

Ski Buying Groups Winter Sports Market Announces Changes



Snowsports Merchandising Corp. of Springfield, MA (SMC) and Sports Specialists, Ltd. of Golden, CO (SSL) co-hosts of Winter Sports Market (WSM) are pleased to announce a change of dates and venue beginning in 2019.

WSM, an annual trade show for specialty retailers and invited suppliers, was aligned with the 2018 Outdoor Retailer + Snow Show (O.R. + S.S.) in Denver and had a very successful event. When Emerald Expositions, the owner of O.R. + S.S. announced dates in early January for 2019, WSM sought alternative dates in a different venue to better serve their retailers' schedules and needs.

Given that Emerald Expositions recently announced a move back to the successful late January date pattern for 2019 through 2022, WSM has agreed to co-locate in Denver in the Colorado Convention Center in the 3 days immediately prior to the O.R. + S.S. show.

The new dates of Winter Sports Market are:

January 27 – 29, 2019

January 26 – 28, 2020

January 24 – 26, 2021

January 23 – 25, 2022

“We’re extremely pleased that Emerald Expositions listened to the needs of the specialty retail community and has scheduled their show so as to not conflict with the busy pre-Martin Luther King holiday selling season,” stated SMC president, Tom Gately. “The selling season for snowsports is extremely short and retailers need to be in their stores in the most critical times they have to do business.”

Speaking on behalf of SSL, president Dave Nacke stated “We are very appreciative that Outdoor Retailer and its parent, Emerald Expositions, has put the concerns of the specialty ski and snowboard retailers as a priority. It is important to bring the three partners together for the betterment of our industry and our community. We’re looking forward to a very successful partnership. I do wish to express our deep thanks to the State of Utah as well as the Salt Palace Convention and Visit Salt Lake City for the open-armed reception given to WSM and the two buying groups.”

The 2019 Winter Sports Market will be held in the Colorado Convention Center, celebrating the 22nd year of supporting specialty winter sports.

