

'17 MEDIA PREVIEW

EXCLUSIVE ACCESS TO THE INDUSTRY'S MOST POWERFUL MEDIA OUTLETS



JULY 25, 2017

SALT LAKE MARRIOTT DOWNTOWN AT CITY CREEK

OUTDOOR RETAILER

WWW.OUTDOORRETAILER.COM

Journalists attending Outdoor Retailer Summer Market will have exclusive access to preview some of the latest products and newest exhibitors in the outdoor industry before the show opens. It is your opportunity to launch your product, share your brand story, build relationships with the media that covers the outdoor industry and help them get a jump on their show coverage prior to busy days of meetings and other activities on the show floor.

Participating Brands Will Receive:

- Pre-show exposure to Media Preview attending media
- Access to endemic and non-endemic media in a focused, intimate setting prior to the show. You'll get to follow up with them on the show floor.
- Flyer included in the VIP Retailer Bag – Referencing brands that participated in the Media Preview – Brand name and booth number call out, helping retailers find new.
- Participation in media-awarded “Best in Media Preview”
- Post event mention in thank you email to attending journalist
- Free Online Product Showcase
- Exhibitor names called out in attendee eNews prior to show



“Best in Media Preview” Will Receive:

- One complimentary hotel stay during the next Outdoor Retailer your brand attends (one room; four nights)
- An eye-catching Outdoor Retailer “Media Preview Award” decal to display in your Outdoor Retailer booth
- A “Media Preview Award” digital icon to display on your website and in marketing materials
- A mention in the O.R. Daily following the Media Preview

Cost to Participate: \$1,500

Event Will Include:

- A designated media shuttle will take attendees from the Open Air Demo to the Media Preview
- Appetizers and drinks

Operational Details:

- 5 p.m. - 7:30 p.m. on Tuesday, July 25, 2017
- Brands will receive one 6 ft. skirted table
- Brands can bring preview product, table top signage and collateral
- Registration will remain open so media and exhibitors can pick up badges prior to show open

For more details and information about this opportunity, contact your Account Executive.

[Click here](#) for press from last year's Media Preview.

The RSVP'ed Media List is included below:

4ALLOUTDOORS.ORG	ELEVATION	MOUNTAINMOMANDTOTS.COM	SOUTHERN UTAH INDEPENDENT
50CAMPFIRES.COM	EMERGING SPORTS TV	MTNMEISTER PODCAST	SPORTSONESOURCE
AATCC	ENDURANCE REVIEW	NATIONAL GEOGRAPHIC	STOHKE, INC.
ACTIVEJUNKY.COM	ESPN.COM	NATURE FOR KIDS	STORY FIRM
ADVENTURE ALAN	ETERNAL JUBILEE	NO BOUNDARIES MEDIA	STYLE OF SPORT
ADVENTURE CYCLING	EXPLORER GROUP	OFF GRID SURVIVAL	SUP THE MAG
ADVENTURE SPORTS JOURNAL	EXTREME LAB	OFFGRID MAGAZINE	T SQUARED ACTION SPORTS
ADVENTURE SPORTS WEEKLY	FABRICLINK NETWORK	OPEN AIR LIFE	TALES OF A MOUNTAIN MAMA
ADVENTURE WORLD MAGAZINE	FOOTWEAR NEWS	OSNEWS	TCT MAGAZINE
AFAR MEDIA / TRAVELWITHCASTLE.COM	FOX 13	OUT THERE COLORADO	TETON GRAVITY RESEARCH
ALL-ACTIONSPO RTS.COM	FREELANCE	OUTDOOR ADVENTURE TV	TEXTILE NET IN TAIWAN
ALPINIST MAGAZINE	FRESH OFF THE GRID	OUTDOOR BLUEPRINT	TEXTILE TECHNOLOGIES & TREND REPORTS
AMERICAN OUTDOORS	FRESHAIRJUNKIE.COM	OUTDOOR FAMILIES MAGAZINE	THE ADVENTURE BUM
AMERICAN PARK NETWORK	GEAR INSTITUTE	OUTDOOR INSIGHT	THE ADVENTURE PORTAL INC
AMI- MEN S FITNESS	GEAR JUNKIE	OUTDOOR LIFE	THE ALPINE START
AP BUSINESS WRITER	GEAR PATROL	OUTDOOR SPORTS GUIDE MAGAZINE	THE CLIMBING ZINE
AP PHOTOGRAPHER	GEARGRAMS	OUTDOOR UTAH	THE COLLECTIVE QUARTERLY
AT YOUR LEISURE RADIO	GIRL BIKE LOVE	OUTDOOR WOMENS ALLIANCE	THE DAILY UTAH CHRONICLE
ATLANTA TRAILS	GO ADVENTURE	OUTDOORX4 MAGAZINE	THE DYRT
AWAY.COM	GRAND VIEW OUTDOORS	OUTSIDE MEDIA GROUP	THE EXPEDITIONERS MAGAZINE
BACKCOUNTRY MAGAZINE	GREAT OUTDOORS DEPT	OVERLAND JOURNAL MAGAZINE	THE FIRST 40 MILES
BACKPACKGEARTEST.ORG	HEALTHY MAGAZINE	PADDLING.NET, INC.	THE FIT RV
BADFISH	HI TRAVEL TALES	PADDYO	THE INTERMOUNTAIN COMMERCIAL RECORD
BE PAL MAGAZINE	HIKERCHAT	PARK CITY MAGAZINE	THE MANUAL
BEYOND THE HUNT	HOOKED UNIVERSITY	PARK CITY MOUNTAIN BIKING	THE MORE WE EXPLORE
BICYCLE RETAILER & INDUSTRY NEWS	HOOKLOGIC	PARK CITY TELEVISION	THE SWEETHOME/NEW YORK TIMES
BIRDMAN PRODUCTIONS	HUFFINGTON POST	PATAGON JOURNAL	THE UTAH REVIEW
BLOOMBERG NEWS	INDEFINITELYWILD	POWDER MAGAZINE	THE VOCAL TIMES
BLOOMBERG VIEW	INDUSTRYOUTSIDER.COM	PRACTICAL BACKPACKING	THEPADDLEJUNKIE.COM
BONNIER	INNOVATION & TECH TODAY	PRACTICAL TRAVEL GEAR	TOP TRAIL
BOOTSNALL	INSIDE OUTDOOR	PRODUCTNEWSCHANNEL.COM	TRAIL AND ULTRA RUNNING
BOYS LIFE MAGAZINE	IREVIEWGEAR.COM	RANGE	TREK TECH
CAMP TREND	ITREKKERS	RAWTRAILS	TRIATHLETES EDGE
CAMPGEAR.COM	JITSUGYO NO NIHON SHA LTD	REEL OUTDOORS	TRIMTAB MEDIA
CAMPGROUNDVIEWS.COM	JPFREEK ADVENTURE MAGAZINE	RETAILCOMM	ULTIMATE UPLAND
CANOE & KAYAK MAGAZINE	KID PROJECT	RMK OUTDOORS	ULTRALIGHT INSIGHTS
CARRYOLOGY	KSL TV 5	ROAD TRAIL RUN	UPADOWNNA
CATALYST MAGAZINE	KTVX ABC 4	ROCKY MOUNTAIN BUSHCRAFT	UPNORTH KCARISMA
CHICAGO TRIBUNE	KUER 90.1	ROOTSRATED	USA TODAY SPORTS ACTIVE ALLIANCE
CLIMBINGREPORT.COM	KUTV CH. 2 NEWS	ROVE MEDIA	UTAHOUTSIDE.COM
COLD OUTDOORSMAN	LABEL NETWORKS	RUNNING NETWORK LLC/RUNBLOGRUN	UTAHOUTSIDER
COLLEGE OUTSIDE	LAVA MAGAZINE	RUNNING NORTHWEST	VELOSPEAK
COLORADOADVENTURE.COM	LITTLE GRUNTS	RVFTA PODCAST NETWORK	VESTIGO
COMPANYWEEK	LIVEOUTDOORS.COM	SALT LAKE TRIBUNE	WALKING THE WORLD
COMPETITOR MAGAZINE	LOVE WHERE YOU LIVE TV	SAMOA NEWS	WEEKEND SPORTSMAN
CRIMSON TRACE	LYRA MAG.	SAN FRANCISCO CHRONICLE	WEIGH MY RACK
CYCLING UTAH	MATADOR NETWORK	SENIORSSKIING.COM LLCC	WENNER MEDIA/MEN S JOURNAL
D T S	MEDIAVEST SPARK	SENKEN-SHIMBUN	WESTERN HUNTER
DAILY HERALD	MEGA INC	SHAPE	WESTERN LIFE RADIO
DESERET NEWS	MEN'S JOURNAL	SHE EXPLORES	WHOLE FOODS
DIRTBAG DARLING	MISADVENTURES	SHOAKUKAN INC. BE-PAL	WILDSNOW.COM
DIRTRIL.COM	MODERN HIKER	SHOULDERS OF GIANTS	WIZZARD OF WASATCH
DISTRESSED MULLET	MOTUS	SKI THE BEEHIVE	WOMENS RUNNING
DIVE NEWS NETWORK	MOUNTAIN FOLK ADVENTURE	SNOCOUNTRY.COM	
EARNYOURTURNS.COM	MOUNTAIN WEEKLY NEWS	SNOWBOARD COLORADO	

For a complete list of media outlets, please contact Kate Lowery at kate.lowery@outdoorretailer.com.