

**SIA'S INDUSTRY
+ INTELLIGENCE**

SIA's Industry Intelligence platform provides members with ongoing educational opportunities throughout the year. This annual curriculum includes monthly podcasts, webinars and insightful editorial content, leading up to Industry + Intelligence at January's OR Snow Show: beginning on January 28th, 2020 SIA will host four days of presentations and panel discussions providing valuable insights to succeed in this competitive business marketplace.

We have partnered with industry-leader The NPD Group to give our members the most current topline, winter sports information available. SIA Retail Sales Data Reports, available monthly from November to March are free as a member benefit.

Because our industry is continually evolving, so is SIA. We are now inviting retailers, reps and resorts to join SIA as full members. For more information on benefits and to join SIA, please visit snowsports.org/membership. Together we can help the winter industry thrive.

NOVEMBER 2019

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					01 DEMA Show New Orleans, LA ----- 11.2	02 ----- Grassroots Connect Denver, CO ----- 11.4
03 11.1 - Grassroots Connect Denver, CO - 11.4	04	05	06	07	08	09
10 11.11 - Veterans Day Remembrance Day (CAN)	11	12	13	14 11.14 - Boston.com Ski & Snowboard Expo Boston, MA ----- 11.17	15	16
17 11.14 - 11.17 Boston.com Ski & Snowboard Expo Boston, MA	18	19	20	21	22	23
	24 11.18 - 360 Adventure Collective Southwest Winter Expo Greenville, SC ----- 11.21	25	26	27	28 Thanksgiving	29
30 11.24 - Sports Inc Fall Team Dealer Show Las Vegas, NV - 11.26	31 360 Adventure Collective Mid-Atlantic Winter Expo Tyngs, MA					

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			01 New Year's Day	02	03	04
05	06 1.4 - WWSRA Winter Sports Meet, Pocono Mount, PA	07 1.7 - WWSRA Northwest January Show Portland, OR -- 1.9	08 1.9 - WWSRA Northern California January Show Reno, NV - 1.9	09 1.9 - SWRA Early January Market Winston Salem, NC - 1.11*	10 1.9 - Surf Expo Orlando, FL ----- 1.11	11 *optional
	12 1.13 - NISW Southern Specialty Market Ft. Worth, TX	13 1.13 - WWSRA Intermediate January Show Salt Lake City UT - 1.9	14 1.7 - WWSRA Super Show Madison, WI ----- 1.9	15 1.14 - NSAA Western Winter Conference & Trade Show Square Valley CA - 1.16	16 1.14 - 1.15 WWSRA Rocky Mountain January Show Denver, CO	17 1.14 - 1.15 WWSRA Rocky Mountain January Show Denver, CO
18	19 1.21 - Martin Luther King Day	20 2.1 - NSP SHOT Show Las Vegas, NV ----- 1.24	21 1.22 - 360 Adventure Collective Pico On-Snow Demo Escondido, VT	22 1.22 - 360 Adventure Collective Pico On-Snow Demo Escondido, VT	23 1.22 - 360 Adventure Collective Pico On-Snow Demo Escondido, VT	24 1.22 - 360 Adventure Collective Pico On-Snow Demo Escondido, VT
25	26	27	28	29	30	31

1.28 - Winter Sports Market Denver, CO ----- 1.28

DECEMBER 2019

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
01 12.1 - Sports Inc Outdoor Footwear & Apparel Show Ft. Charles - 12.3	02 12.2 - NBS Hunting & Rugged Apparel Market Fort Worth, TX - 12.4 12.2 - WWSRA Rocky Mountain December Preview Showers, CO - 12.4 12.2 - WWSRA Montana December Show Bozeman, MT - 12.4	03 12.3 - WWSRA Winter Sports Market Edison, NJ - 12.5 12.3 - MSA Lansing December Market Lansing, MI - 12.5	04 12.4 - 12.5 360 Adventure Collective Edinburgh Winter Expo Birmingham, AL	05 12.5 - 12.6 360 Adventure Collective Edinburgh Winter Expo Birmingham, AL	06 12.6 - 12.7 360 Adventure Collective Edinburgh Winter Expo Birmingham, AL	07 12.7 - 12.8 360 Adventure Collective Edinburgh Winter Expo Birmingham, AL
08 12.8 - 12.9 360 Adventure Collective Edinburgh Winter Expo Birmingham, AL	09 12.9 - 13.0 360 Adventure Collective Edinburgh Winter Expo Birmingham, AL	10 13.0 - 13.1 360 Adventure Collective Edinburgh Winter Expo Birmingham, AL	11 13.1 - 13.2 360 Adventure Collective Edinburgh Winter Expo Birmingham, AL	12 13.2 - 13.3 360 Adventure Collective Edinburgh Winter Expo Birmingham, AL	13 13.3 - 13.4 360 Adventure Collective Edinburgh Winter Expo Birmingham, AL	14 13.4 - 13.5 360 Adventure Collective Edinburgh Winter Expo Birmingham, AL
15 13.5 - 13.6 360 Adventure Collective Edinburgh Winter Expo Birmingham, AL	16 13.6 - 13.7 360 Adventure Collective Edinburgh Winter Expo Birmingham, AL	17 13.7 - 13.8 360 Adventure Collective Edinburgh Winter Expo Birmingham, AL	18 13.8 - 13.9 360 Adventure Collective Edinburgh Winter Expo Birmingham, AL	19 13.9 - 14.0 360 Adventure Collective Edinburgh Winter Expo Birmingham, AL	20 14.0 - 14.1 360 Adventure Collective Edinburgh Winter Expo Birmingham, AL	21 14.1 - 14.2 360 Adventure Collective Edinburgh Winter Expo Birmingham, AL
22 14.2 - 14.3 360 Adventure Collective Edinburgh Winter Expo Birmingham, AL	23 14.3 - 14.4 360 Adventure Collective Edinburgh Winter Expo Birmingham, AL	24 14.4 - 14.5 360 Adventure Collective Edinburgh Winter Expo Birmingham, AL	25 14.5 - 14.6 360 Adventure Collective Edinburgh Winter Expo Birmingham, AL	26 14.6 - 14.7 360 Adventure Collective Edinburgh Winter Expo Birmingham, AL	27 14.7 - 14.8 360 Adventure Collective Edinburgh Winter Expo Birmingham, AL	28 14.8 - 14.9 360 Adventure Collective Edinburgh Winter Expo Birmingham, AL
29 14.9 - 15.0 360 Adventure Collective Edinburgh Winter Expo Birmingham, AL	30 15.0 - 15.1 360 Adventure Collective Edinburgh Winter Expo Birmingham, AL	31 15.1 - 15.2 360 Adventure Collective Edinburgh Winter Expo Birmingham, AL				

MARCH 2020

S	M	T	W	TH	F	S
01	02	03	04	05	06	07
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22	23	24	25	26	27	28
29	30	31				

March 1-7	SIA Member Trade Mission#2 China
March 10-12	WWSRA Northern California Post Show Reno, NV

APRIL 2020

S	M	T	W	TH	F	S
			01	02	03	04
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26	27	28	29	30		

April 12	Easter
April 22	Earth Day

MAY 2020

S	M	T	W	TH	F	S
03	04	05	06	07	08	09
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17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

May 4-7	NSAA National Convention & Trade Show Amelia Island, FL
May 10	Mother's Day
May 18	Victoria Day (Canada)
May 25	Memorial Day

JUNE 2020

S	M	T	W	TH	F	S
	01	02	03	04	05	06
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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

June 2-4	WISRA Rocky Mountain Summer Show Denver, CO
June 2-4	Montana Summer Show <i>Bismarck, MT</i>
June 8-10	WISRA Intercontinental Summer Show Salt Lake City, UT
June 8-11	WISRA Northwest Summer Show Portland, OR
June 9-11	MRA Lansing June Market <i>Lansing, MI</i>
June 12-15	Grassroots Connect <i>Nashville, TN</i>
June 14-16	Sports, Inc. Summer Team Show Nashville, TN
June 15-18	360 Adventure Collective Southeast Summer Expo Greenville, SC
June 16-19	360 Adventure Collective New England Summer Expo <i>Manchester, NH</i>
June 16-19	California Outdoor Sports Show Sacramento, CA
June 21	Father's Day
June 22-25	Outdoor Retailer Sports Show <i>Denver, CO</i>

JULY 2020

S	M	T	W	TH	F	S
			01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

July 7-9	360 Adventure Collective Alabama Summer Expo <i>Birmingham, AL</i>
July 8-9	360 Adventure Collective Mid-Atlantic Summer Market <i>Ellicott City, MD</i>
July 27-29	360 Adventure Collective New England Summer & Paddlesports <i>Sturbridge, MA</i>

AUGUST 2020

M	T	W	TH	F	S	S
02	03	04	05	06	07	01
09	10	11	12	13	14	08
16	17	18	19	20	21	22
23/30	24	25	26	27	28	29

August 2-5	ASD Show Las Vegas, NV
August 3-5	360 Adventure Collective Southeast Summer Paddlesports Greenville, SC
August 16-18	Mid-States Distributing - The Rendezvous Minneapolis, MN
August 16-18	Sports Inc. Fall Outdoor Show Indianapolis, IN
August 19-23	NBS Fall Semi-Annual Market