



THE MEETING PLACE FOR RETAILERS SINCE 2003

SPORT ACHAT HIVER

27, 28, 29
JANUARY 2025

ALPEXPO
GRENOBLE

WWW.SPORT-ACHAT.COM

FIVE EXPERIENCES TO FULLY EMBRACE SPORT ACHAT 2025

Sport Achat is undoubtedly the must-attend European trade show for ski and snowboard professionals, but it doesn't stop there. This B2B event, taking place from January 27-29 at AlpeXpo Grenoble, reinvents itself each year to surprise visitors and, most importantly, enhance their experience with exciting new offerings.

1. A FULLY PACKED TRADE SHOW!

For weeks now, it's been certain that this professional trade show is highly anticipated by both exhibitors and visitors. The milestone of 500 represented brands will be reached, with around 220 exhibitors expected across a 20,000 m² exhibition area. "The show will be slightly larger than last year, and we've optimized the layout to better utilize the space," explains Mathieu Kurtz, CEO of Sportair. Visitor attendance is expected to match last year's strong turnout, with over fifty international retailers already confirming their participation. Sportair's teams remain actively engaged in encouraging and facilitating the attendance of the final undecided French and European shops during this final stretch.

2. NEARLY 10 TARGETED CONFERENCES TO FUEL REFLECTION AND STRATEGY

From winter season statistics to merchandising tips for optimizing stores, product innovations to discover, guidance on using AI in retail, and key market trends—the conference program is rich with expert insights. Held in a dedicated space over three days, these conferences will address strategic topics crucial for industry players, especially in retail. [Discover the full conference program](#)

3. ENGAGING SYMPA.. TEX WORKSHOPS!

New this year, Sympatex, a partner of the conference area, will host training sessions throughout the event. The goal: to introduce their latest membranes, equipping visitors with the knowledge to better advise future customers on their features and advantages.

4. A WELCOMING AND INSIGHTFUL RETAIL CAFE AREA

This new experiential space is set to become a central highlight of the show. **"We want this to become a strategic and welcoming hub for visitors,"** says Mathieu Kurtz.

The Retail Cafe will offer a convivial atmosphere, complete with a barista present throughout the event. But it's more than just a coffee break—the space also features a merchandising zone designed by Mission, a creative agency, offering inspiration and ideas for store transformations.



→ NEW: THEMATIC WORKSHOPS AIMING FOR 3.0 SHOPS

- L'Atelier Visuel : Focused on merchandising techniques to energize retail spaces
- Goodloop : Raising awareness about product reparability and integrating in-store services
- Bootdoc : Demonstrating the "Scan Fit" technology to improve customer experience through in-store boot fitting tools

At the entrance of this area, Sport Achat will once again present moodboards in collaboration with Paris Phoenix Studio. Styled like store displays, these boards will showcase textiles, footwear, accessories, and equipment across three distinct themes.



5. TWO EVENINGS TO UNWIND AND NETWORK

This year, Sportair has enhanced the design of the dining and conference area to offer a more immersive and appealing space. **"This relaxed and carefully curated setting will host our traditional Monday evening gathering in partnership with NIVÉALES MÉDIAS."** On Tuesday, exhibitors will have the opportunity to organize their own events and activities at their respective booths.



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