

SSTIKS non-Commercial Statement

SSTIKS is a non-commercial event. Unlike many other kayak symposia, SSTIKS is not an event for those in the kayak industry to come and peddle their wares. Also, because SSTIKS is held at a Washington State Park our activities are subject state laws that limit commercial activities in state parks (WAC 352-32-195). In adherence to our event policy and to comply with state laws, we ask that SSTIKS participants refrain from promoting or engaging in their commercial endeavors during the event. We do however, recognize that many who attend SSTIKS are involved in businesses associated with kayaking, and we don't mind if you bring your product, in fact we encourage you do to so, especially if it something that relates to traditional kayaking. However, to attend the event, you'll need to register for the event just like everyone else does. The event will provide a bulletin board at the event in a central location where participants can post information about their commercial endeavors on a first-come, first-served basis (we ask that each flyer be limited to 8 1/2" x 11"). Also, SSTIKS has a fund-raising auction every year and commercial donations can be a good way to both promote your product while contributing to the financial benefit of the event.

For reference, below are some examples of how this policy might look at the event.

Example 1: A participant is a regional representative for a kayak manufacturer that makes boats particularly suited to traditional kayaking. SSTIKS would not have any problem with this participant bringing along several extra kayaks for other participants to try out at the event, in fact the event might even appreciate having a few extra kayaks available for participant use during the event. However, for example, the kayaks wouldn't be allowed to have "for-sale" signs on them or promotional materials provided.

Example 2: A participant carves Greenland Paddles as a hobby/business. This participant can certainly have examples of his work, even making contact with prospective customers at the event. However, for example, the participant would not be allowed to set up a display promoting paddles for sale and we expect this participant to otherwise refrain from actively promoting the product at the event.

Example 3: A merchant or manufacturer who donates an item to the auction is encouraged to send literature, business cards etc. to be displayed/distributed at the auction. In addition we will include links on our web site to your site. Please avoid price lists.

Example 4: The most successful promotions are coaches, guides, and builders who give their time to teach for little or no pay. Don Beal teaches people that they can make their own paddle, and brings dozens of loaner paddles, without trying to sell his paddles; so he is the first name any SSTIKS paddler would recommend if asked who to buy a paddle from. I won't try to list all the coaches that I took classes from who I can recommend to my friends between BC and Oregon. And if you show up just to promote yourself, when you could be teaching, you may actually harm your reputation.