

EWSRA Board Keeps Winter Show Dates

Sporting Goods Business reported that after a lengthy conference call to discuss the recently announced change in the Outdoor Retailer show dates for 2016, the Eastern Winter Sports Reps Association (WSRA) board of directors voted unanimously to "stay the course" for the 2015-16 show schedule.

"Based on several factors, the board felt the best decision for our territory, our member reps and retailers was to keep our contracted show dates of January 5 to 7, 2016, at Harrah's Waterfront Conference Center," said Linda Irvin, EWSRA executive director. "In the mid-Atlantic territory, retail attendance at Winter OR has traditionally been very light. The January Calendar is already jam packed with trade shows. There was simply no other time frame for EWSRA to move to and not conflict with other existing shows. That along with the costs associated with a Sunday move-in at Harrah's, and the fact that Sunday is the tail end of the Christmas Holiday period and the New Year's Weekend, has led the board to determine that the mid-Atlantic regional rep show must stay the course."