

DIGITAL MEDIA

eNews is our weekly digest of what's happening at the show and is one of our attendee's primary planning tools for Summer Market...and we've made it better.

Now with a CONTENT-BASED approach, each edition of eNews will deliver information, tools and media to enhance the retailer's experience at the show. From "How to Shop the Show," to "Can't Miss Events," eNews will deliver the information that matters most to attendees.

Ad spots are limited; contact your Account Executive today!

Booth events, product showcases, announcements, happy hours and show specials may be purchased with or without an image.

Pricing:

Exclusive Leaderboard A	\$1,750
Promo with image per newsletter B	\$300
Promo with image for (4) newsletters	\$1,000
Promo without image C	\$150

A

THE RECYCLABLE MEMBRANE

WATERPROOF BREATHABLE





OPEN AIR DEMO
JULY 25, 2017
SUMMER MARKET TRADESHOW
JULY 26-29, 2017
SALT PALACE CONVENTION CENTER, SALT LAKE CITY, UT



Don't miss the biggest outdoor industry gathering! Learn what brands are hot and see innovations in outdoor travel gear first-hand from the manufacturers at Summer Market. Outdoor retail stores and buyers looking for the latest outdoor products for the upcoming season know exactly where to find them - at Outdoor Retailer Summer Market.

Do you have questions about attending? Need assistance figuring out if the product mix is right for your store? Contact **Joe Bustos**, Retail Relations Manager, or **Kimberly Aguilar**, Retail Relations Coordinator, for any of your needs. We are happy to help!



SUSTAINABILITY

The Salt Palace lets nothing go to waste. All trash collected under the roof of the Salt Palace is taken to a transfer station and sorted. Let's make a difference.

MORE >>



TRENDS: ADVENTURE TRAVEL

Jump on board to the newest trend in the outdoor industry: adventure travel. Learn more about this growing industry at the summer show.

MORE >>



VENTURE OUT

A curated selection of brands at the forefront of the modern outdoor experience. Don't miss visiting Venture Out at Outdoor Retailer Summer Market 2016.

MORE >>



SANIUK CLASSIC SLIP-ONS

Whether you're having a beach day or going to work, Saniuk has a shoe for you. Try the classic slip-on or our sandals. Come see us at booth XXX at ORSM16.

MORE >>



WOOLRICH YANKEE BOOT

Woolrich has embraced the authentic outdoor lifestyle for more than 160 years. Functional, comfortable and durable sportswear. See more at booth XXX.

MORE >>



MSR TENTS & PRODUCTS

Engineered for pushing boundaries. All-Season Tents are not to be missed. Better, safer, more reliable equipment is the key to unlocking greater adventure.

MORE >>

C UINTA HAPPY HOUR! - Join us at The Camp for a Uinta Field HAPPY HOUR from 3 pm - 4pm...or until we run out. Uinta Brewing Company: world class, full-flavored craft beer. Try some! **MORE >>**

PARKS4KIDS - To commemorate and celebrate the National Parks Centennial, a campaign has been launched to connect young people with parks. Join us now! **MORE >>**



[#OUTDOORRETAILER](#) [@OUTDOORRETAILER](#)
[#ORSM16](#) [@ORSM16](#)
[#SALTLAKECITY](#) [@SALTLAKECITY](#)

OUTDOOR RETAILER

**OUTDOOR
INDUSTRY** Outdoor Retailer is an Emerald Expositions event
endorsed & sponsored by Outdoor Industry Association

2017 ATTENDEE ENEWS CONTRACT

JULY 26 - 29, 2017 • SALT PALACE CONVENTION CENTER • SALT LAKE CITY, UT

CONTACT INFORMATION

Company Name _____ Contact Name _____

Address _____ City _____ State _____ Zip _____ Country _____

Phone _____ Fax _____ Email Address _____

ENEWS UPGRADE OPTIONS

Select from 1 or up to all 11 eNews dates (Dates are week of):

1. Exclusive Leaderboard = \$1,750 x _____
(# of dates)

Please check each date desired: April 3 April 24 May 8 May 22 June 5 June 19
 June 26 July 3 July 10 July 17 July 24

2a. Promo with image per newsletter = \$300 x _____
(# of dates)

2b. Promo with image for (4) newsletters = \$1,000

Please check each date desired: April 3 April 24 May 8 May 22 June 5 June 19
 June 26 July 3 July 10 July 17 July 24

3. Promo without image = \$150 x _____
(# of dates)

(Booth events/announcements/happy hours/show specials)

Please check each date desired: April 3 April 24 May 8 May 22 June 5 June 19
 June 26 July 3 July 10 July 17 July 24

SIGNATURE & PAYMENT INFORMATION

PAYING BY CHECK:

**Make checks payable
to Outdoor Retailer**
Emerald Expositions, LLC
32753 Collection Center Drive
Chicago, IL 60693-0327

PAYING BY ACH:

Emerald Expositions, LLC
Attn: Outdoor Retailer
Bank of America
2701 Harbor Blvd.
Costa Mesa CA 92626
ACH Routing #122000661
Acct# 1453616843

PAYING BY WIRE:

Emerald Expositions, LLC
Attn: Outdoor Retailer
Bank of America
2701 Harbor Blvd.
Costa Mesa CA 92626
Routing #026009593
Acct# 1453616843
SWIFT Code BOFAUS3N

PAYING BY CREDIT CARD:

If you wish to pay by credit card,
Outdoor Retailer will send you
an invoice with a link to pay your
balance online.

We understand and agree that this application for Sponsorship becomes a binding contract when accepted in writing by Emerald Expositions, the show organizer, and we hereby agree that the attached Terms and Conditions are enforceable and are incorporated into and control this Sponsorship contract, once it is accepted by Emerald Expositions. We further agree that any terms and conditions associated with any purchase order we may submit in order to process payment for this Sponsorship contract are of no force or effect, regardless of the express language of the purchase order we submit. Sponsor represents and warrants that the party executing this Agreement on behalf of Sponsor is duly authorized to act on behalf of Sponsor and to execute this Agreement and legally bind Sponsor to the terms contained herein.

Agreed to by _____ Date _____

Signature of Official Company Representative

Email completed contract to: contracts@outdoorretailer.com or fax to: (949) 226-5629.

**OUTDOOR
RETAILER**

OUTDOOR
INDUSTRY
ASSOCIATION Outdoor Retailer is an Emerald Expositions event
endorsed & sponsored by Outdoor Industry Association

2017 ATTENDEE ENEWS CONTRACT • TERMS & CONDITIONS

JULY 26 - 29, 2017 • SALT PALACE CONVENTION CENTER • SALT LAKE CITY, UT

The following are certain general Terms and Conditions governing advertising provided by the advertiser or its agency published in the print, digital and/or web editions of the publication(s) (the "Publication(s)") stated on the insertion order attached hereto and made a part hereof (the "Insertion Order") published by Emerald Expositions, LLC (the "Publisher").

1. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Publication.

2. The Publisher is not responsible for errors or omissions in pubset reader service numbers, booth lines, ad indexes, or any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates of the Publication.

3. The Publisher may reject or cancel any advertising for any reason at any time without liability. In the event of cancellation for payment default, charges for all advertising published as of the cancellation date shall become immediately due and payable. Advertisements simulating the Publication's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable. The Publisher, in its sole discretion, may place the word "advertisement" on any advertising.

4. The submission of the Insertion Order for the placement of advertising in the Publication constitutes acceptance of these Terms and Conditions. No conditions, printed or otherwise, appearing on contracts, other insertion orders, order forms, or copy instructions that conflict with, vary, or add to these Terms and Conditions or the provisions of the Publication's Rate Card will be binding on the Publisher, and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.

5. The Publisher has the right to insert the advertising anywhere in the Publication at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Publication (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed unless paid for. The Publisher's inability or failure to comply with any condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.

6. Payments are due to Publisher net 30 from invoice date. Overdue invoices shall accrue interest at the rate of 1 1/2% per month or the highest legal rate, whichever is lower. The Publisher reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices and applicable late payment charges for advertising published in the Publication. The Publisher may apply payments to any other debt owed to Publisher by the advertiser or the agency on behalf of the advertiser.

7. All advertisements, including without limitation those for which the Publisher has provided creative services, are accepted and published in the Publication subject to the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in all applicable editions, formats and derivations of the Publication and that such publication will not violate any law, regulation or advertising code or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher and its affiliates and their respective employees, officers and directors harmless from and against any and all demands, damages, liabilities, costs, losses and expenses (including, without limitation, court, legal and attorneys' fees) (collectively, "Losses") arising out of the publication of such advertisements in all applicable editions, formats and derivations of the Publication, including, without limitation, those Losses arising from third party claims or suits for defamation, libel, copyright or trademark infringement, misappropriation, unfair competition, violation of the Lanham Act or any rights of

privacy or publicity, any unfair commercial practice or misleading advertising or impermissible comparative advertising, any contest or sweepstakes related claims, or from any and all claims or regulatory breaches now known or hereafter devised or created (collectively "Claims"). In the event the Publisher has agreed to provide contest or sweepstakes management services, email design or distribution, or other promotional services in connection with an advertising commitment by advertiser, all such services are performed upon the warranty of the agency and advertiser that they will, jointly and severally, indemnify and hold the Publisher harmless from and against any and all Losses arising out of the publication, use or distribution of any materials, products (including, without limitation, prizes) or services provided by or on behalf of the agency or advertiser, their agents and employees, including, without limitation, those arising from any Claims.

8. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Publication because of strikes, work stoppages, accidents, fires, terrorism, acts of God or any other circumstances not within the control of the Publisher.

9. Publisher's aggregate liability to advertiser and agency, under any circumstances and for any and all reasons, shall not exceed the amount paid by advertiser or agency to Publisher for the applicable advertisement. In no event shall Publisher be liable to advertiser or agency for any consequential, indirect, incidental, special or punitive damages, including lost profits, even if such damages are reasonably foreseeable or if Publisher is advised of the possibility of such damages.

10. Agency commission (or equivalent): up to 15% (payable to recognized agents only) of gross advertising space charges after earned advertiser discounts. There shall be no agency commissions allowed on tip-in charges, split-run charges or other production or mechanical charges. Agency commissions will be forfeited with respect to any outstanding invoice unpaid 75 days after the invoice date.

11. All pricing information shall be the confidential information of the Publisher and neither advertiser nor agency may disclose such information without obtaining the Publisher's prior written consent.

12. Publisher's acceptance of an advertisement for publication in the Publication does not constitute an endorsement of the product or service advertised. No advertiser or agency may use the Publisher's or Publication's name or logo without the Publisher's prior written permission for each such use.

13. Any and all advertiser discounts negotiated between Publisher and advertiser or agency are only applicable and available during the period in which they are earned. Any discounts received by advertiser on ad space charges may not be applied to production charges.

14. Frequency rate must be earned within one year from first insertion. Advertisers will be short rated and rebilled at the published earned frequency rate immediately following any cancellation or curtailment of space frequency contracted.

15. These Terms and Conditions and the rights and duties of the parties hereunder shall be governed by, and construed in accordance with the laws of the State of New York. Each of the parties hereto submits to the jurisdiction of the courts in the State of New York and the courts of the United States of America located in the State of New York over any suit, action or proceeding with respect to these Terms and Conditions or the transactions contemplated hereby.

16. Publisher reserves the right to modify these Terms and Conditions at any time.

These Advertising Terms and Conditions were issued September 2014.