



50th
SHOW!

GEAR ZONE & RETAIL AREA

MEDIA PACK 2026

The UK snowsports industry's dedicated
brand, gear and retail destination.

17-18 October 2026 / National Hall, Olympia London

snowshowlondon@mountaintradenetwork.com



SIGB

IN PARTNERSHIP WITH
SIGB

Fall Line
SKIING
MAGAZINE

GEAR ZONE MEDIA PARTNER
Fall-Line

THE UK'S DEDICATED GEAR DESTINATION

DISCOVER. DEMONSTRATE. SELL.

The Gear Zone brings leading snowsports brands, retailers, expert content and independent advice together in one clearly defined destination at the heart of Snow Show London.

Visitors can compare products, speak directly to specialists, understand new technology and buy kit for the season ahead - all within an industry-backed area created with SIGB.

BRAND SHOWCASE

Put products and expertise directly in front of engaged consumers.

TURNKEY RETAIL

A ready-to-trade environment for new and previous-season stock.

EXPERT CONTENT

Fall-Line advice, the CARV theatre and the 2026 Fashion Show.



A GROWING SHOW WITH STRONG EARLY DEMAND



THE 50th SNOW SHOW

A landmark anniversary, increased partner activity and an expanded marketing and PR campaign.

10,081

VISITORS ATTENDED IN 2025

12,000

TARGET VISITORS FOR 2026

2,000

TICKETS SOLD IN THE FIRST WEEKEND ON SALE

50th

LANDMARK SNOW SHOW AT OLYMPIA LONDON

2026 GROWTH DRIVERS

More partners / Increased marketing / Expanded PR / The 50th show story

EXPERIENCED CONSUMERS WITH THE MEANS TO INVEST

Snow Show London attracts committed skiers and snowboarders as they prepare for the winter season - an informed audience that travels regularly, owns kit and values quality advice.

22%

HOUSEHOLD INCOME
ABOVE £100,000

45%

HOUSEHOLD INCOME
ABOVE £66,000

98%

SKIING OR
SNOWBOARDING
THAT WINTER

60%+

TAKE TWO OR MORE
SNOWSPORTS TRIPS

93%

INTERMEDIATE,
ADVANCED OR
EXPERT

68%

FROM GREATER
LONDON OR SOUTH
EAST ENGLAND

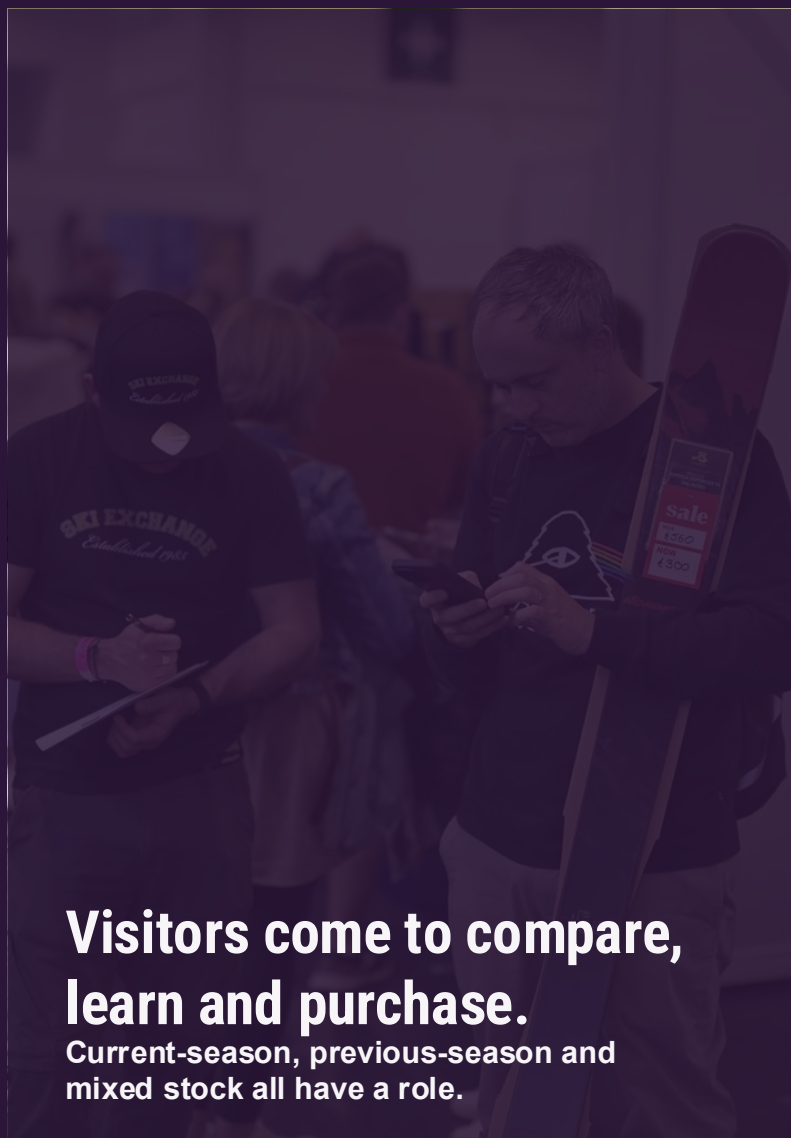
SPENDING OUTLOOK

More than five times as many visitors expect to increase their ski spending as reduce it.



Source: 2025 post-show visitor survey, 450+ responses; additional 2026 visitor profile analysis.

AN AUDIENCE THAT OWNS - AND BUYS - KIT



90%

OWN THEIR SKI OR SNOWBOARD BOOTS

71%

OWN THEIR SKIS OR SNOWBOARD

31%

BUY CLOTHING EVERY YEAR OR EVERY OTHER YEAR

WHERE THEY BUY

56% equipment in UK stores / 48% online
64% clothing in UK stores / 58% online

EQUIPMENT PURCHASE DRIVERS

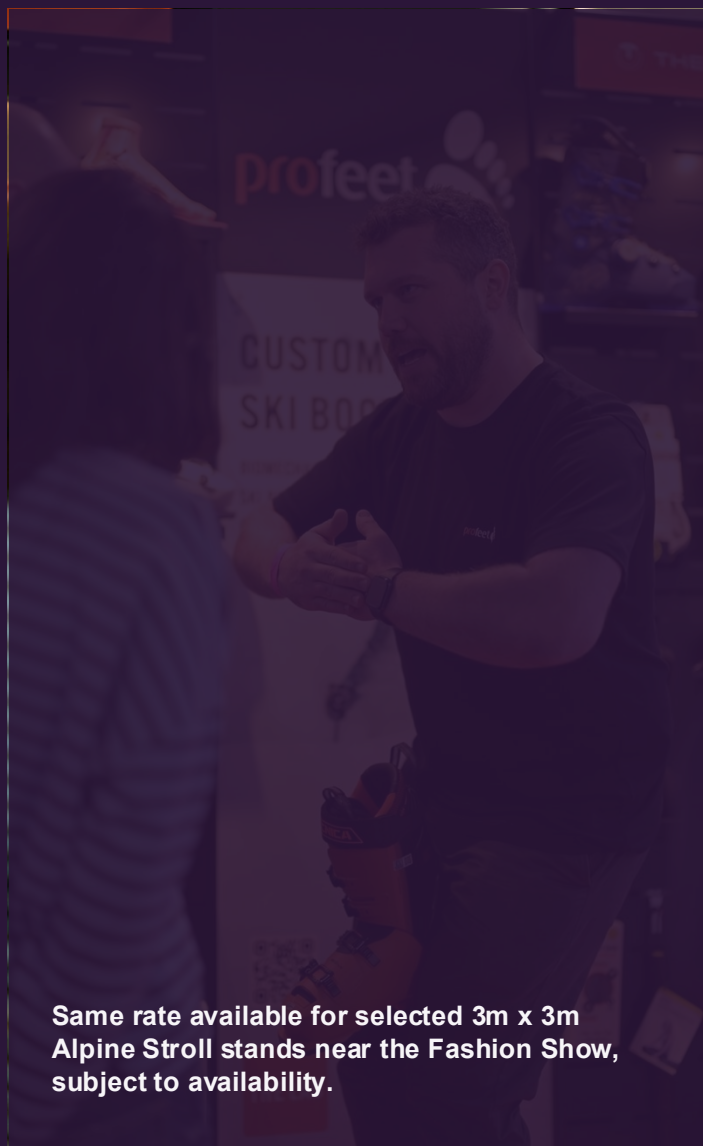
- PRICE
- TECHNOLOGY
- BRAND
- REVIEWS
- SUITABILITY

CLOTHING PURCHASE DRIVERS

- QUALITY
- PRICE
- FIT
- BRAND
- STYLE

Source: 2025 post-show visitor survey, 450+ responses.

BRAND EXHIBITOR PACKAGE



Same rate available for selected 3m x 3m Alpine Stroll stands near the Fashion Show, subject to availability.

3m x 3m STAND

£950 + VAT

+ £1,000 RRP PRODUCT

Choose space only for your own branded gazebo or display or take shell scheme at no additional charge.

- Carpet and shell-scheme walls
- Exhibitor nameboard
- Storage provision
- Up to 5 exhibitor passes
- Free and discounted ticket codes
- Free Fashion Show participation
- Selected CARV theatre opportunities
- Ground-floor or Alpine Stroll option

PRODUCT CONTRIBUTION

Current or previous-season product to £1,000 RRP. We manage distribution at the show or through year-round audience communications. Crowborough delivery details supplied after booking.

RETAIL PARTNER PACKAGE

WE BUILD THE SHOP. YOU BRING THE STOCK.

£1,000 FIXED FEE + **25% COMMISSION ON SALES**

The retail area is currently configured as six 4m x 4m spaces, but the layout can flex to suit individual retail partners.

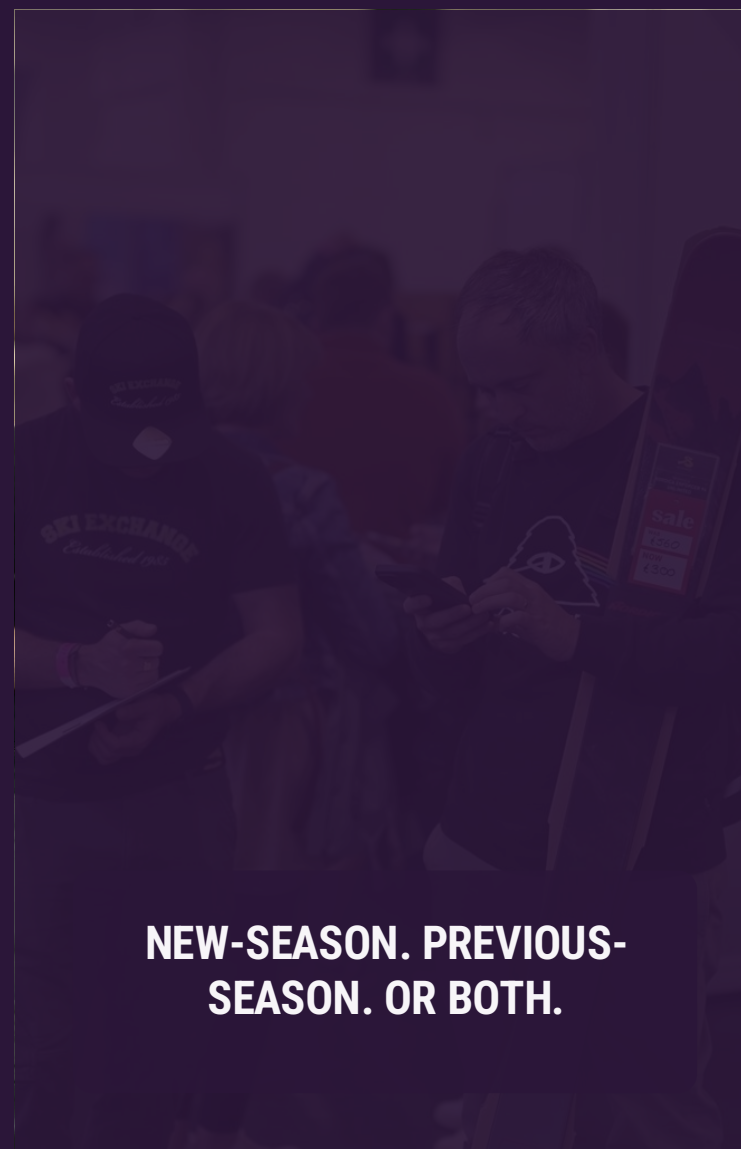
WE PROVIDE

- Stand build and branding
- Ski and snowboard racks
- Clothing rails
- Product display infrastructure
- Up to 10 exhibitor passes
- Free and discounted ticket codes

YOU PROVIDE

- Current-season, previous-season or mixed stock
- Sales staff
- Your own payment and point-of-sale facilities

Full commercial terms supplied on booking.



**NEW-SEASON. PREVIOUS-
SEASON. OR BOTH.**

MORE THAN A STAND



FALL LINE ADVICE HUB

At the centre of the Gear Zone, Fall Line will retail its new 2027 Gear Guide and offer independent, expert advice to visitors, helping them navigate the latest products and directing them to the exhibitors best suited to their needs.



2026 FASHION SHOW

Every exhibiting brand can take part at no additional cost. Selected Alpine Stroll stands are positioned close to the catwalk for apparel, accessory and lifestyle brands.

Concept visual - final design may vary.



CARV EQUIPMENT & INSTRUCTION THEATRE

Sponsored by CARV and hosted by Tord Nilson. Limited opportunities are available for exhibiting brands to present products, expertise and practical advice.

CARV

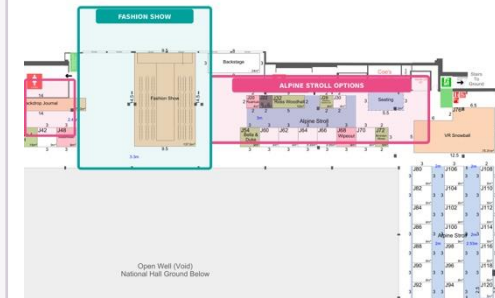
Theatre participation is subject to availability and content fit.

CHOOSE THE LOCATION THAT WORKS FOR YOUR BRAND



GROUND FLOOR

Brand stands: G10, G12, G16, G18; F10, F12, F16, F18, F20, F22, F24, F26, F28, F32, F34. Fall-Line: F30. Retail: F40, F42, F44, F46, F48, F50.



GALLERY / ALPINE STROLL

ALPINE STROLL OPTIONS

J42, J60, J62, J64, J66, J68, J70
Same brand package rate
Close to the Fashion Show

Floorplan and stand locations are subject to change. Final availability confirmed by the organisers.



SECURE YOUR PLACE IN THE GEAR ZONE

Limited brand and retail opportunities are available for Snow Show London's landmark 50th show.

**BRANDS / £950 + VAT + £1,000 RRP
PRODUCT**

RETAILERS / £1,000 + 25% COMMISSION

BOOKING & ENQUIRIES

snowshowlondon@mountaintradenetwork.com

londonsnowshow.com

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In partnership with



Gear Zone media partner

