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Slide 2010 Announces New Dates

**Slide, 27-29 January 2010
Manchester Central**

Slide 2010 has announced a radical change to its dates for 2010, moving from mid February to late January (27th-29th), bringing the show in advance of ispo, the European tradeshow (7th-10th Feb).

Damon Street, president of SIGB explained, "SIGB has been monitoring the timing of Slide relative to order deadlines and other relevant events, both in the UK and worldwide. Due to the changing nature of the way business is conducted these days, the time is now right to bring Slide into January, when we believe it will be of most value to the majority of our members and to the industry as a whole."

It is anticipated that the new dates will prove more attractive to companies returning to Slide with the new dates falling before factory order deadlines.

Lesley Beck, show organiser said; "Slide is an ordering show where exhibitors meet existing and new customers to do business, so it's vital that the show takes place at an optimal time in the order-writing window."

The change also benefits retail buyers by removing the school half term clash, leaving them free to be in-store when it counts.

The SIGB has taken steps to make Slide affordable for exhibitors in recent years and plans to continue the 'value for money' offering in 2010. The venue, Manchester Central, is a great location for visitors, being easy to get to and offering unrivalled food and accommodation facilities for visitors to the city.

Previous and potential exhibitors will be contacted in June, with floorplans, prices and booking options.

ENDS

NOTES TO EDITORS:

SIGB (Snowsport Industries of Great Britain) is the trade association for wintersports. Led by a 14-strong committee, the SIGB currently has 192 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 27th-29th 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 from: lesley@raremanagement.co.uk

SIGB Activities

Snowlife is the consumer face of SIGB; a website with a searchable database of companies, and services directly related to UK skiing and snowboarding, including 373 suppliers, 1384 retailers, 77 artificial and snow slopes, 285 travel companies and 51 membership organisations.

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.

During winter 08/09, Snowlife supported 'Freshers Week', a programme of the Association of Snowsport Countries designed to attract newcomers to skiing and snowboarding. Prospective skiers or snowboarders were able to book a week in any one of 50 great resorts in 7 different countries with one of 7 different UK tour operators and get tuition, lift passes and equipment hire for free.

Trade Survey - SIGB undertakes an annual trade survey; one of the few detailed national surveys in the world of snowsports.

Ski Test – In 2009, the SIGB organised a test of the 2010 ski equipment, attended by 23 ski brands, 680 test skis, 125 individual testers.

Snowboard Test – the SIGB supports its members to attend the annual trade snowboard test.