



16/9/08

Slide in full flow

Slide 2009 returns to Manchester Central from 15-17 February 09 and with around 5 months to go till the doors open, almost 90% (89.3% to be precise!) of the available space has already been snapped up by over 80 exhibitors.

Allan Green, President of SIGB (Snowsport Industries of Great Britain) said, "We couldn't be more aware that value for money is what exhibitors are looking for in the current economic climate. With exhibiting prices having been shaved back to 2001 rates and Slide returning to the great venue that is Manchester Central, we are expecting another successful Slide show in 2009.

The SIGB, which owns Slide, recognises the importance of a tradeshow that brings together retailers and suppliers in a single location. Despite many changes in business to business sales channels, there remains a vital need for an effective focal point for the annual sales programme and the high early uptake of Slide exhibitors underpins this belief.

Slide 09 will showcase an estimated 100 exhibitors, representing around 400 different brands; from some of the biggest brands in the industry to the newest fledgling companies hoping to make an impact in this competitive market. Once again, Slide offers an opportunity to new companies and brands by presenting the Fresh Brands area right in the centre of the show; where newcomers populate pre-built booths in a location that brings them to the attention of retailers and media.

Show organiser, Lesley Beck has been 'very pleased' with take-up by exhibitors. 'We'd worked very hard during the spring to evaluate a range of venues and spent a long time researching, analysing and deliberating every aspect of the show before coming up with what we hoped would be a really attractive offering. The response from exhibitors has been hugely encouraging and we're now looking forward to the approaching autumn and winter in anticipation of a sell-out show'.

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/

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.

More info

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

Slide confirmed exhibitors as at 16 September 08:

Aloe Up, Sweet, Zag, Amplid, Anatom, Arctic Fox, Ardblair Sports Importers Ltd, Atomic UK, Barts, Black Diamond Equipment Ltd, Blizzard Skis, Bollé, Bonfire, Columbia Sportswear, Conform'able, Dakine, Dare2b, Dark Summer, DB Leisure (Thaw Ltd), Degre 7, Degre 7 Duvillard, Diel, 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, Horizon, Ice Peak/Luhta, Ignite, K2 Skis, K2 Snowboards, Kandie Imports, Kusan Accessories, LINE, Madison, Man O'Leisure, Manbi, MastCo UK, Midas Agencies, Moac, Movement Skis, Mycoal - Skicare, Outdoor Scene, Phoenix, Ride, Rossignol, Rucanor, Salomon, 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, 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