



An annual service to skiing since 1963.

C/o Calgary Ski Club, 111, 5809 Macleod Trail S., Calgary, Alberta, T2H 0J9

2011 CSC - CSPS New & Used Ski Sale

The 49th Annual Calgary New & Used Ski Sale is set for Oct. 19 to 23 at the Max Bell Centre, at Memorial Dr. & Barlow Tr. S.E.

In recent years, more than 10,000 items have been consigned with a value over \$1 million. As much as 75 per cent of stock sold. Where else can you sell this much inventory in just three days when the price is right?

Now, we've invested heavily in hardware, software and systems to make the 2011 sale **the biggest and best ever.**

Retailers will be contacted in late September by volunteers from the **Calgary Ski Club, Canadian Ski Patrol System** and the **Lake Louise Ski Club**. The Ski Sale operates with the valued support of Calgary and Banff area ski shops and ski areas.

- **Many customers are beginners.**
- **Many are families.**
- **Some are intermediate skiers trading up.**
- **Everybody loves a bargain!**

The Ski Sale raises funds for the not-for-profit clubs involved, helping to promote skiing and boarding. **Our club volunteers allow us to offer a low sales commission for shops – just 20% of the sale price plus a \$2-per-item registration fee.**

We encourage consignors to participate in Sunday's Half-Price Sale to further convert inventory into dollars. **Over 60% of these items sell.**

- Unsold gear can be reclaimed by consignors or donated to worthy charities.
- We have space for up to eight, 10' by 10' booths in high-traffic zones.

Public Info: www.skisale.ca

Tel: 403-282-4122 (24 hrs.)

Highlights for 2011:

- We've invested thousands of dollars in software, hardware and equipment to make consignment, sales and returns smoother and more efficient.
- All goods will be bar-coded, improving inventory control and speeding purchases.
- We've "borrowed" good ideas from large swaps in Ontario and Vancouver to help with floor set-up and consignment.
- We revamped our internal organization to better focus our efforts and energize the sale.
- We are now active in social media to tap potential new customers.
- We offer a huge selection – 10,000+ items – under one roof, with highly motivated buyers.
- We have built record crowds, record consignment, record sales, and up to 75% of goods sold.

Sales growth in recent years:

- Since 1996 we have doubled attendance and sales and tripled profits thanks to lower costs and free public parking.
- Sales have seen steady growth since 1996 to more than \$630,000 in 2010.
- Sales per visitor was \$103 in 2010. It ranged from \$85 to \$99 over the previous five years.

Sale dates and times:

Shop & Public Consignment

Wed. Oct. 19 - 5:30 p.m. to 10 p.m.

Thurs., Oct. 20 - 5:30 p.m. to 10 p.m.

Giant Sale:

Fri., Oct. 21 - 5 p.m. to 9 p.m.

Sat., Oct. 22 - 11 a.m. to 5 p.m.

Sunday, Oct. 23 - 11 a.m. to 3 p.m.

Shop & Public Reclaiming:

Sunday, Oct. 23 - 7:30 p.m. to 9 p.m.

How to Consign Sale Goods

Please contact Ski Sale reps listed below.
We MUST hear from you by Sept. 30.

Please provide:

- The number and type of items your shop will consign.
- How many items are full price?
- How many half price on Sunday?
- A reliable email address.

Our reps will arrange a time for delivery of your items, either on Wed. or Thurs. evening, Oct. 19 or 20. Consignment kits will be sent by Oct. 1, with instructions, formatted blank inventory spreadsheets, bar-coded tags with security number strips, bales, etc. Our reps are happy to answer questions about tagging, pricing procedures and the Half-Price Sale.

We *really* value your help, too:

- Experience shows shops providing their own sales personnel outperform others - although we expect advice to be non-partisan.
- Our volunteers pack up consigners' unsold goods on Sunday. Bringing your staff to assist helps ensure it's done the way you like it.

2011 Sale contacts

For info about the Ski Sale, contact:

Shop Consignment:

Bob Taylor - Tel. 403-384-5089

Email: shopconsignment@skisale.ca

Jim Zaback -Tel: 403-836-1109

Email: shopconsignment@skisale.ca

Ski Sale Director:

Alasdair Fergusson - Tel: 403- 289-0386

Fax: 403-289-6880

Email: skisale@calgaryskiclub.org

Public Info: www.skisale.ca

Telephone: 403-282-4122 (24 Hrs.)

About Our Partners in the New & Used Ski Sale

The **Calgary Ski Club (CSC)** started the New & Used Ski Sale in 1963. In 1968, the **Canadian Ski Patrol System (CSPS)** became a partner. The **Lake Louise Ski Club (LLSC)** joined in 1971.

The Ski Sale is the largest all-volunteer ski swap and No. 2 overall in Canada. We offer more than \$1 million in inventory. We do a year's business for a small ski shop in five days with 300+ volunteers.

Our goals are to boost your sales and give our customers a rewarding, pleasant shopping experience. We're always looking for ways to improve the sale. We welcome suggestions.

What's Hot & What's Not

Abundant good quality and value-priced goods pushed sales to record levels for each of the past five years. Well-priced items sell. Period.

Higher-priced items have less appeal, as shoppers compare prices on the racks with well-known outfitters in Calgary. DH skis are perennial best-sellers.

In 2008, XC ski gear sales jumped as shops brought rental gear at good prices. More XC ski gear would be appreciated.

We don't accept straight DH, old wooden XC skis or old three-pin XC bindings.

Customers are often beginners or intermediate skiers or families more interested in good buys than the latest technology. Most are looking for a bargain, and shops that deliver this have better results. Many of these shops sold 75% to 98% of their consigned goods.

If you want to sell lots of stock, please price accordingly.

Thank you for supporting Canada's oldest and largest all-volunteer New & Used Ski Sale. Proceeds go directly back into snow sports in the Calgary community.