



Press Release: 27/10/09

Slide – January Dates Cause A Stir

The UK's biggest wintersport trade show, Slide, has brought its dates before major European show ISPO for the first time. Opinions on how this will affect the industry are divided, with strong feeling on both sides.

The new dates (27-29 January), no longer at a weekend and more than two weeks earlier than the show's slot last season, mean that for many retailers the first chance to see complete ranges from leading brands will be in Manchester, rather than Munich. Slide will now be the launch point for new ranges, creating the excitement and buzz of innovation for retailers.

Snowsport Industries of Great Britain, Slide's owners, revealed that they had to react to the ISPO date going back. "Slide is a major part of the winter retail buying experience so it's imperative that the show dates are relevant to the buying calendar", said Damon Street, President of SIGB. "Most suppliers present to retailers in store, at showrooms, at Slide, at ISPO, at the Ski Test in Bormio and at the Snowboard Test in Kaunertal. When ISPO announced the show would be running a week later due to the major American show SIA's date change, we could either take Slide to the end of February or run it prior to ISPO".

After much discussion, the SIGB committee came down on the side of the earlier date, but controversy still rages in the wider industry. Several retailers were quick to point out that they wouldn't be placing orders at such an early show because they wouldn't have sell-through information. "We have to wait until after half term to know what's working" said one retailer. Several suppliers were also concerned about sample availability.

However the impact of such a major change is never clear-cut. New exhibitors have responded to the date change because Slide now falls within order deadlines for several companies. Jonathan Petty, European Marketing Director of Patagonia was quick to seize the opportunity, "With the dates of Slide moving earlier, it provides a perfect opportunity for us to see our existing customers and to welcome any new ones who are interested in seeing our range". Similarly, the early timing of Slide suits Simon Walker of Peak Performance who said, "The new dates are more suited to our sales window and the location means we can hook up with our northern partners as well as talking to new stores".

With a typically strong attendance from hardware brands and established clothing brands like Columbia and Salomon expanding their offering to take advantage of the timing, Slide does seem to have rekindled interest in UK viewing.

Buyers were generally positive about the dates. Steve Wells from Ellis Brigham, was unreservedly positive. "I need to see ranges in one place to understand how the shop is going to look", he said. "This will act as an ISPO preview for me but nearly all the brands I'm looking for are at Slide; it's going to be the start of the serious decision-making process."



Independent retailers, without the resource and separate buying teams of the multiples, have always found attending trade shows more of an effort. A cost and efficiency calculation still places a UK trade show ahead of individual showroom visits, in-store visits and a European show trip, in terms of cost, versus time spent versus brands viewed. There are still many who value and utilise all of the above as part of the decision-making process, but increasing efficiency drives are bringing back the relevance of the UK trade show in many industries.

Rod Campbell (Carters, Reading), sees the positive side of the Slide date; "There is a limit to the number of individual brand showrooms we can visit in the buying window each season. Slide, gathering all the brands together under one roof, is a great way to help us view a wider range of brands and products - so increasing our buying opportunities."

Asked how the new dates have affected bookings, Lesley Beck, Slide organiser, said that the initial response from exhibitors was really positive, with a high proportion of the available space being snapped up within the first fortnight. Now, with three months still to go, more than 65 exhibitors (representing around 200 brands) have been confirmed, and as winter makes its final approach, interest in the remaining stand space is becoming keen.

At a time when traditional working models and established routines are being challenged, new ways of doing business surely have to be considered. Suppliers have committed to Slide and they invite retailers to join them in Manchester in January to optimise their decision-making for winter 2010/2011.

A full list of exhibitors is online at www.slideuk.co.uk and online visitor registration is due to go live in the next few weeks.

ENDS

List of exhibitors at 27th October:

Amplid, Arctic Fox, Armada, Atomic UK, Barts, Bawbags, Black Diamond Equipment Ltd, Bollé, Bonfire, Cebe, Columbia, Conform'able, DaKine, Dare2b, DB Leisure (Thaw Ltd), Degre 7, Destyn Via/Elude, Dynastar/Lange, Eisbär/Casco, Electric Visual, Elektroskate, Faiise, Falke, Fall-Line Skiing, Document Snowboard, Fischer, Five Seasons, Forcefield Performance, Grenade, Head UK, Ice Peak/Luhta, Ignite, K2 Ski, K2 Snowboard/Adio/Planet Earth, Kusan Accessories, LINE/Full Tilt, Madison, Manbi, Mastco Agencies, MDE, Midas Agencies, Noble Custom/Movement, Nordica, Patagonia, Peak Performance, Ride, Rossignol, Salomon GB, Schöffel/Icebreaker, Scott Sports, Ski Mojo, Skiweb, Skullcandy/Sessions/Apo, Snowlife, Storm Skis, Svea Distribution, The Riders Lounge, Tran Am Ltd, Trespass, Turtle Fur, Ultra Sport Europe, Volkl, Westbeach, White Rock, Whitelines, Wigwam/Sorel/Hestra



NOTES TO EDITORS:

SIGB (Snowsport Industries of Great Britain) is the trade association for skiing and snowboarding. Led by a 14-strong committee, the SIGB currently has 191 member organisations from the retail, supplier and travel sectors of the industry.

Slide™ is owned by the SIGB, and the management of Slide is handled by Rare Management, specialists in adventure sport events.

Slide 2010 takes place from 27-29 January 2010 at Manchester Central (formerly known as G-Mex).

History

1987 The show was named Ski-GB and took place at the NEC.

1991 By this time renamed Soltex (Snowsport and Outdoor Leisure Trade Exhibition) and embracing snowboarding and related activities, the show moved to its current location in Manchester.

1998-2001 the Outdoor Industry organised its spring exhibition alongside Soltex at G-mex, with joint branding as Soltex/Cola and then Soltex/GoOutdoors.

2002-2006 Soltex continued as a stand-alone exhibition. Soltex 06 had 134 exhibitors and 2356 visitors attending the 4 day show.

2007 Soltex was re-launched as Slide, with an entirely new concept of design and floorplan to bring the show up to date with the contemporary image of the industry.

More info

Photography, show logo and further information from lesley@raremanagement.co.uk

Snowlife gets more people sliding

Uniquely for a tradeshow, Slide is owned by the trade association for wintersport who use any profits to support its snowlife.org.uk programme aimed at promoting skiing and snowboarding to the wider public, thus supporting the exhibitors and retailers who attend the industry's own trade show.

This autumn, Snowlife is supporting 'Freshers Week', a programme of the Association of Snowsport Countries designed to attract newcomers to skiing and snowboarding. Prospective skiers or snowboarders can book a week (either 16-23 January or 20-27 March) in any one of 30 great resorts in 6 different countries with one of 6 different UK tour operators and get tuition, lift passes and equipment hire for free. More details at www.snowlife.org.uk/freshers-ski-week/

Full listings of exhibitors and outline information on Fresh brand exhibitors can be found at:

www.slideuk.co.uk

