

Super Show's New Interactive Products Area Builds Momentum

Super Show/20-03 Announces a "Groundbreaking Departure" from Traditional New Product Areas. A "Cross Between Epcot and FAO Schwartz."

REPORT BY BARBARA AXELSON

January 20-22, 2003, at the Sands Expo Center/Venetian Convention Complex in Las Vegas, Super Show/20-03 will unveil The World of Sports Innovation, an interactive gallery of new products displayed without booths, aisles or hard wall (www.the-supershow.com). Part and parcel of the bustling Super Show/20-03, the World of Sports Innovation (WOSI) will feature 2,000 of the newest, most innovative sports and team equipment, fitness, sports apparel and footwear, licensed products and hundreds of other specialty sports categories in a 150,000+ square-foot interactive environment.

Although WOSI designers will control the presentation of products, "It will be their products, their marketing stories and their props," says Show Director Peter Haines of potential exhibitors who will participate at a cost beginning at \$4,000. That fee allows each exhibitor to showcase two innovative or new-to-market products (patent-pending or those that have never been in the marketplace). Additional products may be displayed for an extra \$1,500. Products may have been shown previously, but not sold, and innovative technologies must be unique to each exhibitor. The relatively low exhibitor pricing permits representation by even the smallest sports products manufacturers, says Haines.

In April, Haines, former president and CEO of Cybex International, joined the Super Show's organizer, Communications & Show Management, Inc. of North Miami. He says Super Show/20-03 has reached outside the booth to involve set designers rather than general contractors to work on the project. Part of the allure of the presentation is that no salespeople are present, although buyers can still see, touch, tug, and try on or try out. "We envision it looking like a cross between Epcot and FAO Schwartz," joked Haines. "The exhibitor decides how best to promote the marketing story." Direct Web links to the show floor also will be available.

Badge scanners will be available in each product area so that attendees can receive a print out of the products that interest them. Exhibitors will get contact information on all attendees who express interest in them. In addition, as attendees leave the WOSI area, they can print out a list of



Attendees register for Super Show 2002. The 2003 World of Sports Innovation will be located on the Transportation and Registration Level of the Sands Expo Center.

the products they liked, then visit the manufacturer in their Super Show booth, meeting room or via the Internet at the Cyber Café.

Among the stars in this project is Nike Inc. Gary DeStafano, president of Nike USA, says this is what the industry needs now. "This forum will allow the entire sports product and footwear industry to demonstrate its tremendous creativity and innovation. This is also a great opportunity to create greater share of mind for our industry."

Among companies planning to create interactive displays are Adidas, Asics, Century Sporting Goods, Cybex, Coleman, Everlast, Escalade, Fitness Quest, Franklin Sports, New Balance, Nordica, Prince, Puma, Reebok, Rollerblade, Russell, Sportcraft, The Nautilus Group and Wilson.

Approximately 50,000 to 60,000 attendees typically go through the show. Haines says 100 company presidents were targeted to tour The World of Sports Innovation and 50 percent of them have already committed to do so.

The overall Super Show will include thousands of companies in a traditional tradeshow setting, many of whom will complement the product lines they will be showcasing in the World of Sports Innovation. Private presentations, dedicated meeting rooms and live Internet events will be part of the mix.

"The buyers," says Haines, "are going to feel as if they've died and gone to sports heaven."

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