



SIA SnowSports Trade Show -- Move to Denver FAQs

What are the future dates of the SIA SnowSports Trade Show?

Tuesday-Friday	Jan 29-Feb 1, 2008	Mandalay Bay Convention Center	Las Vegas, NV
Tuesday-Friday	Jan 27-30, 2009	Mandalay Bay Convention Center	Las Vegas, NV
Thursday-Sunday	Jan 28-31, 2010	Colorado Convention Center	Denver, CO
Thursday-Sunday	Jan 25-28, 2011	Colorado Convention Center	Denver, CO

How were the dates determined?

SIA worked with the dates available at the Colorado Convention Center -- the show dates remain within the same time frame in January since 2002. Dates were determined by third party research and focus groups made up of reps, retailers and suppliers in equal numbers, and taking into consideration conflicts with other trade shows.

Why did the show consider changing locations?

The show was busting at the seams at the Mandalay Bay Convention Center. SIA had been turning new companies away and denying established brands the opportunity to expand their presence at the trade show. SIA also wanted its members to be able to conduct meetings and events in one convenient location and have room to include other elements of the snow sports industry (i.e. resorts, travel, PSIA).

What are the main reasons SIA went with the Colorado Convention Center?

- 1) Snow – We are finally able to put the snow back in snow sports. Snow sports such as Alpine skiing, snowboarding, Nordic skiing and snowshoeing are dynamic, active, fun sports. Our access to snow is now a mile higher than what it has been in the past.
- 2) Mountain environment – Colorado is home to many of the industry's key influencers including ski/snowboard publications, manufacturers, retailers, athletes and world-renowned resorts.
- 3) Economics – There will be overall decreases in costs for attendees and exhibitors such as hotel room rates, move-in and move-out costs/time, travel and entertainment, etc.
- 4) Room to grow – Denver has built a brand new convention facility that will allow SIA to increase booth size for growing brands and new categories to the show.
- 5) Only show in town – SIA and our industry will be the only trade show in Denver during our show dates
- 6) Big fish, little pond – SIA SnowSports Trade Show will be one of the biggest annual trade shows in Denver

What other locations did SIA consider?

We looked at a variety of locations including Salt Lake City, Dallas, Chicago, New York, New Orleans and Reno. Denver just out “snowed” all the others with their interest and desire to help SIA grow the snow sports industry.

Will there be a cost increase/savings for members at the Colorado Convention Center?

Las Vegas is no longer a discount destination and SIA was concerned about rising costs and challenges to exhibiting at our SnowSports Trade Show. Moving the show to Denver will provide a **savings** for members in overall costs including hotel rates and entertainment costs. Move-in and move-out days will now be straight time rates rather than overtime rates in Las Vegas. SIA is locking into a long-term contract to ensure cost savings for many years to come in Denver.

How many square feet will the tradeshow use at the Colorado Convention Center?

584,000 square feet with fewer obstructions – Colorado Convention Center has additional meeting and event space that SIA did not have access to at the Mandalay Bay Convention Center. The Korbel Ballroom has 50,000 square feet and the Well Fargo Theater seats 5,000. There are also over 60 meeting rooms in the Colorado Convention Center.

Will we still work with GES?

At this point in time, we will be working with GES.

What about the unions?

There are unions in Denver. SIA will be notifying the exhibitors at a later time of the union practices.

How do the loading docks compare?

Denver has over 20 loading docks. It is also important to reiterate that the SnowSports Trade Show will be the ONLY show at the Colorado Convention Center.

Does Denver have enough hotel rooms for all attendees?

Absolutely. In Denver, to meet your needs, SIA will have a reserved room block of over 8,000 rooms—this is over a 200% increase over Vegas—where we’ve only ever been able to get a room block of 2,500 rooms. The number of hotel rooms within walking distance of the Convention Center will be 5,300 rooms with over 3,000 of those rooms being in the Adams Mark, Denver Marriott, Grand Hyatt, Hyatt Regency and Westin. Within the Denver Metro Area, there are 32,000 additional rooms. SIA is negotiating hotel rates and number of rooms in the following areas:

	HOTEL RATES	NUMBER OF ROOMS
Downtown	\$119-\$239	5300
Stapleton & Cherry Creek	\$ 89-\$209	1730 (1200 & 530)
Tech Center	\$104-\$159	1060

Downtown hotels and restaurants are all within walking distance of the Convention Center. Stapleton and Cherry Creek are 10 minutes from Downtown while the Tech Center is 15 minutes from Downtown but accessible via the free light rail.

Is there a difference in hotel costs between Las Vegas and Denver?

Yes. We are in the process of working with the hotels and the rates in Denver will be less than in Las Vegas

What about parking?

We are looking into ensuring that this is not a concern for attendees and exhibitors. We are working on securing parking spaces for the SIA Trade Show in downtown hotels as well as other businesses.

Are there enough restaurants?

Denver has close to 100 restaurants within walking distance of the Colorado Convention Center or accessible via the 16th Street free shuttle or free light rail. There are over 30 shuttles alone for 16th Street Pedestrian Mall where over 90 restaurants (zones 1 and 3) are located. The 16th Street shuttle runs every 70-90 seconds from 6:00-1:00 AM, Monday thru Saturday and 7:00-1:00 AM on Sunday. It is also interesting to note that the 16th Street Mall is approximately two blocks from the Colorado Convention Center, which is less distance from the Mandalay Bay Convention Center to the Luxor. Denver offers diverse menu options.

What type of venue sizes are offered in Denver?

Not only do we have access to the Korbel Ballroom (50,000 square feet) and the Well Fargo Theater that seats 5,000, but there are also over 60 meeting rooms in the Colorado Convention Center. There are also additional venues throughout the city of Denver.

Will SIA host an on-snow event?

SIA will now be able to entertain the possibility to host on-snow events. Any on-snow demos will be collaborative.

What entertainment options will there be in Denver?

Denver is well regarded as an entertainment capital and has worked hard to ensure diverse options. Denver is well known for the variety of music available from small venues to large. There are cultural interests such as the U.S. Mint, Denver Art Museum, Colorado History Museum, college and pro sporting events and, of course, the mountains are only 45 minutes from Downtown.

Will it be difficult to get into the Denver Airport? Isn't it closed all the time?

Denver International Airport (DIA) is served by all major airlines and many regional airlines. Another fact, the Denver Airport has only been closed three times in the past and none of the closures were in January. DIA closures: April 2001 (4 hours), March 2003 (32 hours) and December 2006 (45 hours).

Will SIA provide shuttles to and from the airport?

There are shuttles from Denver International Airport to most Downtown hotels and locations, and SIA will look into negotiating special rates for SIA SnowSports Trade Show attendees.

The weather is so much nicer in Las Vegas; how does Denver compare to Las Vegas?

Denver's average temperature in January is 47 high and 16 degrees low with precipitation of .51 while Las Vegas is 57 high, 28 low and .59 precipitation. Not much difference at all! And, there is a 71% chance of having sunshine in Denver during January.

How long is SIA planning on staying in Denver?

We have signed a ten-year agreement.

Why did you move the show 2010?

While our contract with Mandalay Bay was scheduled to end in 2011, we were in the midst of contract negotiations and it made sense to move to Denver during an Olympic year and to take advantage of the excitement the move brings to our industry. Denver affords us to bring our industry Home to the Mountain slopes, where our hearts are, where we are able to do what we love to do -- ski, snowboard, snowshoe.