



SIA T.I.P. | The Intelligent Partner

The quarterly magazine, *T.I.P.* (aka The Intelligent Partner) is designed to inform our constituents about issues and information needed to keep the snow sports market growing strong. The trade magazine also serves as an excellent tool to highlight the vast research and trends studies SIA currently conducts as well as feature relevant information specific to the specialty retail community: [Click here](#) for information | advertising details and to view current issues.