY June 21st

7:00 – 8:00 a.m. Registration

8:00 – 8:30 a.m. Opening Remarks

8:30 – 9:45 a.m. Keynote

Marion Lay, Legacies Now

9:45 – 10:15 a.m. Break & Networking

10:15 a.m. – 12:15 p.m. Plenary Session

Risk Management and Liability: The Legal Issues and How to Protect Yourself

This session will report on current trends in risk management, including recent mountain biking lawsuits. Experts will discuss which specific mountain biking activities have caused the most injuries, the most common lawsuits, and the key defenses to employ when facing a suit. Learn how to manage the risk involved with mountain biking. This is your chance to hear from the experts and ask the pertinent questions.

Jeff Jackson, Algonquin College
Pete Webber, IMBA

12:15 – 2:00 p.m. Lunch

2:00 – 4:00 p.m. Concurrent Workshops

A101 Successful Ski Resorts: Maximize your Summer Season

Whistler is the best example for making mountain biking economically viable at a ski resort. Tamarack Resort in Idaho has invested in the vision for a world-class mountain biking facility. Join representatives from both resorts as they present the numbers, the planning, and the marketing strategies that have directed both mountain biking programs.

Rob McSkimming, Whistler Bike Park
Joey Klein, Trail Specialist, IMBA
Darco Cazin, Allegra Tourismus GmbH

B101 10 Steps to Creating A Risk Management Plan

Creating a comprehensive risk management plan is the first step to protecting yourself. This workshop will provide a detailed overview of a sample risk management plan that has proven successful. Speakers will also discuss ways to help minimize injuries, avoid lawsuits, and provide a solid legal defense if you are sued.

Dave Diplock, Bear Environmental Limited
Pete Webber, IMBA

B102: Building Trails in Urban Areas

Innovation is key to working in urban areas. Minimal open space, disturbed ecosystems, and densely populated areas create a challenging environment to build trails. Managing trails in the Netherlands, creating trail plans in Toronto and Calgary, building a mountain bike park on two acres next to a freeway...experts will discuss solutions and challenges that you can apply in your city.

Jill Van Winkle, IMBA
Patrick Jansen, Probos
Keri McMahon, Calgary Parks
Justin Vander Pol and Jon Kennedy, Backcountry Bicycle Trails Club

B103: Designing and Building Sustainable Trails: Time-Tested and Cutting Edge Techniques

This workshop will start with a brief presentation on the basics of sustainable trailbuilding—the foundation for all time-tested and cutting edge techniques. Some of the best trailbuilders in the world will then discuss what is new, and what is old, in the world of trailbuilding.

Kristin Butcher and Ryan Schutz, IMBA
Dafydd Davis, IMBA-UK
Rich Edwards, IMBA
Woody Keen, Trail Dynamics
Tony Boone, Arrowhead Trails

C201: Anticipating Trends in the Bike Industry – what does this mean for the sport?

Does the mountain biking movement shape the industry or the industry shape the mountain bike movement? Speakers will present current trends and address this chicken and the egg question. Anyone in the mountain bike community will learn how they can keep up with and respond to trends in the mountain biking industry.

Rob Jones, President Canadian Cyclist
Gary Sjoquist, Quality Bike Products

D101: Getting Political – Why our Worldwide Movement Starts with Your Club

All politics is local and mountain bike advocates are getting more politically savvy every day. Mountain bikers are on regional and local trails committees, have joined broad-based coalitions, and are working with their elected officials to create better policies for cyclists around the world. Access battles loom all around us when recreation budgets are declining, sprawl and development are swallowing public lands, and the environmental movement is out of step with recreationalists. You can't afford to be just a social or trailbuilding club anymore – you have to dig in and get political. Attend this interactive workshop and learn how to take simple steps to become more of a player in your local, regional and national trail access politics.

Jenn Dice, IMBA Government Affairs Director
Andy Clarke, League of American Bicyclists Executive Director

E101: Communities and Trails: Making the Connection

Imagine a town where trails interlace through businesses, residences, parks and connect the entire community. Imagine a place where elected officials prioritize trails over development and urban growth, and where trail planning is an inherent part of the planning process. Imagine a place where citizens pride themselves on their community trail network and feel personally responsible for the trail successes. You are imagining Durango, CO and Park City, UT — two real trail communities.

Carol Potter, Mountain Trails Foundation
Lora Woolner, IMBA

4:30 – 7:00 p.m. World's Largest Loonie Race

Conference, we hope to host the world's largest Loonie Race. Join IMBA-affiliate, WORCA (www.worca.org), for this fun event! The race part of a Loonie Race is misleading, as the majority of riders are just out to have fun, explore the trails, get a bit of exercise, and socialize with members of the coolest club in town.

7:30 – 9:30 p.m. Loonie BBQ and after party

DAY 2

THURSDAY June 22nd

7:00 – 8:00 a.m. Registration

8:00 – 8:30 a.m. Opening Remarks

8:30 – 9:30 a.m. Keynote

Joey Klein, International Mountain Bicycling Association

9:30 - 10:00 a.m. Break & Networking

10:00 a.m. – 11:45 p.m. Concurrent Workshops

A201: How does the Whistler Mountain Bike Park Do It?

Join this open question and answer session with the minds and strength behind the Whistler Mountain Bike Park. From trail design and construction to the Park's marketing strategies, no question is off the table.

Dave Kelly, Whistler Bike Park
Rob McSkimming, Whistler Bike Park

B201: Managing Risk with Trail Design

The majority of trails were designed before the creation of the mountain bike. Many mountain bike only trail systems were not designed to maximize the user experience while providing adequate skill progression. Experts will share trail design and construction techniques, and management strategies, for managing risk on your trail system.

Chris Bernhardt, IMBA
Rich Edwards, Trail specialist, IMBA

B202: Managing Trails in Sensitive Ecosystems

Building trails within any environment is all about finding a balance between designing a great experience and conserving the natural features that have drawn the user to that trail. Add a wetland, desert, artifacts, streams, and endangered species into the mix, and the job of the trail designer gets even more difficult. Expert trail designers will present techniques for working in sensitive ecosystems.

Scott Linnenburger, Field Operations director, IMBA
Dafydd Davis MBE, IMBA UK
Rachael Lopes, Subaru/IMBA Trail Care Crew, IMBA

B203: Effective Signage – Creating a Masterplan

Signage is key to a positive, fun, and safe experience on the trail. Signage must provide users the information that they need to navigate a trail system as well as what terrain or difficulty to expect on that trail system. Experts will present examples of great signage and proposed signage that you can bring back to your community.

Facilitator: Pete Webber, IMBA
Keith Bennett, Resort Municipality of Whistler
Nat Lopes, IMBA

C301: How to get More Industry Involvement in Cycling Advocacy

Members of the bike industry will discuss how the bicycle industry benefits from supporting bike advocacy, as well as how advocates can do a better job of making the connection with the bike industry. Speakers will share stories of existing partnerships and give insight as to creating future advocacy/industry synergies.

Mark Peterson, Kona
Gary Sjoquist, QBP
Elayna Caldwell, FOX Racing Shox

D201: Strong Partnerships for Trails: Creating Common Ground

Creating a strong partnership among user groups, land managers, and community members makes constructing a trail seem easy – but it is the most important step in any trail development. Learn specific communication and facilitation strategies from two experts who spend their professional careers teaching these strategies and their volunteer time implementing partnerships.

Jim Hasenauer, California State University
Tom Ward, IMBA

D202: Grant writing — Score Well and Get Funded!

Show me the money! Learn all the dirty secrets from a successful grant writer and scorer that will give you the competitive edge and get your project funded. This is a practical session focusing on the realities of how grants are scored and awarded. The session will cover selecting projects, finding the right grants, positioning your project and thinking like a grant scorer when writing your grants. Writing a competitive grant is easier than you think.

Justin Vander Pol, Backcountry Bicycle Trails Coalition
Elizabeth Train, Bikes Belong

E201: Mountain Bike Skills Parks from A to Z

Gain comprehensive advice on skills parks: how much land, how much dirt, how many dollars. This session will examine the nuts and bolts of a building a skill park, as well as how to incorporate a skills park into your community.

Jay Hoots, Hoots Gear, Dirt Club
Dave Kelley, Whistler Bike Park

Jon Kennedy, Backcountry Bicycle Trails Club

11:45 – 1:15 p.m. Lunch

1:15 – 2:30 p.m. Plenary Session

Partnering for Conservation

The synergy between the mountain biking movement and conservation is exemplified by the joint work of Parks Canada and IMBA Canada. This national effort that combines singletrack and national parks is precedent setting worldwide. Join speakers as they share the process of finding common ground, trail pilot projects, and the future potential of this effort.

Jim Hasenauer, California State University

Frances Gertsch, Parks Canada

Ed Yaeger, Parks Canada

Mark Schmidt, IMBA Canada

3:00 – 5:00 p.m. Roundtable Discussions

Delegates will drive the topics of these sessions. It is an opportunity to take the conversation about the topics that are most applicable to you and your peers to the next level through a facilitated discussion. The results of each session, summary of discussion and outcomes, will be disseminated after the conference to all participants.

Land Managers' Roundtable

Join this facilitated open discussion and Q&A on many of the topics facing land managers dealing with mountain biking and outdoor recreation.

Facilitated by Tom Ward, IMBA California, former Manager of Recreation, CA State Parks

Trail Advocates' Roundtable

Join this facilitated open discussion and Q&A on many of the topics facing mountain bike trail advocates.

Facilitated by Jim Hasenauer, former IMBA Board member, professor of communications, and member of the Mountain Bike Hall of Fame

Resort and Bike Park Roundtable

Join this facilitated open discussion and Q&A on many of the topics facing Mountain Bike Parks and Resorts.

Facilitated by Pete Webber, IMBA Director of Special Projects

Recreation Planners' Roundtable

Join this facilitated open discussion and Q&A on the topics facing recreation and community planners.

Facilitated by Chris Bernhardt, IMBA Trail Solutions coordinator

5:00 – 7:00 p.m. Guided Rides and other Whistler Activities

7:30 – 10:00 p.m. Official Conference Banquet



Don't miss this fill sit down dinner in the beautiful Telus Whistler Conference Centre featuring entertainment provided by World Famous Trials Rider - Ryan Leech.

DAY 3

FRIDAY June 23rd

7:00 – 8:00 a.m. Registration

8:00 – 8:30 a.m. Opening Remarks

8:30 – 9:45 a.m. Keynote TBD

10:15 a.m. – 12:45 p.m. Plenary Session

A Complete Trails Community

A dynamic how-to on how to make your community into a complete trails community. From tourism, quality of living, healthy initiatives, learn the steps in planning and implementing your trail vision, how to make trails work in urban areas, and delineating the connection between trails and health, delegates will gain insight and inspiration to building the foundation for a complete trails community in their hometown.

Andy Clarke, League of American Bicyclists
Keith Bennett, Resort Municipality of Whistler
Chris Laforest, Bruce County Planning and Economic Development
Carol Potter, Mountain Trails Foundation

12:45 – 2:00 p.m. Lunch

2:00 – 4:00 p.m. Concurrent Workshops

A301: Marketing Mountain Biking: Trails, Communities, and Destinations

Is it preferable to market mountain biking as a sport or a tourism product? Speakers from three communities that have used mountain biking to bolster tourism will present marketing strategies, and discuss the economic impact trails can have on a community.

Barrett Fisher, Tourism Whistler
Chris Hughes, Bruce County Tourism
Mike Fox, Tourism Vancouver

A302: Mountain Bike Centres: A Regional Approach

Big picture planning is what creating regional centres are all about. It is one technique to promoting mountain bike tourism on a large scale. Panelists will discuss the planning, implementation, and funding mechanisms for large-scale projects.

Eitan Hevrony, Israel's Samson Riders Bicycle Club
Tony Scott, MTB Australia

B301: Unauthorized Trails: Management Solutions

Illegal trailbuilding is a substantial threat to mountain biking trails. Land managers and trail advocates will both learn trail and management techniques in this solutions-oriented discussion. Experts will share from experience strategies for success as well as lessons learned in their community.

Jim Richardson, Surrey Off-Road Cycling
Shawn Gurney, City of Surrey
Woody Keen, Trail Dynamics
Mark Peterson, Whimps and Kona

B302: The Science of Trails - Current research and methodologies

Experts will present the current research on the physical impacts of trails and the impact of trails on wildlife. The discussion will include cutting edge methodologies using infrared cameras and trail counters, a summary of new research on the impacts of trails, and identification of the areas where more research is needed.

Scott Linnenburger, IMBA
Dr. Michael Quinn, University of Calgary
Pete Webber, IMBA

B303: Volunteer Labor, Seasonal Crews, Professional Trailbuilders...How to Get Your Trail System on the Ground

You have permission, now how do you get the trail built? Experts will share how to determine the right combination of trailbuilders to get the job done right.

Chris Bernhardt, Trail Solutions coordinator, IMBA
Keith Bennett, Resort Municipality of Whistler

B304: Using Technology to Assist in the Management of your Trails

Developing a geo-spatial database for a trail management area offers many advantages to those responsible for maintaining and marketing the trail network. Complete trails, trail segments, associated features (bridges, stunts, sensitive areas, staging facilities etc...) can all be included in the database, updated over time, and analyzed on the basis of associated attributes or other spatially referenced data layers. This has great significance for overall effective trail management, in particular trail maintenance, and future trail development planning. This workshop will incorporate local and regional examples of how the use of GPS, GIS, and web based mapping software can assist in the management, maintenance, and marketing of trail networks.

John Turner, Cascade Environmental
Ryan Schutz, IMBA

C101: Reaching Out to Women Riders

Women present the best opportunity for growth in the mountain bike movement. Learn how to open the door through women's specific clinics, products, clubs, races, marketing techniques and more. This workshop is relevant to anyone involved in the mountain biking movement – from industry to tourism to mountain bike advocates.

Mary Monroe, Trails 2000
Candace Shadley, Sugoi Dirt Series
Eron Chorney, Specialized Bikes

D301: Proactive Approaches to Grassroots Organizing

Stagnant membership, the same faces building trail, leadership burnout...Learn from IMBA affiliates in Canada how to grow your mountain biking club. Gain concrete ideas of how to incorporate fun events, expand your club's membership, build community partnerships, be media savvy, and have fun!

Grant Lamont, WORCA
Mark Schmidt, IMBA Canada
Kristin Butcher, IMBA
Mike Van Abel, IMBA

5:00 – 7:00 p.m. *Guided Trail, Bike Park Rides and other Whistler activities*

7:30 – 9:30 p.m. *World Mountain Bike Conference Film Party*



CONFERENCE FEES

REGISTRATION BONUS - FREE BIKE PARK PASS!

Thanks to the folks at the Whistler Bike Park *everyone* that registers for the IMBA Summit/World Mountain Bike Conference will receive a **FREE BIKE PARK PASS!**

Also – Further day passes in the Bike Park can be purchased at a **50% discount** and Bike Rentals* through at a **25% discount**.

Note: Early registration fees are valid for registrations completed online or postmarked on or before March 31st, 2006. The regular registration fee schedule applies to registrations completed online or postmarked after March 31st 2006.

	Early Registration	Regular Registration
Pre-Conference Guided Trail Tour	\$25.00 + GST (\$26.75)	\$30.00 + GST (\$32.10)
Full 3 Day Conference (includes catered breaks, lunch, and conference binder)	\$375.00 + GST (\$401.25)	\$475.00 + GST (\$508.25)
One Day Rate (includes catered breaks, and lunch)	\$150.00 + GST (\$160.50)	\$200.00 + GST (\$214.00)

All rates are quoted in Canadian dollars. Canadian registrants add 7% Goods and Services Tax (GST). US and International registrants are not charged GST.

Cancellation Policy

Registration fees, less \$50.00, will be refunded if cancellation and refund request is received in writing by June 2, 2006. We regret that registration fees will not be refunded after June 2, 2006.

Space is limited! Registration cut-off is noon on Friday, June 16, 2006.

Register online at www.worldmountainbikeconference.com or download the registration form and fax/mail in with registration fees.



Please make cheque, bank draft or postal order payable to: Shore Events Ltd.

Mailing / Courier address: Shore Events Ltd,
1850 Westover Rd.
North Vancouver, BC
Canada V7J 1X8

FAX: Completed registration forms with credit card payment can be faxed to: 604 608-3590

ONLINE: Register online@ www.worldmountainbikeconference.com

Your registration will NOT be confirmed until fees are paid in full. Registration confirmation will be sent via email or fax once payment has been received. Please contact us if confirmation is not received. Tel: (604) 990-BIKE (2453) or via email at info@worldmountainbikeconference.com

WHO WILL BE ATTENDING?

The IMBA Summit/World Mountain Bike Conference, will provide unique resources and hands-on learning experiences for:

Municipal Governments and Economic Development Agencies

Communities who wish to use their established trail systems as a resource for attracting more visitors to their region, as well as those who are responsible for building and assessing capacity.

Tourism Associations, Operators and Resorts

Destinations looking to enhance their mountain biking potential and exposure through partnerships and best practices, as well as those that are just starting out and want to create a sustainable and market-driven mountain biking product.

Recreation, Park & Environmental Planning Professionals

Recreation, park and eco-planners responsible for planning parks, open spaces, and trail networks in consultation with stakeholders and community groups. Those involved in developing environmentally sustainable trail planning for mountain biking, will find this conference an excellent resource.

Recreation and Park Designers

Park and recreation designers involved in designing, constructing and maintaining mountain bike parks and trails with an interest in balancing user challenge and public safety.

Policy Makers and Land Managers

Land managers and policy makers responsible for managing and developing recreation and park services for a wide range of trail users.

Outdoor Recreation Programmers & Youth Workers

Recreational programmers in the private and public sectors who develop outdoor recreation programs and public education programs, as well as those who work closely with stakeholders, youth, and the community in building healthy lifestyles.

Community and Recreational Organizations

Community organizations, clubs and recreation organizations interested in learning about volunteering, partnerships, adopt-a trail programs, and environmental stewardship.

Risk and Safety Management Professionals

Risk management and insurance professionals responsible for ensuring that public safety, risks and liability are effectively addressed.

Mountain Bike Trail Advocates

Mountain bike trail advocates interested in building their organization, strengthening ties with land management agencies, honing trail building skills, and spending time on the Whistler trails.

Professional and Volunteer Trail Builders

Professional and volunteer trail builders interested in the cutting-edge techniques for mountain bike trail construction, networking with some of the best trail builders in the world, and participating in discussions on how to minimize the environmental impact of trails.

Ski Resort Professionals

Whistler Bike Park is the number one bike park in the world. Come and find out how they got to the top, and network with representatives from up-and-coming parks. Learn the environmental, fiscal, and liability issues that come with the decision to build a park at your resort.

Mountain Bike Industry Professionals

Proactive relationship building with mountain bike advocates, land managers, resort professionals, and others is the way for the sport of mountain biking to continue to grow and prosper. This is the opportunity to network with members of these groups as well as your peers and discover new and profitable ways for the industry to progress.

CORPORATE SPONSORSHIP

Corporate Sponsors of the IMBA Summit/World Mountain Bike Conference at Whistler, will have a preferred place at one of the most important international environmental business events in North America and will have guaranteed access to some of the most progressive individuals and companies in the business of sustainability today. Partnership with IMBA Summit/World Mountain Bike Conference offers a unique opportunity for companies to be positioned for strategic growth. The IMBA Summit/World Mountain Bike Conference offers powerful partnership opportunities for socially and environmentally conscious companies focused on natural areas and long term environmental sustainability. The Conference is seeking partners who are motivated to connect with an active lifestyle market. Sponsorship opportunities offer extensive pre-event marketing and post-event media exposure as well as dynamic on-site presence and sampling opportunities, customized product promotion and sales opportunities.

Request a Sponsorship Package:

Several levels of corporate sponsorship and support are available. Each offers a valuable range of opportunities, commensurate with the nature and level of the investment. Packages are created to be flexible and will be customized to best suit business development needs.

For information on becoming a corporate sponsor, please contact:

Richard Juryn
Event Producer
Tel: 604.983.2215
Fax: 604.608.3590
Email: richard@shoreevents.com



CONTACT US

For General Conference Information and Agenda requests:
Aaryn Kay (aaryn@imba.com)

For Media Inquiries please contact
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For Conference Sponsorship Opportunities
Richard Juryn (richard@worldmountainbikeconference.com)

For Conference Programme Ad Sales and Trade Show inquiries
Robin Harvey (robin@worldmountainbikeconference.com)

**IMBA SUMMIT/ WORLD MOUNTAIN BIKE CONFERENCE 2006
REGISTRATION FORM**

Please complete a separate registration form for each person attending

Name: _____

Organization: _____

Title: _____

Address: _____

City: _____

Province/State: _____ Postal Code/Zip: _____

Home Phone: _____ Work Phone: _____

Home Fax: _____ Work Fax: _____

Email: _____

Will you allow us to include your name and contact information on a conference delegate list to be distributed to all attendees at the conference? **Yes / No** (please circle)

Note: All rates quotes in Canadian Dollars.

FULL CONFERENCE RATES: includes three days of sessions and workshops, lunch, coffee breaks, and refreshments.		
Until March 31	\$375.00 Plus GST (\$401.25)	
After March 31	\$475.00 Plus GST (\$508.25)	
		TOTAL: <input type="text"/>

Unable to attend the full conference?	Wed. June 21	Thurs. June 22	Fri. June 23	
SINGLE DAY RATES:				
Until March 31	\$150.00 Plus GST (\$160.50)			
After March 31	\$200.00 Plus GST (\$214.00)			
				TOTAL: <input type="text"/>

GUIDED INTERPRETIVE WHISTLER TRAILS HIKE: Pre-conference, Tuesday, June 20: Guided by members of the Whistler Off Road Cycling Association and Whistler Mountain Bike Park staff.		
Until March 31	\$25.00 Plus GST (\$26.75)	
After March 31	\$30.00 Plus GST (\$32.10)	
		TOTAL: <input type="text"/>

Join IMBA: What would we do without trails? Let's not find out. Step forward and do your part to ensure trails will be open to mountain biking worldwide.		
Until March 31	\$20.00	
After March 31	\$25.00	
		TOTAL: <input type="text"/>

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Conference Banquet: Final banquet dinner in the beautiful Telus Whistler Conference Centre featuring entertainment provided by World Famous Trials Rider- Ryan Leech (www.ryanleech.com)		
Until March 31	\$50.00 Plus GST (\$53.50)	
After March 31	\$60.00 Plus GST (\$64.20)	
		TOTAL: <input type="text"/>

TOTAL AMOUNT PAID: \$ _____

Name: _____

METHOD OF PAYMENT: Cheque ____ VISA ____ MasterCard ____

Credit Card Information:

Cardholder's name: _____

Card number: _____ Expiry Date: ____/____

Cardholder's Signature: _____

Please make cheque, bank draft or postal order payable to: Shore Events Ltd.

Mailing / Courier address:

Shore Events Ltd,
1850 Westover Rd.
North Vancouver, BC
Canada V7J 1X8

FAX: Completed forms with credit card payment can be
faxed to: (604) 608-3590

ONLINE:

Register online@ www.worldmountainbikeconference.com

Your registration will NOT be confirmed until fees are paid in full. Registration confirmation will be sent via email or fax once payment has been received. Please contact us if confirmation is not received. Tel: (604) 990-BIKE (2453) or via email at info@worldmountainbikeconference.com

Space is limited! Registration cut-off is noon on Friday, June 16, 2006

WORKSHOP REGISTRATION: You must pre-register for workshops. There is a selection of workshops offered each day that relate to the conference themes. Letters assigned to sessions delineate topics of particular interest to the following delegate categories:

- A – Tourism Associations, Operators and Ski Resort professionals
- B – Land managers and trailbuilders
- C – Mountain Bike Industry professionals
- D – Mountain Bike and trail advocates
- E – Recreation and community planners

IMPORTANT: You will attend one 2 hour workshop each day. Some workshops have limited capacity. Registration will be on a first come first serve basis. In case we cannot confirm your first choice, you must indicate, in order of priority, 3 workshops on each day that would be of greatest interest to you (1=first choice, 2=second choice, 3=third choice).

Pre-conference: Tuesday, June 20 (additional fee) (prioritize the three trail hikes)

	Lost Lake Trails, Municipality of Whistler
	A-Line, Whistler Mountain Bike Park
	A River Runs Through it, Municipality of Whistler

Day 1: Wednesday, June 21 (select 3 workshops in order of priority)

	A101: Successful Ski Resorts: Maximize your Summer Season with Mountain Biking
	B101: 10 Steps to Creating A Risk Management Plan
	B102: Building Trails in Urban Areas
	B103: Designing and Building Sustainable Trails: Time-Tested Techniques
	C201: Anticipating Trends in the Bike Industry
	D101: Getting Political – Why our Worldwide Movement Starts with Your Club
	E101: Communities and Trails: Making the Connection

Name: _____

Day 2: Thursday, June 22 (select 3 workshops in order of priority)	
	A201: How does the Whistler Mountain Bike Park Do It?
	B201: Managing Risk with Trail Design
	B202: Managing Trails in Sensitive Ecosystems
	B203: Effective Signage – Creating a Masterplan
	C301: How to get More Industry Involvement in Cycling Advocacy
	D201: Strong Partnerships for Trails: Creating Common Ground
	D202: Grant writing — Score Well and Get Funded!
	E201: Mountain Bike Skills Parks from A to Z

Day 3: Friday, June 23 (select 3 workshops in order of priority)	
	A301: Marketing Mountain Biking: Trails, Communities, and Destinations
	A302: Mountain Bike Centres: A Regional Approach
	B301: Unauthorized Trails: Management Solutions
	B302: The Science of Trails - Current research and methodologies
	B303: Volunteer Labor, Seasonal Crews, Professional Trailbuilders...How to Get Your Trail System on the Ground
	B304: Using Technology to Assist in the Management of your Trails
	C101: Reaching Out to Women Riders
	D301: Proactive Approaches to Grassroots Organizing

Note: Workshop confirmation will be emailed to you approximately 2 weeks prior to the conference.

CONFERENCE CANCELLATION POLICY:

Registration fees, less \$50.00, will be refunded if cancellation & refund request is received in writing by June 2, 2006. We regret that registration fees will not be refunded after June 2, 2006.

For more information please email info@worldmountainbikeconference.com

COMMENTS: _____

