



13th, 14th & 15th JANUARY 2019

Balme carpark - La Clusaz

In this 18th edition, the Snow Avant-Première changes its name and becomes the **Rock on Snow Pro!** The concept stays the same, 3 days where French and European retailers meet to discover and test **snowboards, boots, bindings, textile and accessories 2020 collections!**

This event remains a must in the Snowboard community where retailers have a global vision of the market offer and gain valuable time by selecting and testing products directly "on snow".

KEY FIGURES

- **3 DAYS TESTING & 1 STATION**

January 13, 14 & 15, 2019 – Balme Carpark, La Clusaz

- **28 EXHIBITORS WITH 45 BRANDS TO TEST**
- **780 TESTERS AMONG 306 SHOPS**
- **3 748 TESTS**
- **5 COUNTRIES REPRESENTED**

FRANCE - GREAT BRITAIN - SWITZERLAND - BELGIUM - ITALY – GERMANY

THE SKI RESORT

La Clusaz - Parking, next to Balme and Fernuy lifts

PLAYGROUND

The area of Balme has natural backcountry kickers with a significant elevation, a snowpark 10 minutes from the test village by ski lifts and a second set up especially for the 3 days on the bottom of Balme.

That's the perfect place to optimize rotations and access to a maximum of different playgrounds.

LOCATION

Geneva Airport: 45 min | Annecy train station: 30 min

Shuttle buses are available between La Clusaz and the village tests.

THE VILLAGE

Brands are welcomed on:

- **An outdoor area** - "tests village" installed in the Balme Carpark at La Clusaz.
- **Under a 450 sqm tente** - located in the extension of the tests village, we propose an interior space where the 2020 highlights are displayed; an exhibition wall for snowboards, bindings, boots and showcases for textile and accessories.

TESTS VILLAGE

Opening hours: from 8:30 am to 4:30 pm

- Available space from 9 sqm on the outdoor area to test snowboard equipment
- Village secured all night
- Closed Village - input and output equipment are controlled by a rental software
- Possibility to park vehicles in Balme carpark



SHOWROOM UNDER TENT

Opening hours: from 8:30 am to 7:30 pm

- Indoor exhibition space for textile brands and accessories - 3x3m or 6x3m bare space
- Highlights exhibition wall of each brand exhibiting on the village tests *



* An outdoor stand of 3x3m has 1ml (linear meter) of exhibition space under the tent and a 6x3m has 2ml. This space is turnkey ready; it remains only to install its products with several possible combinations (see the document "Wall Expo")

- A relaxation area where pastries are served every morning and afterworks every evening from 5 pm



VISITORS PROMOTION

- **MAILING** : 2 530 invitations sent by mail to our customer base

Rock on Snow Pro invitations are sent to a database of 2 180 french shops and 350 europeans ones split between Italy, Switzerland, Spain, Benelux and the United Kingdom.

Our database of European stores still needs to be expanded, so we want to work with European headquarters or structures of each country to invite more stores and therefore more customers / prospects for you.

If you would like to send us a list of stores to invite please send them to: visiteurs@sportair.fr

- **ACTIONS PLAN** - From November to January: Télémarketing, visit shops and sending Emailings (products information / brands / tests / invitations / promotional video...)
- **PRESS**: advertisements and editorials in the European and French specialized press

PACKAGE CUSTOMER INVITATION

FREE CUSTOMER INVITATION*

This invitation includes:

- Breakfast
- 2 day skipass for La Clusaz
- 2 lunches

**only 1 invitation valid per shop*

ACCOMODATION PACK

We offer packages including one night at the hotel Beaulieu (in twin) + entry on the village tests (accreditation, breakfast, meal and package) at the price of 130 € incl. VAT / person (125 € incl. VAT if booking is made before December, 21st 2018).

CLIENT FROM PYRENÉES

Following the stop of the Pyrenees stage, it was agreed with the participating brands to invite 10 shops of the Pyrenees on the Rock on Snow Pro.

The selection is made after receiving the lists of each exhibitor. The stores that will be most often mentioned will be invited.

This invitation valid for 2 people, for 2 days, includes:

Access to the village tests, skipass, lunch, sunday night at the hotel as well as airplane tickets (within budget allocated per guest store).

ADDITIONAL COST CHARGED TO THE VISITOR

Extra day: 50 € incl. VAT

Shuttle Geneva Airport-La Clusaz: 50 € incl. VAT Return trip

Shuttle Train Annecy-La Clusaz: Free

TESTS SOFTWARE MANAGEMENT

This service works on the basis of an input-output management of the hardware via our service provider, PUZZLE.

Here are the steps necessary for the proper functioning of this type of village:

1. One month before the Rock on Snow Pro we will ask all exhibitors to **qualify their material** on the **web platform "myaccount.sportair.fr" / Mobile application "Sportair"** using identifiers and barcode labels we will provide them. **This step is necessary for the proper functioning of the Snow Test since any unqualified equipment cannot be tested.**
2. A person from Sportair is dedicated to the **pre-registration of testers**. We check the store is in our database and it corresponds to the participation criteria (customer of at least one snowboard brand).
3. Printing **personal** and **nominative** plastic badges on which there is a **unique barcode**.
4. On site, retailers go to the reception desk to collect their badges before entering the test village. If they have not pre-registered, **their identity is checked** before creating a badge.
5. Before going out with test equipment, retailer presents himself at the exit of the village where his badge as well as the barcode on the tested material are bipped using a handheld capable of withstanding cold and bad weather.
6. Upon return of the equipment, our staff only beeps the snowboard and the tester can test another product.

MOBILE APP

After several months of development, the mobile application dedicated to hardware testing offers you several possibilities:

- Detailed and digital presentation of your products
- Statistics on the use of your products (identity of testers and corresponding shops, models tested, number of tests, sessions length ...)
- Quantitative and qualitative information available in real time on the personal space of each brand exportable in Excel format
- Easy recovery of post event contacts



PRICES

DETAILS

- A billing of the surface (outside or inside) and the desired services.
- An additional billing post-event for packages and meals that will have been distributed to invited retailers.

RATES OF THE SERVICE ACCORDING TO THE DESIRED SURFACE AREA

	Price before 26/10/18	Price before 26/10/18
Outdoor exhibition space 6x3m + indoor space 2lm	3840 €	4 100 €
Outdoor exhibition space 3x3m + indoor space 1lm	2 500 €	2 710 €
Add. outdoor exhibition area 3x3m + indoor space 1lm In case you take a bigger stand than 6*3m	1 210 €	1 310 €
Indoor space extra linear meter	240 €	350 €
Indoor space of 9 square meters for softgoods brands 9sqm	2 600 €	2 810 €

SHARING OUT COST*

The additional invoice includes:

- The sharing of all meals and skipass that have been distributed to the invited retailers,
- Your consumption of skipass and meals.

* **SHARING OUT PRICE:** The cost of skipass and meals offered to all guest stores divided by the number of companies that exhibit. **In 2018, for 308 retailers and 25 exhibitors, Sharing out price represented an additional cost of 788 euros per exhibitor.**

SHARING OUT IF:	25 exhibitors	30 exhibitors	35 exhibitors
250 retailers	640 €	533 €	457 €
300 retailers	768 €	640 €	549 €
350 retailers	896 €	747 €	640 €

WARNING!

In order to meet the demand of exhibitors who do not consume skipass (season ticket, staff too small ...), the cost of skipass purchased by brands during the event is deducted from the price of the Sharing cost (Table 1). **Therefore any skipass taken on site will be charged.**

Skipass and meal tickets addressed to the exhibitors will be invoiced at the end of the Rock on Snow Pro (19 € excl. VAT for skipass and 16 € excl. VAT for meal).

PLEASE NOTE: A deposit of 30% of the total amount incl. VAT is required to confirm your registration.

CONTACT

contact@sportair.fr | +33 (0)4 50 09 50 95

Stay in touch!



www.snowavantpremiere.com



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