

# 2017 WINDY CITY SKI AND SNOWBOARD SHOW™ OCTOBER 20-22



Welcome Current and Future Exhibitors to the **2017 Windy City Ski & Snowboard Show™**

This October 20-22, 2017 Chicagoland's premiere consumer ski and snowboard show returns even bigger to the Schaumburg Convention Center for its 9th year. The 3-day Mega Event showcases the top local Retailers, Ski Resorts nationwide, Manufacturers' Reps, Ski & Snowboard Clubs, plus a huge Super Sale Area 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 way to reach their customer base face to face.

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 25 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 fathers parachute company to a 10,000 sq. ft. retail store and internet business.

This event includes:

- 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 admission) Kids under 12 FREE!
- Pro Ski and Snowboard Athlete appearances
- Reduced exhibitor costs - non union hall - no hidden charges
- A broad spectrum of Retailers, Resorts, Manufacturer Reps, Ski & Snowboard Super Sale Area run by Southern Region Ski Patrol
- Advertising - Print, Radio, Billboards, Social Networking, email blasts and Direct Mailers
- Thousands in Prizes and Giveaways
- Burton Riglet Park
- Kids Activities
- Movie Area
- Projected attendance to be 25,000 Midwest ski and snowboard enthusiasts.

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

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