



An annual service to skiing since 1963.

C/o Calgary Ski Club, 111, 5809 Macleod Trail S., Calgary, Alberta, T2M 0C2

CSC-CSPS New & Used Ski Sale 2011

Booth Rental

The 2011 Calgary New & Used Ski Sale, the 49th Annual, will be held at Max Bell Centre from Oct. 19 to 23.

We will have room for up to eight booths in the high traffic area near our entrance and exit areas. *Every* visitor files by these booths on their way to cash tills. Power is available.

Since we left the Ski Show in 1996, *our* attendance and sales have more than doubled due to low costs and free parking.

In the past few years, 10,000+ items have been consigned annually with a value above \$1 million. Sales increased to the 2010 record of \$630,000. As much as 75% of goods consigned sell, up from 65% in 2006. Importantly for booth renters, we average more than 6,500 visitors.

Many of our patrons are beginners, some intermediates trading up, while others are advanced, buying “rock skis” or brand new skis at bargain prices. XC ski sales are about 10% of our sales.

Our patrons come to buy, not window-shop. At least half of our visitors make purchases, which average more than \$102 per customer. They are stoked about the upcoming season.

A Calgary New & Used Ski Sale booth gives your ski area or organization the best opportunity to meet these highly-motivated purchasers and market your ski area, your ski school, ski host programs for new skiers - and many other programs.

We're also happy to accept ski equipment and clothing from your retail/rental shops for consignment.

The Calgary New & Used Ski Sale offers the perfect chance for ski schools to sell services to our satisfied customers and highlights the availability in Calgary of a breeder-feeder ski area operation.

We work together with DH and XC ski areas and ski organizations to promote the sport and sell to a large group of enthusiastic buyers. We can help obtain surveys along with offering a presence at our event. Let us hear your ideas.

Booth details:

Set-up: 10 a.m. to 4 p.m. Fri., Oct. 21.
We may be able to arrange other times – please call.

Removal: 3:30 p.m. Sunday, Oct. 23.

Cost: \$1,000 + GST per booth **payable on set-up.**

Free to *selected* non-profit ski clubs/assoc. **but...**you must publicize our all-volunteer Ski Sale to your members and via your website, and a link to the Ski Sale website

More info on Booth Rentals:

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Public Info: www.skisale.ca
Tel: 403-282-4122 (24 Hrs.)