03/03/25

Dear ORA Exhibitors and Retailers,

The committee of the Snow and Outdoor Trade Association (SOTA trading as ORA) has been exploring new opportunities in relation to running future trade shows.

We have been in discussions with Snowsports Industries of Australia (SIA) and agree, pooling our resources and reduce duplications is in the best interest of both organisations and their members.

We are excited to announce that the combined trade show will be called the **2025 SIA Snow and Outdoor Trade Show** held in Canberra from 14th-16th Oct 2025.

The show will be run and administered by Lloyd Green (SIA Executive Officer), who has a long history in organising the SIA Trade Show in Canberra.

SIA is a not-for-profit association where 100% of the revenue benefits its members. Stand costs are heavily subsidised for SIA Members (SIA Member Floor space $47.50/sqm Non-Members $165/sqm).

Along with running the Trade Show, the SIA also hold an On-Snow and in resort mini expo for apparel & accessory brands as a lead up to the Canberra Trade Show (scheduled for Mt. Buller in August 2025 and Thredbo in 2026), social events in Sydney and Melbourne and numerous membership benefits for both SIA Wholesale Members (Full Members) and Retailers/Associate Members.

Current SOTA Members (those who exhibited at the last SOTA/ORA Show) will be offered SIA Full Membership provided they exhibit at this year’s upcoming Trade Show. The membership and joining fee will be paid by SOTA.

SOTA will then take the necessary steps as per the Rules of our Association to wind up and transfer remaining funds to the SIA.

Trade Show Exhibitor applications will be sent out Mid April by the SIA Office.

This new initiative brings upon us an exciting time for our industry and allows us to move securely into the future, with positives for both organisations.

For any SOTA-related enquiries please contact Andrew King at 0412 428 236 or Phil Endersbee 0419 321 521.

For any SIA related enquiries including Trade Show please contact Lloyd Green at [info@siaaustralia.com.au](mailto:info@siaaustralia.com.au) or phone 0418 1000 94.

We look forward to seeing, meeting, and doing great business in our Nation’s Capital in October or at one of the social events or the On-Snow event at Mt.Buller in August.

Regards

On behalf of the SOTA committee.

Phil Endersbee and Andrew King

[info@outdoorretailer.net.au](mailto:info@outdoorretailer.net.au)

**Outdoor Retailer Australia**

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