



En route for the next SAM: the international Mountain Equipment exhibition will take place from 23 to 25 April 2008 in Grenoble.

The 18th SAM (International Mountain Equipment Exhibition) will take place from 23 to 25 April 2008 at ALPEXPO-GRENOBLE / FRANCE. All the players in the mountain industry attend this biannual professional event. The 2008 edition will enable the SAM to confirm its leadership in the field of trade fairs catering for equipment for ski resorts and aerial cableways, with a more significant presence of summer mountain equipment exhibitors this year.

As a major international mountain equipment event, the SAM is essentially a remarkable technological showroom in which to discover the latest products and all the services designed and developed by the players in the field. Many sectors exhibit here: ski-lift facilities and equipment, equipment for snow clearance and winter road serviceability, safety and rescue equipment, water and waste management, land-use planning and maintenance, urbanism, sports, games and leisure equipment, multimedia and communication... with the majority also increasingly incorporating the principle of sustainable development and energy control in the widest sense of the term.

The SAM is also a major industry gathering which encourages inter-State cooperation. As a forum for discussion and a meeting-place, seminars and conferences on topical issues take place throughout the exhibition. The whole profession looks forward to these meetings.

More than 480 companies and brands will attend, 52 countries will be represented and almost 12,000 visitors from all over the world are expected.

To keep up-to-date with the latest news, view a list of all the exhibitors, or find an innovative product before the SAM opens: **log-on to the www.sam-grenoble.com website.**