



2014 PR/MARKETING TOOLKIT

August 6 - 9, 2014 | Salt Palace Convention Center | Salt Lake City, UT

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Dear Outdoor Retailer Summer Market Exhibitor,

In an effort to provide you tools and support for a successful Summer Market, we have developed a PR/Marketing Toolkit. The tips and information in this toolkit will help you generate maximum visibility for your brand(s) before, during and after the show, and features suggestions to help drive media and attendee traffic to your booth.

Last Summer Market welcomed close to 650 media ranging from consumer outdoor recreation to national business news—there to cover the product launches, new trends, spotlight industry leaders and report on the overall industry and its accomplishments.

Both experienced tradeshow veterans and first-time exhibitors at Outdoor Retailer will benefit from the ideas within this tool kit. Important deadlines, online resources, and opportunities to extend your exposure are detailed within.

If you have any questions regarding the PR and marketing opportunities outlined in this tool kit, please email me at kate.lowery@emeraldexpo.com or call me directly at (949) 226-5779. I will be happy to help.

Have a great show!



Kate Lowery

Outdoor Retailer Show

Director of Communications and Public Relations

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I. PR CHECKLIST WITH DEADLINES AND QUICK TIPS

Details about these checklist items are discussed in the following pages.

- Send O.R. Daily **general editorial pitches** to SNEWS editors at ordailynews@snewsnet.com. Press materials will be accepted through the show; however, early submissions are more likely to be included.
- For inclusion in the O.R. Daily **New Product Gallery**, please fill out the detailed [submission form](#) no later than **Friday, June 20, 2014**. Products submitted after the deadline or not submitted according to text and photo guidelines will not be considered. [See details on page 9 - 10.](#)
- To request a copy of the **pre-registered media list** email Kate Lowery at kate.lowery@emeraldexpo.com. The list will be available beginning mid-June. Use this list to make **appointments with the media** via email, telephone and postcard; follow up after the show.
- Brand new/first time exhibitors to Summer Market 2014 should email dclucas@aimmedia.com by **Friday, June 27, 2014** requesting a [New Exhibitor Profile Submission Form](#), to be considered for exclusive, first-show coverage opportunities.
- Review your free, pre-uploaded **Exhibitor Listing/Online Profile** using the online [Show Planner](#) system by **Wednesday, June 4, 2014** to ensure it is accurate for the printed **Outdoor Retailer Summer Market Show Directory**. Information about how to log in and revise your exhibitor listing is on [page 7](#) of this document.
- Submit information about your **tradeshow events** (press conferences, celebrity appearances, autograph signings, prize drawings, contests, giveaways, happy hours, etc.) to the O.R. Daily [Schedule of Events online form](#) no later than **Friday, July 18, 2014**. [See details on page 9.](#)
- Use Twitter to promote your company news relevant to Summer Market by including the **hash tag #ORshow** in your Tweets. Follow [@OutdoorRetailer](#) for the latest industry buzz from the show director, Kenji Haroutunian, and the rest of the OR crew. Join the **OR Facebook Fan Page** to exchange information with the more than **16,000** members of OR's Facebook community.
- Create an electronic press kit to upload to your [exhibitor profile on outdoorretailer.com](#) any time leading up to, during and post show. Also, **drop off one hard copy of the press kit** at the Outdoor Retailer Press Room (Meeting Room 254B). [See details on page 8 - 9.](#)

II. MEDIA RELATIONS

Request the list of pre-registered media. The pre-registered media list includes contact information for journalists who plan on attending the show. The on hand journalists include a variety of editors and writers representing trade, consumer and business publications, both endemic and nonendemic. Please request a copy of the list by sending an email to kate.lowery@emeraldexpo.com. The list will be made available to exhibiting brands and their PR agencies only. If you are a PR agency requesting the list, please indicate the company or brand you are representing. A preliminary list of pre-registered media for Outdoor Retailer Summer Market **will be available mid-June**. (This list will only be sent via email.)

To comply with federal anti-spam laws, this list will be sent in an Excel document and will include contact information for members of the press who have “opted in” to receive exhibitor news releases and pitches leading up to the show. Some editors may choose not to provide an email address, but the list will include snail-mail addresses, so you can send press releases or invite-postcards (plan ahead so your mailing will get there before the show). The list also includes individual journalist’s interest categories to help you determine which media are most relevant to your company news. Please contact each member of the media on an individual basis regarding meetings at the show and **do not blast press releases out to the entire list**.

Get to know the media. An editor or producer will be much more receptive to your story idea if it looks like you have done your homework and know what he/she typically covers. Look at each media outlet you are pitching to make sure it is appropriate for your product, see what the editor writes about and make sure he or she is the appropriate contact. If you don’t have a PR firm or an internal PR manager (in small companies, we know everyone wears many hats), you may want to hire an agency or a freelancer to help build your media list and write and distribute your press releases.

Communicate with the media before the show. If you have a list of media contacts with whom you regularly communicate, you should send them an email pitch about the product(s) you will launch at the show. Make sure to explain how the products being launched are newsworthy and provide them with all the information they need to cover the story. We suggest contacting them three weeks or more before the show to schedule a booth appointment, as the majority of media book appointments beforehand. Don’t forget to tell them which area of the Salt Palace Convention Center you’ll be in and your booth number. **NOTE:** Whether it’s your first time exhibiting with Outdoor Retailer or you have exhibited in the past, be sure to submit your company news and product information to the editors of **O.R. Daily**.

Have digital images of your new products. Emailing media low-res digital images (72 DPI files won’t bog down email systems) of one or two of your hottest new products is a great way to encourage media to make booth appointments. If the editor or journalist is interested in covering the product, he or she will ask for a hi-res image (300 DPI files).

Set up and confirm media appointments. Many exhibitors book one-on-one appointments with media at their booths. Media is not allowed on the show floor outside of show hours: Wednesday - Friday 9:00 a.m. - 6:00 p.m., Saturday 9:00 a.m. - 3:00 p.m. Here is advice on how to do that:

- Once you have the list of pre-registered media, start contacting individual media likely to be interested in your products three weeks or more before the show.
- Have your 15-second pitch ready – who you are, what sets you apart, what distinctive new styles they’ll see, and why they should carve out time to visit your booth.
- Not all media attending Outdoor Retailer will pre-register, so if you already have a target media list, cross-reference it with the most recent Summer Market list. **(If there is media you would like to attend, contact *Kate Lowery* and provide their contact information to be added to the OR Media Pitch List.)**

(II. Media Relations continued)

- Many media won't book appointments at all, but say they'll try to stop by. (Again, make sure you mention what area of the show floor you'll be in and your booth number.)
- When you have scheduled appointments with editors or producers, send a confirmation email to them two to three days before the show and be sure to include your name, booth number, booth location, your cell number and the day and time that you have agreed to meet. (Try to get their cell numbers as well, in case they don't show up or you need to reach them.)
- Be sure to allow at least 30 minutes for each booth appointment and do not double-book. These appointments should be a time for you to meet with the media one-on-one so each can experience a personalized review of your line and, in turn, you can learn what products interest them. This will go a long way in developing productive relationships with media. Some editors may only need 15 minutes per meeting.
- Be prepared for no-shows and media showing up late. This is just the nature of this well-attended show, as there is so much to see and everyone is very busy.

Prepare your booth staff for interviews with the media. Each person who is authorized to speak to the media on behalf of your company should be prepared for media interviews and know your product line inside and out. Your representatives should be friendly, confident, enthusiastic, well-spoken and well-educated about your brand. Ideally, they should not be distracted with advertising or sales appointments or other responsibilities in the booth. A journalist's time is precious at a show of this size, so make the most of it. It is a good idea to develop talking points for your spokespeople so they know what messages are most important to get across in a limited amount of time. We recommend that you focus on the benefits of your products in your discussions with the media.

Know the official Outdoor Retailer camera policy. Be sure that you and your staff are aware of media taking photos in your booth. Outdoor Retailer allows accredited working media to take photos in exhibitor booths only with the permission of the exhibitor. Please read Outdoor Retailer's official camera policy below:

Outdoor Retailer allows limited video and still camera use on the show floor. Exhibitors may take pictures within their own booths for purposes of company or annual reports, company media pieces, marketing materials, etc. Under no circumstances will anyone be permitted to take pictures of an exhibitor's product without permission from the exhibitor. Many products on display at Outdoor Retailer are innovative, one-of-a-kind prototype items. Exhibitors have the right to refuse the taking of pictures in their booths.

UNAUTHORIZED PHOTOS WILL BE CONFISCATED (along with DEVICE). THE OFFENDER'S BADGE WILL BE PULLED AND THEY WILL BE BLACKLISTED FROM ATTENDING FUTURE SHOWS.

If an infraction occurs:

- 1) Call the **UNAUTHORIZED PHOTO HOTLINE** at **801.534.4754** to report name and company information on the person's badge if possible.
- 2) Or, if possible **TAKE PICTURE OF BADGE** and text or email the picture to Julie Freedman at **949.306.7709** or julie.freedman@emeraldexpo.com.

III. EXHIBITOR LISTING (FREE) & ENHANCED EXHIBITOR LISTING UPGRADE

As a participating exhibitor at Summer Market 2014, your company has a free Exhibitor Listing/Online Profile on the OR Summer Market Exhibitor List/Floorplan that will be printed in the Outdoor Retailer Summer Market Show Directory. Review your free, pre-uploaded Exhibitor Listing/Online Profile using the online [Show Planner](#) system by **Wednesday, June 4, 2014** to ensure it is accurate for the printed show directory.

Your company also has the option to upgrade your Exhibitor Listing/Online Profile to an Enhanced Exhibitor Listing through the [Exhibitor Planner Tool](#). As a confirmed exhibitor at OR Summer Market 2014, you received a booth space confirmation email explaining how to log into the **Planner Tool**, as well as a link directly logging you into your Exhibitor Listing. To log in without the direct link from the email, [click here](#) then select your company name from the dropdown menu and enter your **Emerald Expositions customer ID number**. If you need to retrieve your Emerald Expositions customer ID, please contact the help desk at support@goexposoftware.com. Using the [Outdoor Retailer Planner Tool](#), attending and non-attending media can pre-plan how they will cover the news of the show. By making sure your exhibitor listing/online profile is accurate and taking advantage of the Press Kit Upload, **Enhanced Exhibitor Listing Upgrade and Product Showcase Upgrade**, you will improve the chances of garnering more media coverage before, during and after the show.

Here are some suggestions for your Exhibitor Listing/Online Profile, plus some Upgrade options.

- By **Wednesday, June 4, 2014** please review your free exhibitor listing/online profile and make any changes if necessary, in order to be correctly listed in the industry's most up-to-date and comprehensive directory, the **Outdoor Retailer Summer Market Show Directory**. Outdoor Retailer generates the printed directory, distributed at the show, by using the most current exhibitor listings/online profiles. **If you need to update your company's main contact information or company name, and/or are interested in purchasing ad space in the Outdoor Retailer Summer Market Show Directory, please contact your Outdoor Retailer Account Executive.**
- Enhanced Listing Upgrade Package: You can update your Enhanced Listing at any time leading up to Summer Market. There is no deadline to optimize your listing/profile with an Enhanced Listing Upgrade Package.
- In addition to the main "Contact's Information" field, there is an optional field labeled "Key Personnel." As part of your basic listing/online profile, you can use that field to display your PR contact info. For example, "Joe Smith, PR Contact, joe@yourcompany.com, 800-300-4000."
- Upload your "Electronic Press Kit" PDF to your exhibitor listing/online profile using your Show Planner Tool so it appears on the [Exhibitor Press Kits page](#) on outdoorretailer.com. (**NOTE:** For Press Kit upload info and Paperless Press Room details, read "Press Kits and the Paperless Press Room" in section IV.)
- As part of the Enhanced Listing Upgrade Package, you can add your company name in bolded font, your logo, URL address and a 900-character description in your pop up profile browser. The extended description is a great opportunity for attendees, media and other visitors to outdoorretailer.com to learn about your company before, during and after the show and makes them more likely to visit your booth. Contact your [Outdoor Retailer Account Executive](#) for information regarding pricing for this upgrade.
- Participate in the Product Showcase listing, an upgrade in addition to the Enhanced Listing Upgrade Package. This fee-based feature of the site lets you include product descriptions and photos on your exhibitor listing. Products included in the listing are also promoted in attendee emails and on the Outdoor Retailer website. For details, contact your [Outdoor Retailer Account Executive](#). If you have any questions about how to use the Outdoor Retailer Planner Tool contact the help desk at support@goexposoftware.com.

IV. PRESS KITS AND PAPERLESS PRESS ROOM

The Outdoor Retailer Press Room is Meeting Room 254B in the Salt Palace Convention Center. The Press Room is an area where members of the media can work on stories, check their email, write, conduct interviews, review hard copy press kits and view and download electronic press kits. The Press Room is open only to working journalists who are registered to attend the show.

Outdoor Retailer operates a **Paperless Press Room** that allows the media to view exhibitor press kits online through individual exhibitor listings/online profiles and the [Exhibitor Press Kits page](#) on [outdoorretailer.com](#).

A typical press kit may include:

- A press release about your most recent product line or company news
- A company backgrounder or fact sheet
- Executive bios
- Product fact sheets or catalog pages of 3-8 of your most important products
- Digital images of your products
- Your PR contact information (include on every page)

Exhibitors can upload their **electronic press kits (one document, maximum 5MB)** as part of their "OR Summer Market Planner" featured on [outdoorretailer.com](#) (there is no fee to upload an electronic press kit). The uploaded press kits will be immediately viewable. **Please only upload your press kit with information you are comfortable being available to media and attendees before the show.** At any time you can upload an updated press kit with additional news to replace your original press kit.

While there is no deadline for uploading exhibitor press kits, we encourage you to upload it at least three weeks before the show. Media use the electronic press kits available online to help them plan their time at the show.

Directions for Uploading Press Kits:

1. Log into your [online listing account](#) by choosing your Company Name from the drop down and entering your Emerald Expositions ID.
Note: Your Emerald Exposition ID is on your invoice and in your booth space confirmation email. **PR Firms:** you will need to get the ID from your client. If you represent several companies, please send an email to support@goexposoftware.com listing your clients along with the contact name for each company. The Help Desk will email you the necessary IDs.
2. Choose Profile from the Main Menu
3. Choose Number #5 – Edit Paperless Press Kits
4. Upload and Name your Press Kit (you can upload any PDF, DOC or RTF file under 5MB)
5. Your Press Kit will be displayed on [the show website](#).

If you need assistance please contact the Help Desk at support@goexposoftware.com.

Outdoor Retailer allows each exhibitor to provide ONE hard copy of their press kit for members of the media to browse in the Press Room. If you would like to provide a printed press kit, please bring only one copy to the Outdoor Retailer staff in the Press Room. The staff will make sure it is placed on the Press Room tables. Kits will be affixed to the tables (so they can't be removed), and Outdoor Retailer staff will let attending media know they can get hardcopy press kits from your booth. **Another option – you can provide press kits on flash drives or CDs (limit five per day) for the Press Room.**

Outdoor Retailer and members of the media prefer exhibitors use the Paperless Press Room. However, be sure to have hard copies of press kits available in your booth to give to those media who would like them (20-30 kits should be more than enough).

V. PRESS CONFERENCES

For exhibitors seeking a venue to announce a major product release, sponsorship, event or award, a press conference is an ideal way to reach a large volume of people. **Exhibitors can hold press conferences in the New Product Zone during available times throughout the week or in the Outdoor Retailer Press Room in 245B in the Salt Palace Convention Center.** Press conferences held in any of these locations will be included in Outdoor Retailer's official **Events & Seminars Schedule** on outdoorretailer.com and will be sent to registered media prior to the show. Space is reserved on a first-come, first-served basis. Outdoor retailers will provide a pre-show announcement of the press conference, the venue and sound if needed. **For more information about hosting a press conference, please contact your Outdoor Retailer Account Executive.** They will give you information about availability, guidelines and costs.

VI. THE O.R. DAILY

SNEWS® (Specialty News), the online news source for late-breaking outdoor and sporting goods news, features, trends and business education, produces and distributes the O.R. Daily. The O.R. Daily produces one issue for each day of the indoor portion of the show for attendees. You can find them in bins at Salt Palace entrances and at surrounding hotels. The O.R. Daily covers in-depth news of the show, special events and new product trends. The best way to be included in the publication is to send Associated Press (AP) style press releases, product info and show event info in a timely manner to the **SNEWS editors**. Editors ultimately decide what is included in the daily publications, but a well-crafted pitch and newsworthy information complete with supporting images and logos will make your news stand out and makes the O.R. Daily editors' jobs a lot easier.

The editorial opportunity to submit information to the O.R. Daily for potential inclusion is free to confirmed OR Summer Market exhibitors. O.R. Daily will only release product information, confidential or not, by publishing it in the O.R. Daily and online at outdoorretailer.com during the Outdoor Retailer show.

Key Deadlines:

- General Editorial** – Editors are looking for newsworthy information about your show-relevant company trends, marketing strategies, sponsorships, advocacy efforts, promotional campaigns, overall product line launches, etc. Send this information to snewsedit@aimmedia.com. There is no deadline for submitting this information, however, the sooner you get your Outdoor Retailer-related press releases to editors the better.
- New Product Information** – The “New Product Gallery” is a section of the O.R. Daily that highlights new and interesting products. For potential inclusion, fill out the **Product Gallery Submission Form**, on or before **Friday, June 20, 2014**. Only products submitted on deadline and according to text and photo specifications will be considered.

If you wish to submit more than one product, you will need to submit a separate form for each product. Please note that no one company will have more than one product highlighted, in an effort to be fair and balanced to all exhibitors.

- New Exhibitor Submissions** – O.R. Daily editors provide opportunities for free coverage and exposure to brand new/first time exhibitors at Outdoor Retailer Summer Market. Send an email to dclucas@aimmedia.com by **Friday, June 27, 2014** requesting a submission form that you'll need to fill out completely to be considered for coverage.

(VI. The OR Daily continued)

- ✓ **Event Listing Submissions** – Editors of the O.R. Daily also include a Schedule of Events in each issue with information about press conferences, celebrity appearances, autograph signings, prize drawings, contests, giveaways, happy hours, etc. Journalists who cover OR Summer Market often rely on the Schedule of Events as a preview of what to see and do each day at the show. To be included in the Schedule of Events, please fill out the **O.R. Daily Event Listing Submission Form on or before Friday, July 18, 2014.**

Visit [SNEWS](#) for detailed tips on how to work with them to potentially have your story in the O.R. Daily.

NOTE: Editors will accept news suggestions and pitches throughout the show, but they are more likely to be included if submitted by the above deadlines.

VII. MARKETING IDEAS

Attract buyers and the media to your booth with pre-show outreach. In addition to the calls that your sales force will make to book appointments, you may consider using the [Outdoor Retailer postcard mailing service](#) and your own faxes and emails to invite potential and existing buyers and media contacts to the show. The more people you connect with before Outdoor Retailer, the better the chance you'll see them at the show.

- ✓ **Spread the word about your Outdoor Retailer participation.** Put your location and booth number on all correspondence with buyers, media and potential customers between now and the show.
- ✓ **Use Twitter to broadcast your news to show attendees and enthusiasts.** If you use Twitter to promote your company news relevant to OR Summer Market, include the hashtag #ORshow in your Tweets so they will appear when attendees search for tweets related to "ORshow." Follow [@OutdoorRetailer](#) for the latest industry buzz from the show director, Kenji Haroutunian, and the rest of the OR crew.
- ✓ **Use Facebook to engage with the Outdoor Retailer community online.** By joining [OR's Facebook Fan Page](#) you can post comments, start and participate in discussions, share photos, and connect with more than 16,000 OR followers.
- ✓ **Use Instagram to showcase your photos and catch the attention of the Outdoor Retailer audience.** Follow Outdoor Retailer and use the hashtag #ORShow to connect.
- ✓ **Review Free Exhibitor Listing & Upgrade to an Enhanced Listing.** The Online Planner Tool, described previously in this document, helps show attendees learn about your company, brands and products before, during and after the show through your Exhibitor Listing/Online Profile, Enhanced Listing, the Featured Product Showcase, and Electronic Press Kit. **For instructions on how to login to the [online OR Planner Tool](#), go to the bottom of [page 7](#).**

Sponsorship and Advertising Opportunities:

Advertising and sponsorships at tradeshows are proven to increase brand awareness, educate buyers, heighten product visibility and generate leads. Outdoor Retailer is more than just a tradeshow; it offers several outreach opportunities including media, advertising and sponsorship to maximize your exposure to the industry before, during and after the show. These outreach opportunities will help you stand apart from your competition and strengthen your messages to key buyers and the media.

(VII. Marketing Ideas continued)

For a list of Outdoor Retailer sponsorship and O.R. Daily advertising opportunities, please visit the **Advertising/Sponsorship page** at outdoorretailer.com. Outdoor Retailer has programs to fit every budget, so contact your **Outdoor Retailer Account Executive** for more information.

- ✓ **Paperless Press Room/Media Center** – One sponsorship that is sure to increase your media exposure is an exclusive sponsorship of the Outdoor Retailer Press Room/Media Center. As a presenting sponsor for this area, your logo, banners, booth location and media kits will be prominently displayed within the Press Room. The OR Sales team will work personally with you to best highlight your products and brand.
- ✓ **Live From OR** – OR’s professional film crew will film high-quality video footage and manage the video editing, hosting and promotion. Whether you want to create a video demonstrating your product, presenting a brand overview, providing product testimonials or conducting a Q&A with your tech staff, OR can help you create invaluable Web content that will strengthen your brand presence to the outdoor recreation audience. Please contact your **Outdoor Retailer Account Executive** for more information.

Other Ideas:

- ✓ **Booth Events** – Booth events can help create “buzz” and draw traffic to your booth. Suggestions for booth events include: product demos, mini fashion shows (depending on size of booth), raffles, contests, celebrity guests, book or poster signings, foot massages, etc. Be sure your event is included in the O.R. Daily’s Schedule of Events. Submit the requested information on the **O.R. Daily Events Form** by **Friday July 18, 2014**.
- ✓ **Preview @ OR.** Housing custom-made brand microsites that are accessible to retailers, this interactive and dynamic platform delivers rich brand, product and technology content throughout show cycles, 24/7, 365 days a year. For pricing info, contact your **Outdoor Retailer Account Executive**.
- ✓ **Outdoor Retailer Summer Market Mobile App.** From a simple logo upgrade or alert to presenting sponsor package, promotional opportunities surrounding the OR Summer Market mobile app put your brand in the hands of more than 10,000 show goers. For pricing info, contact your **Outdoor Retailer Account Executive**.
- ✓ **Attendee eNews.** Get your logo, ad or product showcase in front of thousands of retail buyers and media before the show begins with a sponsorship of the OR Attendee eNews. For pricing info, contact your **Outdoor Retailer Account Executive**.
- ✓ **Media Alerts** – You can also send your own media alert to the attending media when you receive the list of pre-registered media for the show. (A media alert is traditionally a one page document that tells media the Who, What, Where, When and Why of an upcoming event.) It’s best to email media alerts about a week before your scheduled event. **Reminder: Don’t send email blasts to the OR attending media list. Use the “Interest Categories” info on the list to target your emails.**
- ✓ **Post-show follow-up** – In your follow-up with all leads, send thank you notes to existing and potential buyers and the media, send them a recap of how successful the show was for you, and remind them of what they saw at your booth.

Have a good show!

	<p>Kate Lowery Outdoor Retailer Show Director of Communications and Public Relations P: (949) 226-5779 • E: kate.lowery@emeraldexpo.com</p>
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