

# Ski Dazzle Show

*SKI • SNOWBOARD • ACTIVE SPORTS • TRAVEL*



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**The Los Angeles Ski Show & Snowboard Expo<sup>®</sup>**

Los Angeles Convention Center • Dec 9, 10 & 11, 2022

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# Ski Dazzle® Show

SKI • SNOWBOARD • ACTIVE SPORTS • TRAVEL



The Los Angeles Ski Show & Snowboard Expo®

## WHO

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

## WHERE & WHEN

Los Angeles Convention Center • Dec 9, 10 & 11, 2022

## WHY EXHIBIT

Ski Dazzle Shows attract thousands of passionate participants in a wide variety of Winter and year-round sports. Our attendees are always active.

- Skiers
- Snowboarders
- Active Sports Enthusiasts
- Outdoor Sports Fans
- Active Singles & Families
- Destination Travelers
- Boaters, Campers, Climbers
- Tiny Home, Van Life & Weekend RVers

## BOOK TODAY

[www.SkiDazzle.com](http://www.SkiDazzle.com) • (949) 497-4977 Ext 1 or 2 • [info@skidazzle.com](mailto:info@skidazzle.com)

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## WHO SHOULD EXHIBIT

- **Resorts:** Local, Destination & International
- **Manufacturers:** Hard & Soft Goods, Accessories
- **Retail:** Ski, Snowboard, Skate & Active Sports
- **Action Sports:** Biking, Cycling, Surf, Skate & SUP
- **Travel:** Resorts, Tourism, Chambers, CVB's & Clubs
- **Fitness:** Equipment, Fitness Clubs & Nutrition
- **Health & Beauty:** Sun & Skin Products, SPF Wear
- **Outdoor:** Camping, Golf, SUP, Kayaking, RV, Boating  
Snowmobiles, Electric Bikes & ATV's
- **Tiny Homes:** Modular, On Wheels, Van Life,  
Weeknd RV's

**CONNECT Attendees with Your Brand, Your Sport, Your Product.** Ski Dazzle customers buy products, participate in outdoor sports and travel to resorts year-round.

**CONVERT Enthusiasm to Dollars.** Ski Dazzle customers spend \$4 million dollars on Lift Tickets, Season Passes, Travel, Accessories, Clothing and Outdoor Sports Equipment ... right at the Show!

**FACE-TO-FACE Interaction** Builds Stronger Relationships with your valuable customers...Stay ahead of your competition.

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## TARGETED ADS = TARGETED CUSTOMERS

- **Ski Dazzle invests heavily in advertising:** Radio, Internet, Billboards and select Print.
- **Internet & Social Media:** Online and Re-targeting ads, Targeted Emails, Texting and Messaging via Social Networks.
- **Public Relations:** Professional PR presents stories about the show and our exhibitors resulting in Television coverage, Online stories and On-Site reporters.
- **40+ Years** of Consumer Trust in the Ski Dazzle® Brand.



Google



SkiDazzle.com



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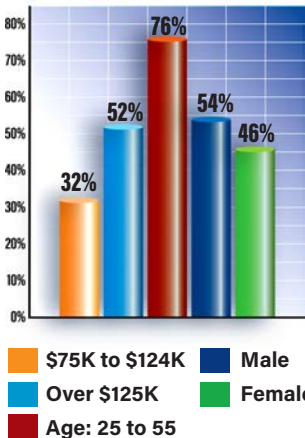
## SPONSORSHIP

Sponsors access affluent skiers and snowboarders with onsite Interactive Events, Signage and Activation.

- Automotive
- Banks & Credit Cards
- Beer, Wine & Liquor
- Beverages - Non-Alcoholic
- Cell Phones & Tablets
- CBD Products
- Energy Products & Drinks
- Food Products
- Gaming, Consoles & VR
- Health & Beauty Products

### Attendee Demographics

High-Income and Double-Income Families and Singles with these Qualifications.



92%

Plan to ski/ride 4-8 days this season.

89%

Plan on purchasing products or services featured at the show.



\*Survey of 2019 Ski Dazzle Attendees

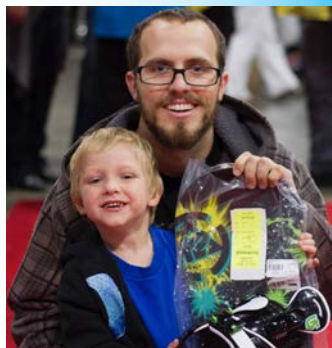
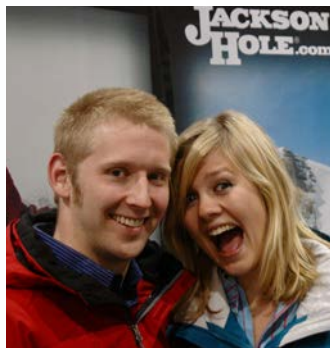
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Meet Your Customers!



Photos: Jerome Brunet

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