



LE RENDEZ-VOUS DES DÉTAILLANTS DEPUIS 2003

SPORT ACHAT HIVER

27, 28 ET 29
JANVIER 2025

ALPEXPO
GRENOBLE

WWW.SPORT-ACHAT.COM

SPORT ACHAT HIVER , JANUARY 27, 28 AND 29 AT ALPEXPO GRENOBLE

More exhibitors, more floor space: the winning combo on the horizon for Sport Achat

Behind the scenes, the organization of the European B to B ski and snowboard trade show has been underway for several weeks now, particularly on the exhibitor side.

ALL THE LIGHTS ARE GREEN. FIVE POINTS TO PROVE IT:

It looks like the start of a ski lift on a Sunday in February!

Are we exaggerating? Hardly! After all, Sportair's standard registration procedure for exhibiting brands is in full swing. Some 180 exhibitors have already registered, representing a total of 400 brands. It's worth noting that the sector's major brands didn't wait until the onset of winter: 90% have already confirmed their attendance.

The new kids on the block... and the behemoths back on the scene

Sportair has already attracted 30 new exhibitors, from start-ups to the big names. Columbia and Patagonia, two key American outdoor and winter sports brands, return to Sport-Achat, proving that the event is more than ever a fixture on the industry's sales calendar.





Always thinking bigger

Sport Achat wants and needs to remain a friendly, efficient trade show on a human scale. Nevertheless, exhibitors intend to make ever greater use of this area of expression and business. For the 2025 edition, stands are expanding, with an average surface area to date of 35m². In total, 7,000m² of stands are already guaranteed to be occupied, up 10% on the 2024 edition to date. Concrete examples? 30% of players present in 2024 are increasing the size of their stand for 2025.

Loyalty, that's what it's all about

Some figures speak for themselves... To date, 95% of last year's exhibitors have again signed up to be present in January 2025. Retailers know this better than anyone: there's no better prescriber than a conquered customer!

Skiing and snowboarding make their mark

Even before the season gets underway, Sport Achat has already established itself as Europe's biggest B2B gathering for equipment brands, with more than 50 brands present in all.

4 BUYING GROUPS PRESENT

Once again this year, most of the central organizations will be taking advantage of the show to bring together their members, including SKI COMPANY (Skiset, Skimium, Netski), INTERSPORT, SPORT2000 / EKOSPORT RENT and DANISPORTS (Ski Republic, Precision Ski).



DID YOU KNOW?

Alpexpo, the mountain summit beyond commerce in January 2025

Sport Achat 2025 is also part of a global ecosystem this year, with the dates and venue coinciding with Destination Montagne, the international trade show for mountain tourism professionals. Or how to make Grenoble and Alpexpo the unmissable crossroads of the mountain world next January.

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