

Ski Dazzle®

Winter Expo & Sale



DECEMBER 6, 7 & 8, 2024

Los Angeles Convention Center

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Ski Dazzle Show

SKI • SNOWBOARD • ACTIVE SPORTS • TRAVEL



The Los Angeles Ski Show & Snowboard Expo®

Welcome & Introduction

Ski Dazzle Show is Southern California's annual kick-off event celebrating Winter and the year-round outdoor sports seasons to more than 14 million Southern California residents.

The Show brings together a diverse audience of outdoor sports enthusiasts and the best exhibitors of these disciplines. Attendees gather information, get educated, put hands on equipment, clothing and gear of all kinds in a family environment. More than \$4 million dollars of gear, tickets, lodging and more are sold right from the Show floor each year.

Ski Dazzle® - The Los Angeles Ski Show & Snowboard Expo®, is the largest event of its kind in North America. In 2021 it was honored with Los Angeles Convention Center's first Hall of Fame Award as the longest running event in the 50 year history of the Center.

We invite you to join us by putting your brand front and center to more than 50,000+ young active buyers.

Ski Dazzle Show
A Party with a Purpose™

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89%

Plan on purchasing products or services at the Show.



76%

Aged 25 - 55 years old



54% - 46%

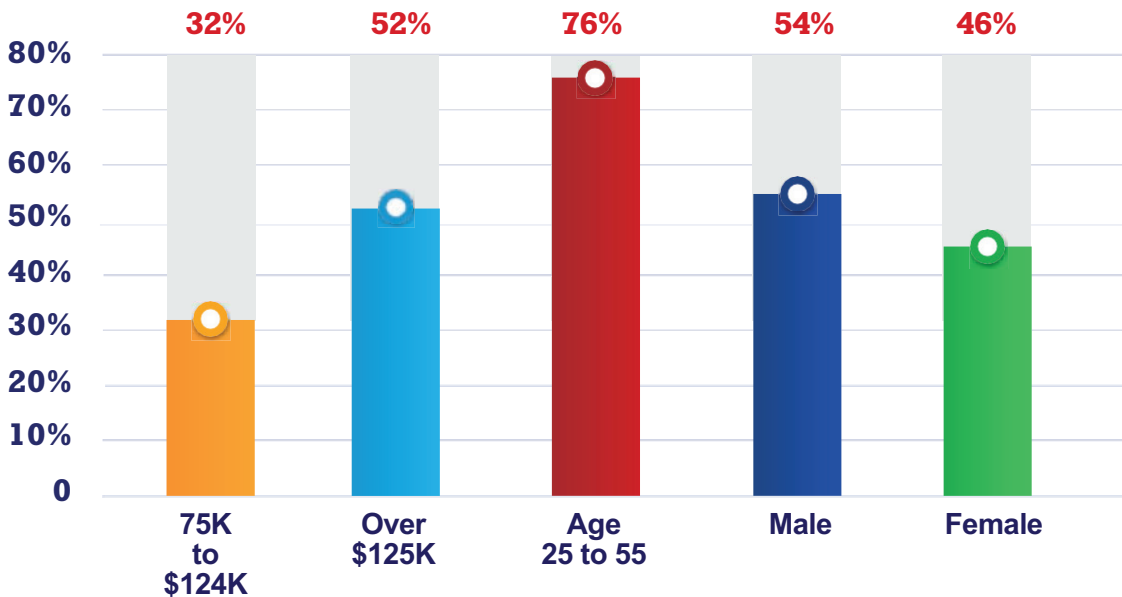
Male = 54%
Female = 46%

High-Income and Double-Income Families and Singles attend our event.



Attendee Demographics*

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



Media Support 2024

Ski Dazzle® is supported by a \$150k media & public relations program including paid social media and radio.

Ski Dazzle® spends heavily on Show Advertising. Our agencies keep on trend with the ever changing world of Los Angeles Media. This chart represents the advertising platforms of our 2024 event.

Print

