



# SIA SNOWSPORTS TRADE SHOW WILL MOVE TO DENVER

***20,000 skiers/snowboarders coming “Home to the Mountains” in 2010***

McLean, VA (October 30, 2007) -- SnowSports Industries America (SIA) today announced their decision to move the annual SIA SnowSports Trade Show from the Mandalay Bay in Las Vegas, Nevada to the Colorado Convention Center located in downtown Denver, Colorado in 2010.

At a press conference held at the Colorado Convention Center – Colorado Governor Bill Ritter, Denver Mayor John Hickenlooper, Denver Metro Convention & Visitors Bureau President & CEO, Richard Scharf, SIA board chairman Mike Carey, and SIA president David Ingemie made a joint statement regarding the move in front of a crowd of snow sports and Denver-based press.

Although the show has had six successful years exhibiting at the Mandalay Bay Convention Center and 35 years of trade shows in Las Vegas, the SIA board of directors and staff of the Association were in complete agreement over the move – to ensure the action-packed, fun, exciting industry is in a location that puts the snow back in snow sports.

“We’ve literally been turning companies away and denying established brands the opportunity to expand their presence at the trade show,” commented David Ingemie, President of SIA. “Strictly from a space issue, especially meeting and event space, we have been looking at alternatives for some time.”

The recently expanded and remodeled Colorado Convention Center boasts 584,000 square feet of exhibit hall space, which will provide plenty of room for the SIA SnowSports Trade Show to expand over the years.

Moving the show away from the bright lights of Vegas to the “Mile High” city also makes sense for an industry that lives and breathes snow sports. The state of Colorado is known as a snow

sports Mecca boasting 27 winter resorts within the state, while many of the industry's leaders including manufacturers, retailers, ski/snowboard publications and athletes call Colorado home.

"The SIA board considered many locations for relocating the show and Denver met the needs of our Association and the snowsports industry perfectly – we're looking forward to the move in 2010," commented Mike Carey, chairman of the SIA board. "We are looking forward to living our snow passion in Denver."

The upcoming SIA.08 SnowSports Trade Show will be held on January 29-February 1, 2008 at the Mandalay Bay Convention Center in Las Vegas, Nevada. For more information on the association, SIA.08 and updates on future SIA SnowSports Trade Shows, please log onto [www.snowsports.org](http://www.snowsports.org).