

THE PAVILIONS



CONCEPT

The BoardWalk will be a curated display in front of Pavilion 1 that will serve as a shopping tool and buyer's resource for the SUP market.

Each display will feature a SUP board, sponsor logo, and sponsor booth number overlaid on a full-size image of the board in use and accompanied by a detailed description of the board CLASS, including features, selling points, considerations, price range, etc...

Board Classes

Each of the 10 opportunities is a class exclusive and available on a first-come, first-serve basis.

- Racing
- Touring
- All-Around
- Surf
- Youth
- Inflatable
- Fishing
- Yoga/Fitness
- Whitewater
- Experimental

Sponsor Provides

A SUP

- Max weight: 35 lbs. • Max height: 14 ft.
- For any boards that exceed the limitations, please contact your Account Executive for options.

B Backdrop Display Image

- Sponsor Logo/Booth #
- Board Name
- Class Name
- Hi-res image of the board in use

C Outdoor Retailer Provides

- Production of all signage, imagery and display
- 24-hour security
- Detailed description of the board CLASS, including features, selling points, considerations, price range, etc...

Logistics

The boards will be affixed to the display and Outdoor Retailer will provide 24-hour security. Boards will be available for pick-up after 3 p.m. on Saturday, July 29.

Pricing: \$750 per board class; limited opportunity