

**Friday 23 April 2010 – 7.20 p.m.**

**SAM 2010 has come to an end, long live SAM 2012 which will be taking place in Grenoble on 25, 26 and 27 April 2012.**

Here are a few figures of the 2010 edition so you can judge the exhibition's excellent performance.

We had 13,500 visitors in 3 days (12,845 in 2008).

The exhibition surface area was bigger. It accounted for 37,400m<sup>2</sup> [over 402,570 sq.ft.] (34,000m<sup>2</sup> [365,973 sq.ft.] in 2008).

530 exhibitors and brands were present (500 in 2008).

We welcomed many foreign visitors and delegations and this in spite of the smoke and gas from a volcano which penalised us all.

161 accredited journalists came to SAM (national television, regional and local televisions, general press, economic press, and international and national specialised press).

22 colloquiums, conferences, meetings and events took place at the exhibition and world stars from the board-sport and mountain world came to bring their contribution – not to name all those who we were able to bump into on the Luc Alphand, Antoine Denériaz, Sandrine Aubert, Jean-Luc Crettier, Marc Batard, etc. stands

Last but not least, a very friendly atmosphere reigned during the 3 days in the Alpexpo alleys. Exhibitors and visitors' smile and good mood will permanently mark the 2010 edition.

Exhibitors created outstanding stands, full of optimism, strength and efficiency with professionalism and energy. From the smallest stand of 9m<sup>2</sup> (almost 97 sq.ft.) to the biggest one, creativity dominated and everyone was surprised and moved by the capacity to produce all the manufacturing innovations. The most important thing is naturally that the meeting met the professional people's expectations, was a genuine time for communicating and that the justifiable desire for visitors to trade was born. All the Alpexpo teams were mobilised for this success. More than ever, in the heart of the mountains, in Grenoble, SAM has proved it had all its meaning and place.

Thank you all the representatives, whether you are MPs, mayors or association chairmen, who have been particularly thoughtful for this SAM.

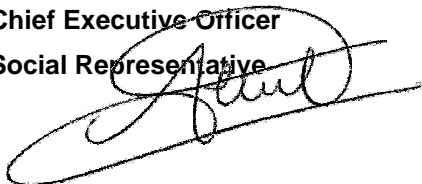
A special thank you to Mr Michel Destot, MP and Mayor for Grenoble, who, with all his parliamentary friends such as the Chief of Police, Albert Dupuy, did us the honour of putting a great deal into SAM and taking part in the 19<sup>th</sup> edition.

We'll meet up again in 2012 to live this essential, creative world event that generates wealth for the whole mountain world.

**Guy CHANAL**

Chief Executive Officer

Social Representative



\* : The figures given to you come from the UBIQUS computing counting, who is the expert in counting visitors in the biggest professional international fairs. This data is checked and certified by OJS, the *Office de Justification des Statistiques* (statistics justification office).

**SAM Organiser**