

Emerald Expositions Acquires Snow Show from SnowSports Industries America

SAN JUAN CAPISTRANO, Calif. (May 24, 2017) – [Emerald Expositions, LLC](#) (“Emerald Expositions”), a wholly owned subsidiary of Emerald Expositions Events, Inc. (NYSE: EEX), producer of [Outdoor Retailer](#) and a leading U.S. business-to-business trade show and conference producer, and [SnowSports Industries America \(SIA\)](#), the snow sports industry’s member-owned trade association, announced today the acquisition of the SIA Snow Show by Emerald Expositions.

Under the new ownership of Emerald Expositions, the January SIA Snow Show will merge with Outdoor Retailer to become the Outdoor Retailer + Snow Show endorsed and sponsored by SnowSports Industries America and Outdoor Industry Association (OIA), and will be the largest outdoor and winter sports industry gathering in North America. SIA will remain an active partner in support of the event. OIA will be the co-title sponsor of all Outdoor Retailer winter shows and the title sponsor of Outdoor Retailer summer shows.

“This is an incredible opportunity for our members and the industry as a whole,” said Nick Sargent, SIA President. “For quite some time, the industry has asked to merge the shows. A consolidated trade show not only helps reduce the stress on our industry, but also provides a platform that offers more impact for our members to do business, while delivering a greater ROI. SIA is excited by the opportunities ahead and looks forward to reinvesting into the creation of new and expanded programs and tools to help our members, and the industry as a whole, thrive.”

“By merging these two January shows, we will bring the outdoor and snow sports industries together under one roof, creating an optimal and authentic forum for exhibitors and retailers alike,” said Marisa Nicholson, vice president of the Sports Group for Emerald Expositions and Outdoor Retailer Show Director. “This acquisition gives us the opportunity to better serve the business imperatives of the winter sports brands, reps and retailers. We look forward to the positive impact this collaboration will have on the industry.”

It’s anticipated that the first combined Outdoor Retailer + Snow Show trade show will stage January 2018 in Denver, Colorado.

The acquisition and resulting trade show consolidation was finalized after months of discussions between Emerald Expositions and SIA as well as by a rigorous voting process, which included a

unanimous vote from the SIA Board of Directors and an overwhelming approval by SIA Premium Members.

Chair of the SIA Board of Directors and Marker Völkl USA President, Mike Noonan, said, “The Board felt strongly that this acquisition was the right move for the health of the industry and in the best interest of the membership. SIA’s members will benefit increasing greatly by an enhanced trade show and by the organization’s bandwidth being freed to focus on and invest in more meaningful tools and programs. We’re looking at the long-term growth of the industry, with priorities like research, education, consumer outreach, retail support and participation.”

“Today’s announcement is a significant milestone for the outdoor and winter industries,” said Amy Roberts, Executive Director of the Outdoor Industry Association. “OIA will continue to work closely with Emerald and SIA to ensure the best return on investment for all members and to provide the outdoor and winter industries with a gathering place for meaningful collaboration and dialog around participation, sustainability, and public policy.”

As part of the agreement, SIA will continue to produce the well-attended On-Snow Demo and Industry + Intelligence Day. Additionally, SIA leadership will sit on Outdoor Retailer’s Event Advisory Board, providing strategic counsel on behalf of the snow industry regarding show dates, long-term planning, pricing structure, member discounts, show floor plan, community building, new concepts and the like to ensure that SIA member interests are well represented.

Corporate Solutions of Westport, Connecticut was the exclusive advisor to SIA in arranging, structuring and negotiating this transaction.

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About SIA:

SnowSports Industries America (SIA) is a non-profit member-owned trade association that works year-round with snow sports suppliers, retailers, resorts, reps and service providers to develop products and programs that support individual and collective business needs. Through research, education, consumer outreach, retail support and participation initiatives, SIA drives industry growth. Also a producer of gatherings vital to the health of the snow industry, SIA annually hosts the On-Snow Demo/Ski-Ride Fest, the Industry + Intelligence Day. Learn more at [snowsports.org](https://www.snowsports.org).

About Emerald Expositions:

Emerald Expositions is the largest operator of business-to-business trade shows in the United States, with most of our shows dating back several decades. We currently operate more than 50 trade shows, including 31 of the top 250 trade shows in the country as ranked by TSNN, as well as numerous other events. Our events connect over 500,000 global attendees and exhibitors and occupy more than 6.5 million NSF of exhibition space. We have been recognized with many awards and accolades that reflect our industry leadership as well as the importance of our shows to the exhibitors and attendees we serve.

About Outdoor Retailer:

Outdoor Retailer brings together retailers, manufacturers, industry advocates and media to conduct the business of outdoor recreation through trade shows, Outdoor Retailer Magazine, product demo events, media events and web-based business solutions. The Outdoor Retailer trade shows are the premier outdoor industry events for North America, providing platforms for critical face-to-face business initiatives, line previews, innovations, launches, networking and retailer education.

Visit outdoorretailer.com for more information.

About Outdoor Industry Association:

Based in Boulder, Colo., with offices in Washington, D.C., Outdoor Industry Association (OIA) is the leading trade association for the outdoor industry and the title sponsor of Outdoor Retailer. OIA unites and serves over 1,200 manufacturers, supplier, sales representative and retailer members through its focus on trade and recreation policy, sustainable business innovation and outdoor participation. For more information, visit outdoorindustry.org.

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