

Exhibition Centre Liverpool • 6–8 January 2026
slideotswinter.co.uk

QUOTES

ORGANISERS

“Slide & OTS Winter 2026 has been a brilliant show, and the response from both exhibitors and visitors has been extremely positive. The move to Liverpool and the refreshed branding has really elevated the experience. The updated networking events have been very well received – the SIGB sustainability workshop at the show’s Sustainability Breakfast was praised by attendees. We had record number of Award entries and a packed room at the Networking Event and SIGB AGM and most importantly, business was being done at the show floor. As organisers, that is exactly what we want to deliver: a platform that works for everyone involved. We are proud to work with SIGB to support the industry, to work with SIGB to provide a strong platform for the industry to network and do business, and we look forward to start planning for 2027.” - **Marta Williams, Managing Director, MCS PR Events, Organisers of Slide & OTS Winter**

EXHIBITORS

“It was a pleasure to exhibit at Slide & OTS 2026! The relocation from Telford brought a refreshing energy, creating a vibrant atmosphere that really stood out. Liverpool exhibition centres commitment to carbon-neutral practices added an extra layer, making the whole experience even more rewarding.”
– **Jason Summerfield, Owner/Director, Syndicate Brands Partnership.**

“So delighted with the first Slide & OTS Winter show in Liverpool. It was a super show for Artilect, Keen, Sherpa Adventure Gear and Schöffel Ski, seeing a variety of customers from key accounts to independent retailers. Also happy to see new customers visit the booth, who have not attended before and who were keen to do business. Being in the centre of Liverpool was very efficient in terms of costs too thanks to the variety of hotel options in the city. Lastly the additional activities and events including the OIA & SIGB Women’s Network panel discussion, morning run groups, SIGB AGM, industry awards and sustainability breakfast and workshop were all well received and greatly appreciated.” – **Sonia Prior, Sales Director, Bradshaw Taylor**

“Exhibiting at Slide & OTS Winter 2026 for the first time was a fantastic experience for us. The show provided a perfect opportunity to start conversations with our retail partners early in the year and share what is new across our range. We also really valued meeting new customers and building fresh connections that will help shape the year ahead.” – **Tom Sullivan, Exhibitions Coordinator & PR Executive, Burton McCall**

“Refreshing change to have the show at Liverpool this year! Not to mention a fantastic turn out from retailers and media. Looking forward to 2027 already.” - **Andy Collin, Owner, Black Peak Trading**

“It was great to be back at Slide & OTS Winter after a year out, it has been incredibly valuable for us to be able to present the AW26 Sweet Protection collection along with our other new brands; Sigg, EVOC and Bivo. Thank you to everyone who stopped by” - **Tony Vickers, Head of Brands, ZyroFisher**

“Fantastic show! Really pleased that the move from Telford to Liverpool has resulted in such a positive increase in visitor and exhibitors.” – **Tord Nilson, Marketing Manager, Superfeet, Stance, MDV, Level and Northern Sales & Marketing – Halti**

"This has been our busiest Slide & OTS Winter so far, the move to Liverpool seems to have been a great success. We have had productive meetings with many of our key accounts, independent customers, distributors and brand partners throughout the show. It was also great to feel lots of passion and positivity from the outdoor and ski community. The organising team have done a great job of putting the event together and engaging with us as exhibitors." – **Sabrina Hammad, Global Marketing Communications Executive, Nikwax**

"Slide & OTS Winter 2026 has been a great success for Ultra Sport, and we're even picking up new accounts which was unexpected. Quality of visitors is just what we need and it's great to see old and new faces alike." - **Neil Staples, Sales Director, Ultra Sport**

"This was our first time attending the Slide & OTS Winter trade show with Primus-Silva, and it has been very beneficial. The show was very well attended by customers from the UK and Ireland, and we have gained new accounts. It is also a great networking opportunity. We will be back next year." - **Neil Yoxall, Sales Manager, Primus-Silva**

"The location just works! It creates a relaxed, friendly environment that is conducive to business. It is a great venue with beautiful views, and the infrastructure is excellent, with plenty of hotels and restaurants. The new venue layout is perfect — the low-level stands work incredibly well, creating a cosy, open feel and making it easy to navigate around. As for the show itself, it has been a great success for us. Big thumbs up from all the team!" - **Sam Fernando, Sales Director, Keela**

"Slide & OTS Winter 2026 has been super well organised, friendly and a very welcoming show as a new exhibitor. The conversations and connections made over the three days have been really valuable, with new retailer partners and orders as proof." - **Ronnie Legg, Founder, Vertura**

"Peak Performance showing for the first time at Slide & OTS Winter has been a great success. Lots of existing and new customers stopping by. We will be booking for OTS shortly and back for Slide & OTS Winter 2027 even bigger." - **James Maslin, UK and Ireland Sales, Peak Performance**

"Thank you to MCS for organising the newly relocated Slide & OTS Winter and helping Grangers to kick off 2026 successfully. It was fantastic to start the year, catching up with our amazing existing retailers and brand partners and kickstarting new partnerships to start the year off with a bang." - **Natasha Barwell-Jones, Director of Marketing, Grangers**

"Loving Liverpool! It might be a long way from Suffolk but its worth it! Liverpool Exhibition Centre is an easy venue to access, hotels are nearby, great selection of restaurants and scenic views across the water and it all came with a positive show vibe, a great place to celebrate 50 years in the industry! Thank you SIGB!" – **Fiona Manby, Owner, Manbi International Sportswear**

"The Rossignol and Bollé team thoroughly enjoyed this year's Slide & OTS Winter show, the event proving once again to be pivotal for the industry, bringing together the best brands and retailers in the UK to preview winter 26/27. The relocation to Liverpool injected a fresh energy – both by day and evening to the show, with the venue's sustainability credentials and travel links a welcome addition for all. Thanks to SIGB and MCS for organising another great show!" - **Rob Birrell, Managing Director, AMG Group**

VISITORS

"It was a real pleasure to attend Slide & OTS Winter. I have been coming to OTS in Liverpool in June for a couple of years now, so the venue was not new to me, but the atmosphere and overall quality were excellent. I had some really interesting meetings and exchanges with a wide range of suppliers from across the industry. It is always valuable to bring together the key players in the market to discuss upcoming seasons and identify the best opportunities ahead. Thanks again for the smooth organisation, as always." **Guillaume Leporte, UK Commercial Leader, Mountain & Outdoors, Decathlon UK**

"Slide & OTS Liverpool Winter 2026 lived up to all expectations—an impressive showcase of fantastic brands, perfectly curated and set against the stunning waterfront backdrop. A truly valuable event for the industry. Thank you!" - **Michael Ashcroft, Director Premium Brands, Debenhams**

"Great show with more to see and work with...well worth the trip." - **Dylan Jones, Director, Crib Goch Outdoor**

"Slide & OTS Winter is the one stop shop for us to get our buying done, the format allows us to spend two and half focused days seeing all the brands we stock where we can compare and contrast products in the same location which helps massively with ranging. The new location at the Liverpool Exhibition Centre had a great buzz about it and so much more choice of hotels and eateries locally than in the past." – **Colin Martin, Managing Director, Solutions 4 Feet**

"Slide & OTS Winter is always a great show, giving me an efficient way to do business at what is always an incredibly busy time of year. The move to Liverpool and the new venue freshened things up nicely." – **Steve Wells, Operations Manager, Ellis Brigham**

"As a Liverpool-based outdoor retailer, we had a great experience at Slide & OTS Winter 2026. It was brilliant to see both new and established brands showing just how innovative and sustainability-focused the outdoor industry still is. The show was a really good chance to catch up, strengthen relationships and make new connections, and Liverpool is a great city to host it." **James McLean, Adapt Outdoors**

"The Slide & OTS Winter trade show is vital for the work I do, allowing me to see a mass of brands, existing and new, all in one location. It is an exceptionally efficient use of time, and critical for planning the products I, and my fellow testers, will test at Slide on Snow a couple of weeks later. The venue at Liverpool worked superbly well and has plenty of accommodation and evening eating options within a short walk." – **Al Morgan, Ski Gear Editor, Fall Line Magazine/Ski Kit Info/Telegraph**

"Slide & OTS Winter is the perfect opportunity to get a head start on next season's gear, exploring what is new, what is exciting, and what is selling amongst retailers and wholesalers. It also provides a unique and valuable insight into the state of the UK's snowsports retail sector. The recent move of the show to Liverpool is exciting, and I am looking forward to seeing the show evolve and grow over the coming years." – **Henry John, On-Snow Services Manager, Ski Club of Great Britain**

"Attending Slide & OTS Winter is always an enjoyable experience, not only because we are getting the opportunity to see firsthand brand-new products for next season, but also because it is the majority of the UK Outdoor and Snowsport Industry at one event. It is a great opportunity to network with like-minded individuals, and the organised events, such as the early morning runs are a fun addition. A refresh for Slide & OTS Winter this year at Liverpool was good considering it is a bigger venue and more

brands had attended. Just wish i had more time!" - Jess Spanton, Store Assistant Manager/Ski Department Manager, Snowfit