



Welcome Current and Future Exhibitors to the **2011 Windy City Ski & Snowboard Show™**

This **October 21-23rd, 2011** Chicagoland's premiere consumer ski and snowboard show returns to the Schaumburg Convention Center. The 3-day mega event showcases the Top local Retailers, Resorts, Manufacturers' Reps, Ski & Snowboard Clubs, plus a huge Super Sale run by the Southern Region Ski Patrol.

The **Windy City Ski & Snowboard Show™** was created by two permanent fixtures in the ski and snowboard industry, Bob Olson and Chris Bachman. Designed to kickoff the upcoming winter season, the show offers all exhibitors a fresh new way to reach their customer base.

Bob Olson, owner and operator of Viking Ski and Snowboard Shop, has been serving the Midwest with stores in Chicago and Barrington, IL since 1966. Viking has earned over 60 awards and honors from suppliers and consumers alike.

Chris Bachman, owner and operator of the Shred Shop located in Skokie, IL since 1988. With over 23 years in the business, he is no newcomer to the winter sports industry. Shred Shop has grown from a 500 sq. ft. mail order business inside his father's parachute company to a 10,000 sq. ft. retail store and internet business.

This event includes:

- A 100,000 sq ft venue only minutes west of Chicago/O'Hare International Airport
- FREE PARKING (always a plus) for consumers.
- Admission Only \$12 for adults (multiple Lift Ticket vouchers with paid admissions), Kids under 12 FREE
- Pro Athlete Appearances
- Reduced exhibitor costs
- A broad spectrum of Retailers, Resorts, and Manufacturer's Representatives, Million Dollar Ski & Snowboard Super Sale Area run by the Southern Region Ski Patrol
- Advertising - Print, Radio, Billboards, Social Networking, email blasts and Direct Mailers
- Thousands in Prizes and Giveaways
- Seminars
- Movie Area
- Projected attendance to be 25,000 Midwest ski & snowboard enthusiasts

Look forward to seeing all of you for the most innovative Ski & Snowboard Show to hit the Midwest.

Save the Date:

Windy City Ski & Snowboard Show™

October 21-23rd, 2011

Schaumburg Convention Center

SV Events LLC. 3801 W. Oakton St. Skokie, IL 60076 Ph: 847.972.6521 Fx: 847.679.5969

www.windycityskiandsnowboardshow.com