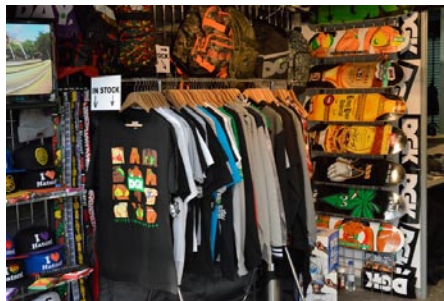


The Ledge 2013



The Ledge will once again return to London Olympia for three days of world-class brands and action packed entertainment.

With a fantastic selection of brands, a killer mini ramp competition and an exceptional Streetwear Village, The Ledge continues to support the Action Sports and Streetwear industry providing a show that the UK has needed for years.

A well established and legitimate show, The Ledge offers a platform for over 200 action sport and streetwear brands to come together under one, iconic roof at Olympia Exhibition Centre in central London. Easily accessible and purpose built, Olympia is a prestigious venue offering a smooth and effective experience for exhibitors and buyers alike.

Taking place Sunday 1st – Tuesday 3rd of September, The Ledge's trade show floor will once again boast the who's who of the streetwear, skate and lifestyle industry with UK and international buyers descending in their droves to view the extensive selection of brands on offer. Guided and advised by action sport and streetwear industry experts, the Ledge is tailored to the exact needs of the brands and retailers, frequently adapting to exhibitor feedback to insure the show continues to improve and develop year after year. This September, The Ledge has extensive development plans up its sleeves including plans for the much-loved mini ramp competition and the introduction of the UK Mini Ramp Championship to the show. Stay tuned for further news. With an experienced and committed team behind it and close industry and organiser co-operation, this outstanding show is unique in its sole focus on the action sports and lifestyle industry insuring exceptional business-to-business results are achieved by all. This valued industry/organiser partnership is reflected in the recognition and

support from some of action sports most influential media players including Sidewalk, Cooler, MOTO, rideukBMX, Surfers Path, Boardsport Source, Staf, Sport & Street, Transworld Biz and KIT to name a few.

Tailoring to the individual needs of each exhibitor, The Ledge supports a range of budgets and offers a variety of stand options. This gives up and coming brands the opportunity to exhibit and in turn offers a diverse brand list for buyers to view. This season The Ledge introduces the new Mini New-Brand Launch Stalls to sit alongside Ez-up options, Mini Action Sport Stalls, Shell Scheme Stands and Streetwear Stalls giving exhibitors the flexibility to dress their stand to suit individual brand images.

For companies looking for international business, The Ledge runs concurrently and is co-located with the LondonEdge show, an added bonus that has already benefited a significant amount of Ledge exhibitors.

The phenomenal brand list, exceptional entertainment and organiser hands on approach guarantees that The Ledge will be a trade show like no other.

Matt Law: Show Director:

"The Ledge has continued to grow season on season and boasts a platform of solid action sports and streetwear brands. The Ledge is backed once again by an array of leading publications including Factory Media, which is Europe's leading action sports publishing house. I feel that this kind of direct support really helps to legitimise what Ledge is about and shows its true core roots that we focus on within the industry from the ground up. We continually listen to our supporting brands and this September we have once again adapted the show to suit the needs of the industry. This is what The Ledge is really about, we are not just a start up show to try and manufacture a show within

an industry we do not understand or claim to invent the wheel like so many before and now. We have proven over the last two years that we have a solid foundation and proven success by the way of growth and the key brands involved. We are here to support the industry, listen to the needs of the brands and adapt at short notice to deliver, which is why The Ledge has been regarded as the only show of its kind in the UK that ticks all the boxes. No one else can really claim to do what we do For Our Industry, By Our Industry. Supporting Our Industry. We have the right industry people with over 20 years experience involved behind the scenes, great brands onboard and great industry and publication support. We are legit, which is what counts in today's market, as you know what you are getting."

**1st-3rd September 2013,
The Ledge, The National Hall, Olympia,
Hammersmith Road, London, W14 8UX
Web: www.theledgeshow.com**

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