

Boston Globe Ski & Snowboard Expo

November 11-14th – Seaport World Trade Center

BEWI Productions

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NEW Venue, Dates & Times **Same Great Event!**

WHAT: The 29th annual Boston Globe Ski and Snowboard Expo moves to Nov. 11-14th (the weekend before our usual dates) and into the Seaport World Trade Center. This year, and we plan for the foreseeable future, to be staging our Expo at Boston's Seaport World Trade Center located on the waterfront, in the Seaport District, close to downtown Boston - Visit [seaportboston](http://seaportboston.com) for more information on this super venue. The move to the World Trade Center will result in the Expo occurring, for this year at least, a week earlier than our normal, pre-Thanksgiving weekend; specifically in 2010 the Boston Globe Ski & Snowboard Expo will occur over the weekend of November 11th - 14th. With the move downtown, and the fact that opening day, Thursday, November 11th, is a holiday (Veterans Day), we have adjusted the Expo's opening hours: specifically on Thursday, the 11th, the show will be open from Noon until 10pm; Friday, the 12th, we'll be open from 3pm (an hour earlier than past years) to 10pm; Saturday and Sunday's hours will be the same as past years (10am-8pm and 10am - 6pm, respectively).

Of course, the other question we've been asked repeatedly (to say the least!) has been who's going to be our retailer at this year's Expo? (Asked, again in greater frequency, since Ski Market's bankruptcy filing, and subsequent liquidation, occurred this winter) The answer? Well, we don't have one yet, but should soon. We are in the process of doing our "due diligence" - undertaking discussions with a number of interested retailers from throughout New England who have approached us since the demise of Ski Market (which, in our eyes, was a sad situation since it marked an end of a 40 year era when Ski Market was, by far, New England's premier Ski & Snowboard retailer). We anticipate a smooth transition of this most vital component of the expo - the support within the SnowSports community, both from manufactures as well as resorts, worldwide, for the Expo, and it's importance to the New England marketplace is very gratifying to us. We take that support as a mandate to do the right thing to keep the Expo strong and viable as New England's premier pre-season event for manufacturers, resorts, and sponsors, as well as, most importantly, skiers and snowboarders throughout New England.

WHERE: Seaport World Trade Center, 1 Seaport Lane Boston seaportboston.com

WHEN: Thurs. Nov. 11th Noon-10pm, Fri. Nov. 12th 3-10pm, Sat., Nov. 13th 10 a.m.-8pm, Sun. Nov. 14th 10-6pm.

ADMISSION: \$12 onsite (cash only), kids up to age 12 are FREE.

Purchase tickets online at www.skisnowboardexpo.com. Download a \$2 discount coupon at www.OnTheSnow.com, find a promo code on Twitter or Facebook and purchase a ticket for \$10 online or at the door. Additional \$2 off coupons can be found in the Boston Globe. For other savings, deals and schedule updates, follow the expo on Twitter @SkiSnowExpo or like the Expo on Facebook www.facebook.com/SkiSnowboardExpos.

EXPO HIGHLIGHTS:

The annual Boston Globe Ski & Snowboard Expo encompasses all that makes skiing and riding enthusiasts passionate about their sports. It remains the region's largest ski and snowboard sale, with thousands of the best buys in equipment, winter wear, and accessories on site during the four-day expo. Resorts around the globe offer their best preseason savings on winter vacation packages, lift tickets and season passes. Live acts, interactive exhibits, and ongoing giveaways provide Expo visitors with non-stop entertainment. It is, as we've said for many years, a World's Fair of winter fun and value - and now it will continue in its new home in one of Boston's premier exhibition Centers, The Seaport World Trade Center.