

# SnowJam Ski & Snowboard Expo

SAN DIEGO: NOV 11 - 13, 2022  
LAS VEGAS: NOV 19 - 20, 2022



# OVERVIEW

**SnowJam San Diego | 27th Season | November 11 – 13**

**SnowJam Las Vegas | 17th Season | November 19 – 20**

*Why is SnowJam well attended?*

**Equipment:** Brick and mortar ski shops have mostly closed in San Diego and Las Vegas, and consumer trends are shifting away from ecommerce. SnowJam provides a tangible shopping experience. Our customers can talk to the experts, feel the flex of the board, the grip of the boots, the fit of their jacket & pants at competitive prices.

**Resort offers:** SnowJam has both local and out of market resorts giving away discounts on lift ticket packages, season passes, and free lift tickets. SnowJam is where families decide which resort they plan to attend this winter.

SnowJam San Diego and Las Vegas offer your only chance of the year to get facetime with thousands of skiers and snowboarders looking to book their winter vacations. Don't miss your chance to showcase your brand, product, resort, or hotel at SnowJam. Our targeted marketing approach ensures that we have well-qualified buyers in attendance.

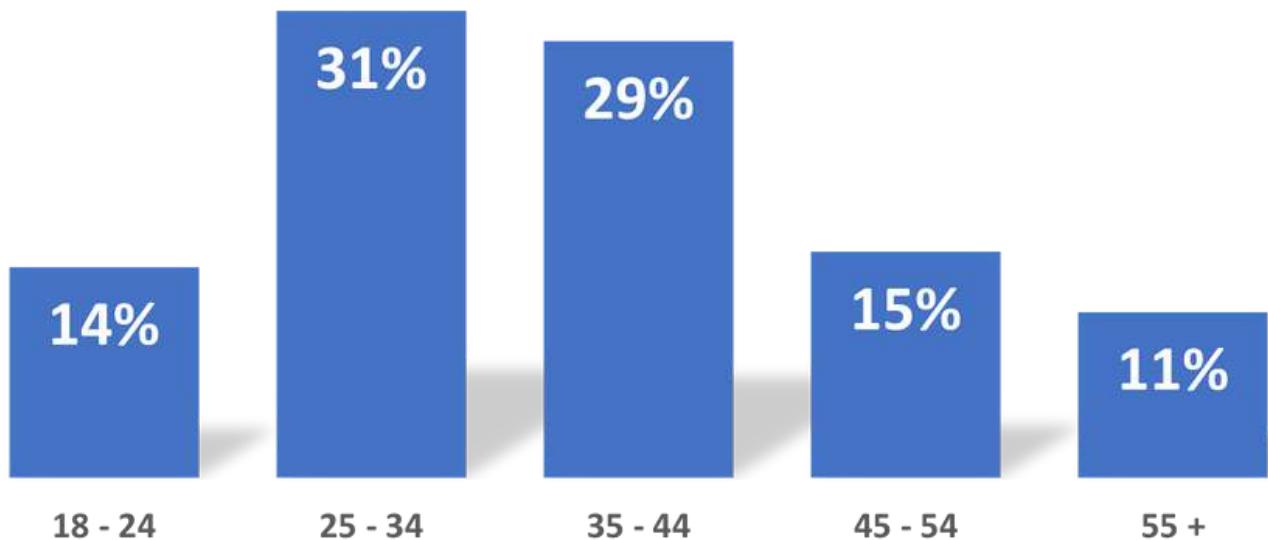
# WHAT SETS US APART?

- Everyone who attends a SnowJam Expo receives multiple free lift ticket offers & enter-to-win vacations worth thousands of dollars.
- Attendees have access to over \$7 million dollars' worth of ski & snowboard equipment at deeply discounted pricing.
- Our advertising strategy is highly targeted to attract well-qualified buyers. Our presence on radio, social media, email marketing, and digital television advertising has proven successful year over year!
- During the 2020 season, we produced our first ever Virtual Expo to ensure our resort partners and attendees could come together as they have for the past two decades. We can now bring your brand to our members who can't attend the live event by means of a customizable virtual booth. For more information, please contact [andrew@snowjamshow.com](mailto:andrew@snowjamshow.com).
- We offer season long discounts to all SnowJam Expo attendees through our membership program. We can continue to market your hotel, resort, or brand throughout the season with special offers. For more information, please contact [andrew@snowjamshow.com](mailto:andrew@snowjamshow.com).

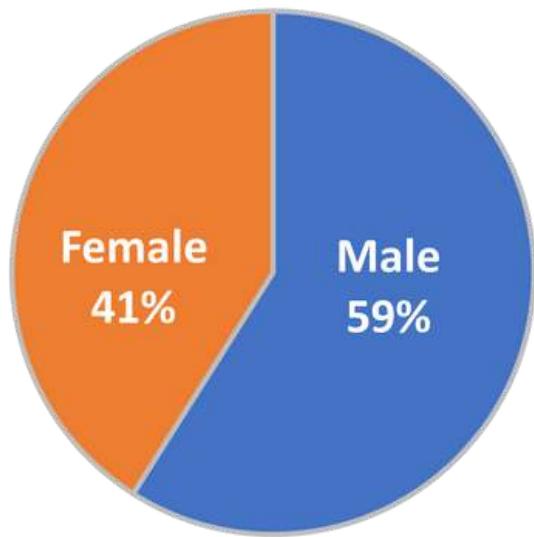
# ATTENDANCE STATISTICS



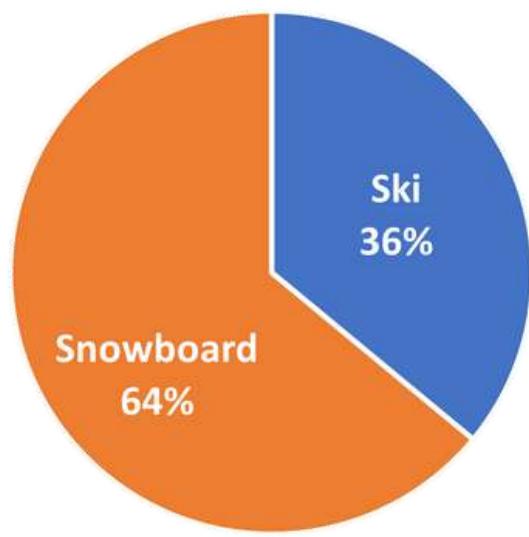
Age Range



Gender %



Sport Participation %



# MARKETING

## Radio Spots & Promotions

Prime time radio spot schedules alongside contests and on-air promotions from top rated DJ's on each station.

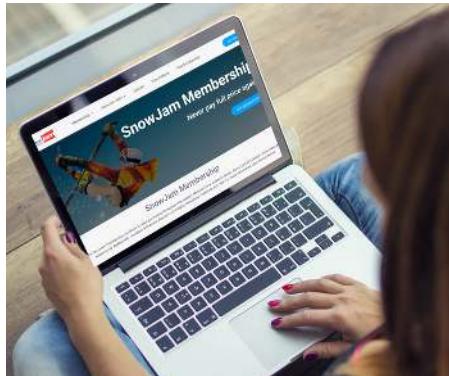


## Social Media Advertising

Paid social media advertising on all major platforms utilizing interest, occupation, retargeting, and geolocation.

## Email Marketing

Our email marketing list consists of over 90,000 opt-in skiers and snowboarders in Southern California and Nevada.



## Website Traffic

Over 100,000 unique visitors to our website each year.

# BOOTH COST

## San Diego | Nov 11 - 13, 2022

10' X 10' STANDARD.....	\$1,300
10' X 10' CORNER.....	\$1,450
10' X 20' DOUBLE.....	\$2,800
20' X 20' QUAD.....	\$5,600

## Las Vegas | Nov 19 - 20, 2022

10' X 10' STANDARD.....	\$900
10' X 10' CORNER.....	\$990
10' X 20' DOUBLE.....	\$1980
20' X 20' QUAD.....	\$4250

## Included with your booth (per 10'x10'):

- 6' dressed table, 2 chairs, trashcan, 8' high backwall, two 3' high side rails.

## Addons:

- Electricity.....\$140 per show
- Wi-Fi is only available through the convention center at an additional cost (variable)
- Data lines are no longer available

# CONTACT US



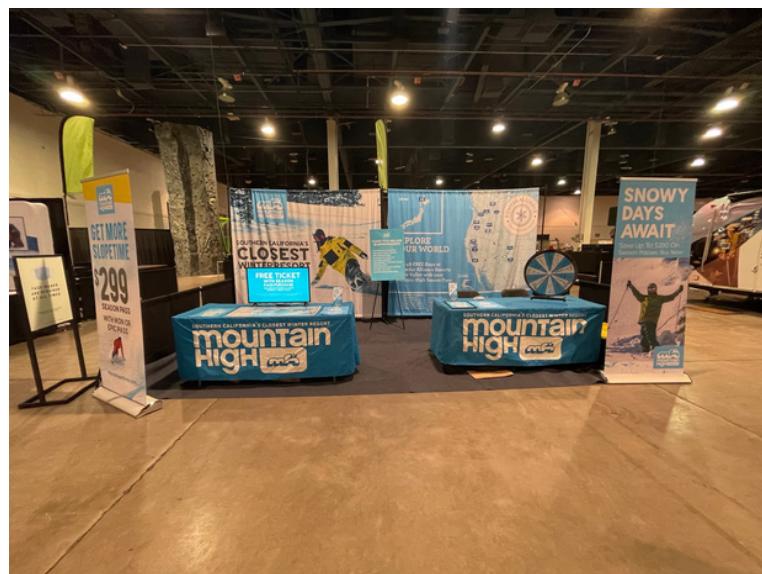
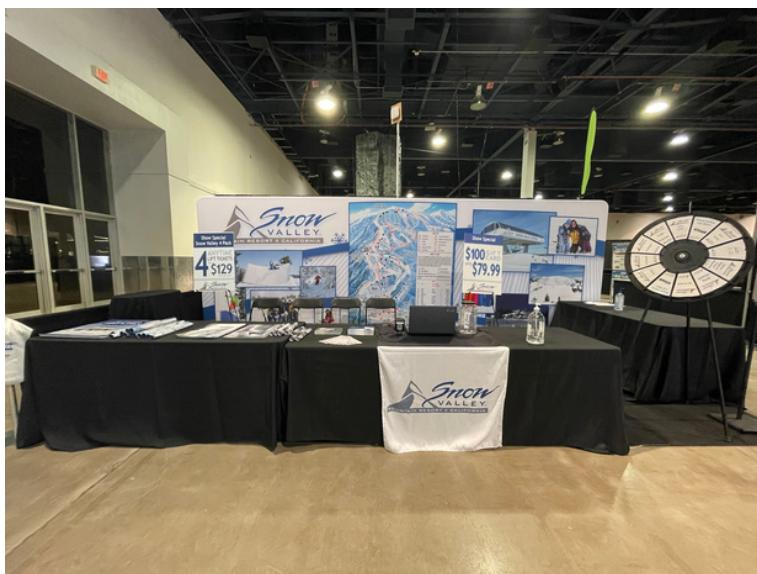
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# SNOWJAM 2021

