

EDUCATION



OUTDOOR UNIVERSITY

Present your own topic to the Outdoor Retailer audience with a sponsored seminar. Your seminar will be promoted with signage, on the mobile app, in the schedule of events on outdoorretailer.com and in the printed Show Directory.

Pricing:

Hosted Breakfast* Seminar **\$3,750**

Hosted Seminar **\$2,750**

* Does not include food costs



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THE CAMP

Located in the center of the show floor, the Camp is an education and event platform to help extend your reach beyond your booth. We provide the stage, seating, AV equipment and technical support. You bring the experts, panels or events.

Pricing:

Forum	\$2,500 per segment
Beer Sponsor	Sold

TREND + DESIGN CENTER

Concept

The Trend and Design Center serves the design and sourcing audience at Outdoor Retailer by providing relevant, compelling, educational and networking events.

Sponsorship Opportunities

Exhibitors have the opportunity to use the Trend and Design Center for brand presentations, networking events, activations and other events.

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Outdoor Retailer will provide one hour of exclusive use of the 20 x 40 Trend and Design Center, which includes a dedicated presentation area with stage and seating, as well as basic A/V (over-ear mic, speakers, monitor).

Sponsor Benefits

Each sponsor will also receive brand mention and logo placement in each of the following:

Digital:

- Day 0 digital edition
- OR Daily digital edition
- eNews
- Source at OR digital preview
- Trend and Design Center video loop

Print:

- OR Daily
- Show Directory
- Source at OR

Onsite:

- Co-branded meterboards (3)

Trend Presentations

Professional trend agencies, design associations and other designer-serving entities will present on trends or content compelling to a designer audience. Invited presenters include Promostyl (trend forecasting), IDSA (industrial design), and Textile Exchange (sustainability).

Sample Schedule

	Day 1	Day 2	Day 3	Day 4
9:00 am.	Trend Forecast	Sponsored (9 a.m. - 10 a.m.)	Sponsored (9 a.m. - 10 a.m.)	Sponsored (9 a.m. - 10 a.m.)
10:00 a.m.	Presentation 1 (10 a.m. - 11 a.m.)	Presentation 3 (10 a.m. - 11 a.m.)	Presentation 5 (10 a.m. - 11 a.m.)	Presentation 7 (10 a.m. - 11 a.m.)
11:00 a.m.	Sponsored (11 a.m. - 12 p.m.)	Sponsored (11 a.m. - 12 p.m.)	Sponsored (11 a.m. - 12 p.m.)	Sponsored (11 a.m. - 12 p.m.)
12:00 p.m.	Sponsored (12 p.m. - 1 p.m.)	Sponsored (12 p.m. - 1 p.m.)	Sponsored (12 p.m. - 1 p.m.)	Sponsored (12 p.m. - 1 p.m.)
1:00 p.m.	Sponsored (1 p.m. - 2 p.m.)	Sponsored (1 p.m. - 2 p.m.)	Sponsored (1 p.m. - 2 p.m.)	
2:00 p.m.	Presentation 2 (2 p.m. - 3 p.m.)	Presentation 4 (2 p.m. - 3 p.m.)	Presentation 6 (2 p.m. - 3 p.m.)	
3:00 p.m.	Sponsored (3 p.m. - 4 p.m.)	Sponsored (3 p.m. - 4 p.m.)	Sponsored (3 p.m. - 4 p.m.)	
4:30 p.m.	Happy Hour	Happy Hour	Happy Hour	
6:00 p.m.				