



13/11/08

Slide signs up big names

Despite the tales of economic doom filling the mainstream media, there's a sense of optimism in the snowsport industry that those who love skiing and snowboarding won't be deterred from their annual snow fix this coming winter.

The industry trade show is already around 90% full with several months still to go and the organisers are delighted to welcome some new and returning big brand names to Slide for 2009.

Blizzard is an iconic Austrian ski brand that been absent from the UK ski scene in recent years, but that's all about to change, with Bliss Outdoor planning to re-aquaint the UK skiing public with its reputation. With a strong pedigree in performance skis, the new UK distributor is looking forward to unveiling next winter's range of skis and new binding system.

Columbia Sportswear, a global leader in the active apparel and footwear industries returns to Slide 09 after an absence of several years. Dan Trapp, UK Country Manager enthused, 'We're really excited to bring Columbia back to Slide in 2009. It ties in perfectly with our re-launch to the core independent winter sports retailers across the UK and Ireland. We've got a new logo, a new communication plan, a new team and an amazing new product range that we're thrilled to be showcasing at Slide. All in all, we can't wait to be back!'

One distributor who is less well-known in the wintersport business but whose name is synonymous with quality cycle brands, is **Madison**. Their portfolio of brands cross right into the heart of winter, with luggage brand Ogio, roof racks from Thule, knee braces, helmet cams and the latest energy drink to hit the UK, Monster. Says Will Fripp of Madison, "Slide has established itself as one of Europe's premier Actionsport tradeshows. With an exhibitor's list that reads like a 'who's who' of the actionsports industry, attendance is a no-brainer."

The organisers are very pleased with the solid level of bookings for the show. Lesley Beck explained, "Given the current economic climate, it would be a foolish show organiser who took it for granted that suppliers would be willing or able to commit to a show early. We've been really pleased that so many regular exhibitors have returned to the show, but also that the Fresh brands area of the show, set aside for newcomers, continues to be very popular. The fact that Slide is attracting back companies like Columbia and new exhibitors like Madison is really encouraging.



Slide confirmed exhibitors as at 13/11/08:

Aloe Up, Sweet, Zag, Amplid, Anatom, Arctic Fox, Ardblair Sports Importers Ltd, Atomic UK, Barts, Black Diamond Equipment Ltd, Blizzard Skis, Bollé, Bonfire, Cash Sports, Columbia Sportswear, Conform'able, DaKine, Dare2b, Dark Summer, DB Leisure (Thaw Ltd), Degre 7, Degre 7 Duvillard, Diel Skiwear Bulgaria, Pro-Ski Simulator, Differences, Dynastar, Lange, E408, Brekka, Boeri, Eisbär, Casco, Faiise, Falke, Fall-Line Skiing, Document Snowboard, Fischer, Five Seasons, Forcefield Performance, Full Tilt, Grenade, EESA, H2O Audio, Head UK, Highland Streetboards, Horizon, Ice Peak/Luhta, Ignite, K2 Skis, K2 Snowboards, Kandie Imports, Kusan Accessories, LINE, Madison, Man O'Leisure, Manbi, MastCo UK, Midas Agencies, Movement Skis, Mycoal – Skicare, Outdoor Scene, Phoenix, Ride, Rojo Europe, Rossignol, Rucanor, Salomon, Sapegoat, Schöffel, Icebreaker, Scott Sports, Shiner Ltd, Skag, Skiweb, Smith Optics, Snowlife, Storm, Surfanic, The Riders Lounge, ThirtyTwo, TKC Sales, Tog 24, Tran Am Ltd, Trespass, Turtle Fur, Ultra Sport Europe Ltd, Waxx Underwear, Westbeach, White Rock, Whitelines, Wigwam, Hestra, Sorel

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

www.slideuk.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 17th or 24th January) 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. More details at www.snowlife.org.uk/freshers-ski-week/

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More info

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

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 209 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 09 takes place from 15-17 February 2009 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.

