



**created for:** Zedek Associates / National Ski and Snowboard Expo

**services provided:** listings management, editing, graphic design,  
ad trafficking and pre-press

**what it is:** event guide and advertorial newspaper supplement

**related work:** Hollister has created event guides for the Eastern  
Technology Council Enterprise Awards, the Philadelphia  
Inquirer & Daily News Travel Show, the Philadelphia Flower  
Show, Sunoco Welcome America!, and the Triple Crown  
of Cycling