

OUTDOOR

RETAILER + SNOW SHOW

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Outdoor Retailer + Snow Show Q&A

GENERAL

What are the key benefits of this acquisition?

The industry is clear about its need for an efficient tradeshow calendar that creates an ecosystem of national and regional shows staged throughout the buy/sell cycle. Creating the Outdoor Retailer + Snow Show established this new tradeshow environment minimizing retailers' time out of their stores and maximizes B2B opportunities for brands. National shows are now staging at appropriate times to influence orders and serve as a crucial data gathering opportunity for trends and issues influencing the industry. The Outdoor Retailer + Snow Show is about community and having one place where the industry gathers to look forward to what is next.

What are the show dates and location for Outdoor Retailer + Snow Show 2018?

Outdoor Retailer + Snow Show dates are being finalized in January. The final dates and location will be shared within the next few weeks.

How did this acquisition come about?

The acquisition was the result of months of discussions between SIA, OIA, and Emerald Expositions. The result is a testament to the commitment of all involved to work toward what is best for the industry.

Could you talk more specifically about how this benefits the various categories of attendees?

BUYERS benefit from a complete picture of the market, exposure to new brands, less time out of their stores and better education. All of this is ahead of order deadlines so orders are written with reps as the season unfolds and are informed by current sell throughs.

BRANDS benefit from efficiency in time and spending to reach a broader audience: a larger, more diverse and valuable retail audience, as well as an enhanced media presence to carry their brand stories into the consumer marketplace.

REPS are re-seated as drivers in the buying process. Reps guide their stores through the larger brand presentations at the national show and present curated selections at regional events, drawing on their insight into the market to help buyers make informed buying decisions.

EXHIBIT

Will exhibitors at Outdoor Retailer + Snow Show experience higher costs because of this acquisition?

Both existing Outdoor Retailer and Snow Show exhibitors will experience attractive pricing structures and SIA and OIA members can benefit from either or both association membership discounts. The tradeshow is open to both members and non-members. Full details on pricing, including labor and drayage, will be available soon.

When will the new pricing changes take effect?

The new pricing changes are in effect immediately. Outdoor Retailer will assume all sales responsibilities as of June 1, 2017. Full details on pricing, including labor and drayage, will be available soon.

Will my booth size be affected?

Renewing SIA and Outdoor Retailer exhibitors may expect to reserve a similar amount of space as the previous show, however configuration and in some cases size may need to adjust due to the new floor layout and limited space. Exhibiting brands may wish to increase their booth size requests, however we cannot guarantee all expansions can be granted. Priority will be based on seniority and in some instances product category.

Will there be changes in the floorplan?

The Outdoor Retailer + Snow Show floor plan will need to change due to the consolidation of two shows into one. Outdoor Retailer will carefully consider seniority and previous show positioning, both at Winter Market 2017 and the Snow Show 2017 and product categories when allocating space assignments. We will also be sensitive in considering layouts of neighborhoods and community spaces.

How will you prioritize booth placement?

Outdoor Retailer will be responsible for all booth assignments and floor plan layout. Priority will be given to returning exhibitors from the most recent SIA and Winter Market 2017 events based on seniority and in some instances product category.

Will my rep change?

The Outdoor Retailer team will handle all space as of June 1, 2017. The team works in regional territories and you can find your sales rep [here](#).

Will information be made available to Outdoor Retailer exhibitors who have questions about transporting booths or anticipated exhibitor costs?

Additional exhibitor FAQs around logistics will be shared in the next few weeks.

Will it be harder to get into the new show?

Yes, due to limited space and increased number of exhibitors we expect space in the show to sell out quickly and for there to be a waitlist.

ASSOCIATIONS

Has Outdoor Retailer purchased the SnowSports Industries America association as well as the tradeshow?

Outdoor Retailer's parent company, Emerald Expositions, purchased the SIA Snow Show tradeshow from the SnowSports Industry America (SIA), not the association itself. SIA will remain independent to service the needs of its members.

Will the acquisition of the SIA Snow Show by Outdoor Retailer / Emerald Expositions affect membership in SIA?

Neither Outdoor Retailer nor Emerald Expositions have any influence on SIA membership. Please call SIA for details regarding association membership.

As an association, what will SIA's future role be?

SIA's vision and purpose is to help the winter sports industry thrive and to get more people around the globe engaged in an active winter lifestyle. We will continue to lead the industry, support and enhance our member's business and promote participation. We are the winter sports trade association and our benefits, research, retail support, education are beneficial to our members and the industry as a whole - we are moving forward proactively to engage, enhance and deliver the best ROI for our members and the industry.

DEMO

Will there be a demo day at Outdoor Retailer + Snow Show 2018?

The SnowSports Industry Association in association with WWSRA, will maintain its 2018 demo at Copper Mountain in conjunction with the tradeshow. Outdoor Retailer will not stage a separate demo at this January show.

BUYING GROUPS

Will the SSL/SMC Winter Sports Market be affected?

We plan to maintain the arrangement with SSL and SMC and have the Winter Sports Market co-located with Outdoor Retailer + Snow Show 2018.

Will the acquisition affect the co-location with Grassroots Outdoor Alliance?

Grassroots is a part on the RFP process which is not yet concluded. GOA will decide and announce when appropriate for them.