

Ski Dazzle[®] Show[™]

SKI • SNOWBOARD • ACTIVE SPORTS • TRAVEL



Los Angeles

SkiDazzle® • LOS ANGELES

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WHO SHOULD EXHIBIT

- Resorts
- Retailers
- New Products
- Travel
- Fitness
- Action Sports
- Outdoor Vehicles

WHY EXHIBIT

- Make On-Site Sales
- Thousands of Consumers
- Outdoor Enthusiasts

BOOK TODAY!

(949) 497-4977

Ext 261 or 268

info@SkiDazzle.com



WHO

Ski Dazzle LLC, producers of the Nation's Largest Consumer Ski & Snowboard Shows for 40 years.

WHEN & WHERE

Los Angeles Convention Center • Nov 16, 17 & 18, 2018

WHY EXHIBIT

Ski Dazzle Shows attract thousands of thousands of Outdoor and Active Sport Enthusiasts like skiers, snowboarders, campers, climbers, bikers, hikers, golfers, SUP and more. These people are excited to find ways to stay active. They want face-to-face contact with YOUR business.

- **CONNECT our attendees with Your Brand, Your Sport, Your Product.** Ski Dazzle customers buy products, participate in dozens of outdoor sports and travel to resorts, campgrounds, and other active destinations year-round.
- **CONVERT Enthusiasm to Dollars –** Ski Dazzle customers spend **\$6 million dollars** on Lift Tickets, Season Passes, Travel, Accessories, Clothing and Outdoor Sports Equipment ... right at the Shows!
- **ONE-TO-ONE Relationships Grow Stronger!** Interact with these valuable customers... Stay ahead of your competition.

WHO SHOULD EXHIBIT

- Travel and Tourism Associations and Clubs
- Manufacturers of Skis, Snowboards, Clothing & Accessories,
- Outdoor Sports-related Products, Clothing, Accessories and Services
- Resort Real Estate Companies and Destination Resorts
- Fitness and Conditioning Equipment and Services
- Active Sports Retailers
- Outdoor & Active Sports – Golf, Camping, SUP, Scuba, Kayaking, RV
- Mountain Biking, Surf and Skate Companies
- Snowmobile, Winter Camps and Clinics, Outdoor Vehicles



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MORE ADVERTISING = MORE CUSTOMERS

ADVERTISING PUBLIC RELATIONS OTHER MEDIA

- More Ads= More Customers
- Multi Media Ad Campaigns
- Professional Public Relations
- Large Social Media Spend
- **40 years** of Consumer Trust in the Ski Dazzle® Brand

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- **Ski Dazzle invests over \$200,000** on advertising. More than any other West Coast consumer show producer.
- **Multi-Media Ad Campaigns** in Radio, Billboards, Newspapers, Magazines and Internet.
- **Large Social Media Spend** – ReTargeting Online ads, Email blasts, Contests, Texting and Messaging campaigns through social media networks.
- **Public Relations** by Professional PR Agencies present stories that result in hundreds of thousands of impressions with Live Television Coverage and On-Site Reporters.
- **40 years** of Consumer Trust in the Ski Dazzle® Brand.



SkiDazzle.com



Los Angeles Times

A WEEKLY

LOS ANGELES
DOWNTOWN
NEWS

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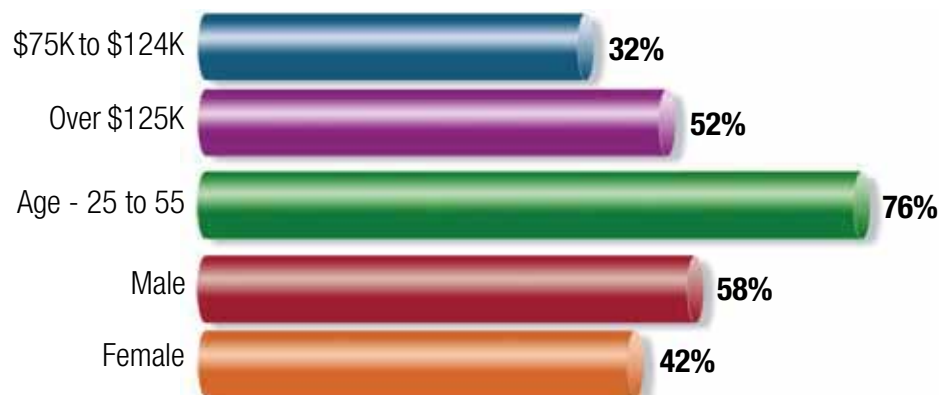
SPONSORSHIP

Corporate Sponsors are included in our extensive media campaigns, on-site signage and interactive events! Corporate Sponsors access affluent skiers and snowboarders through "Exclusive Category" Sponsorships:

- **Automotive**
- **Bank & Financial**
- **Beer**
- **Beverages - Non-Alcoholic**
- **Cell Phones**
- **Computers & Tablets**
- **Credit Card**
- **Energy Products**
- **Food Products**
- **Internet & Wireless**
- **Liquor**
- **Music & Streaming**
- **Personal Care Products**
- **Gaming & Consoles**
- **Wine**

ATTENDEE DEMOGRAPHICS

High-Income and Double-Income Families and Singles with these qualifications:



74% Plan to ski/ride 5-10 days this season.

89% Plan on purchasing products or services featured at the show.

* Survey of Ski Dazzle attendees.

SPONSORSHIP AND SAMPLING

- Category Exclusivity
- Included in Extensive Media
- Premium Exhibit Booth Space
- Co-Sponsored Features
- Premium On-Site Signage
- High-Income & Double-Income Families and Singles

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Photo Credit: Jerome Brunet

Photo Credit: Dane Doerflinger