

# OUTDOOR RETAILER'S NEW VENUE PROCESS.



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Hello Outdoor Retailer Community,

Our decision to review venue options was a business decision for Outdoor Retailer. We've been exploring a change of dates for some time to better suit the evolving buy/sell cycle, optimize our hotel blocks and work with the city to provide adequate space for our growing show. We were at a fork in the road—extend our current contracts in Salt Lake City, or look for other options that would best support our efforts. We sought to co-locate with Grassroots Outdoor Alliance and respond to the growing concerns of the industry for a location that was more in line with the values of the community. On February 6, 2017 we announced that we would issue requests for proposals to seek a new home for Outdoor Retailer.

It is clear that the heart and soul of our decision was not fully understood in light of recent news stories about public lands and the larger political discussions. Our goal is to continue to host a show that serves the needs of the industry. The overwhelming support of the show from retailers and brands, both publicly and privately, confirms the value and vitality of Outdoor Retailer as fulfilling a critical need. It is the only gathering where the entire industry comes together to build community, conduct commerce, share best practices and exchange ideas. This show is essential for iconic brands and retailers of all sizes, and will endure through this current challenge.

Perhaps it's serendipity, but the entire situation has shed light on the value of public lands, and unified our community. Without access to public lands, our industries will not thrive.

In an effort to clarify fact from passionate discussions, the Outdoor Retailer team has answered questions we have been asked most frequently. You can access the FAQs on [outdoorretailer.com](http://outdoorretailer.com). If we haven't answered your question, please feel free to reach out to our team:

**Retailers and Reps can contact:** Larry Harrison, Brand Development Director or Joe Bustos, Retail Relations Manager

**Exhibitors can contact:** Krista Dill, National Sales Director

**Media can contact:** Kate Lowery, Director of Public Relations

On behalf of our team, I thank you for your continued support of Outdoor Retailer. We ask that you share this information with your team and visit [unity.outdoorretailer.com](http://unity.outdoorretailer.com) to learn more about the opportunities to talk about U.S. public lands at Summer Market. We look forward to seeing you in Salt Lake in July.

Thank you,

A handwritten signature in black ink, appearing to read "M. Nicholson".

Marisa Nicholson  
VP & Show Director, Outdoor Retailer