

Winter begins in Salt Lake.



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2017

PR/MARKETING TOOLKIT

ALL MOUNTAIN DEMO JANUARY 9, 2017 • WINTER MARKET JANUARY 10-12, 2017

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Dear Outdoor Retailer Winter Market Exhibitor,

In an effort to provide you tools and support for a successful Winter Market, we have developed a PR/Marketing Toolkit. The tips and information in this toolkit will help you generate maximum visibility for your brand(s) before, during and after the show, and features suggestions to help drive media and attendee traffic to your booth.

Last Winter Market, we welcomed close to 700 journalists to cover all aspects of the show. Those attending ranged from consumer outdoor recreation to national business news—there to cover the product launches, new trends, spotlight industry leaders and report on the overall industry and its accomplishments.

Both experienced tradeshow veterans and first-time exhibitors at Outdoor Retailer will benefit from the ideas within this toolkit. Important Outdoor Retailer and OR Daily deadlines, online resources, and opportunities to extend your exposure are detailed within.

If you have any questions regarding the PR and marketing opportunities outlined in this toolkit, please email me at kate.lowery@emeraldexpo.com or call me directly at 949.226.5779. I will be happy to help.

Have a great show!



Kate Lowery

Outdoor Retailer Show

Director of Communications and Public Relations



2017 PR/MARKETING TOOLKIT

ALL MOUNTAIN DEMO JANUARY 9, 2017 • WINTER MARKET TRADESHOW JANUARY 10-12, 2017

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I. PR CHECKLIST AND QUICK TIPS

Details about these checklist items are discussed in the following pages.

- Send Outdoor Retailer Daily general editorial pitches to SNEWS editors at snewsedit@aimmedia.com. Press materials will be accepted through the show; however, early submissions are more likely to be included.
- To request a copy of the pre-registered media list email Kate Lowery at kate.lowery@emeraldexpo.com. The list will be available mid-November. Use this list to make appointments with the media via email, telephone and postcard; follow up after the show.
- Review your free, pre-uploaded Exhibitor Listing/Online Profile using the online Show Planner system as soon as possible to ensure it is accurate for the printed Outdoor Retailer Winter Market Show Directory. Information about how to log in and revise your exhibitor listing is on page 7 of this document.
- The Media Preview provides the opportunity to build relationships with press on hand to cover the products and brands at the show. Journalists attending Outdoor Retailer Winter Market will have exclusive access to preview some of the latest products and newest exhibitors in the outdoor industry before the show opens. Be sure your product is included! The Outdoor Retailer Media Preview will look to feature innovative companies on Monday, January 9, 2017 from 5:00-7:30 p.m. Complete the online submission form to be reviewed and considered.
- Create an electronic press kit to upload to your exhibitor profile on outdoorretailer.com any time leading up to, during and post show. Also, drop off one hard copy of the press kit at the Outdoor Retailer Press Room (Meeting Room 254C). See details on page 8 - 9.

II. MEDIA RELATIONS

Sign Up For the Media Preview. The Media Preview will provide brands with a unique platform to meet one-on-one with the attending media, allowing brands to develop a deeper relationship with media and giving them a sneak peek at new, innovative product being released and shown at Outdoor Retailer. Journalists attending Outdoor Retailer Winter Market will have exclusive access to your brand and product line, before the show opens, putting you first in line for productive product discussions with the media on hand. The Outdoor Retailer Media Preview will look to feature innovative companies on Monday, January 9, 2017 from 5:00-7:30 p.m. at the Marriott City Creek. Cost to Participate: \$1,500 for tabletop display. For more information and operational details, contact your Account Executive or email Kate Lowery.

Request the list of pre-registered media. The pre-registered media list includes contact information for journalists who plan on attending the show. The on-hand journalists include a variety of editors and writers representing trade, consumer and business publications, both endemic and nonendemic. To receive the list you must email your request to kate.lowery@emeraldexpo.com. The list will be made available to exhibiting brands and their PR agencies only. If you are a PR agency

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requesting the list, please indicate the company or brand you are representing. A preliminary list of pre-registered media for Outdoor Retailer Winter Market will be available mid-November (This list will only be sent via email.)

To comply with federal anti-spam laws, this list will be sent in an Excel document and will include contact information for members of the press who have “opted in” to receive exhibitor news releases and pitches leading up to the show. Some editors may choose not to provide an email address, but the list will include snail-mail addresses, so you can send press releases or invite-postcards (plan ahead so your mailing will get there before the show). The list also includes individual journalist’s interest categories to help you determine which media are most relevant to your company news. Please contact each member of the media on an individual basis regarding meetings at the show and do not blast press releases out to the entire list.

Get to know the media. When pitching your story, an editor or producer will be much more receptive to your story idea if it looks like you have done your homework and know what he/she typically covers. Look at each media outlet you are pitching to make sure it is appropriate for your product, see what the editor writes about and make sure he or she is the appropriate contact. If you don’t have a PR firm or an internal PR manager (in small companies, we know everyone wears many hats), you may want to hire an agency or a freelancer to help build your media list and write and distribute your press releases.

Communicate with the media before the show. If you have a list of media contacts with whom you regularly communicate, you should send them an email pitch about the product(s) you will launch at the show. Make sure to explain how the products being launched are newsworthy and provide them with all the information they need to cover the story. We suggest contacting them three weeks or more before the show to schedule a booth appointment, as the majority of media book appointments beforehand. Don’t forget to tell them which area of the Salt Palace Convention Center you’ll be in and your booth number. NOTE: Whether it’s your first time exhibiting with Outdoor Retailer or you have exhibited in the past, be sure to submit your company news and product information to SNEWS, the editors of OR Daily.

Have digital images of your new products. Emailing media low-res digital images (72 DPI files won’t bog down email systems) of one or two of your hottest new products is a great way to encourage media to make booth appointments. If the editor or journalist is interested in covering the product, he or she will ask for a hi-res image (300 DPI files).

Set up and confirm media appointments. Many exhibitors book one-on-one appointments with media at their booths. Media is not allowed on the show floor outside of show hours: Tuesday - Thursday 9:00 a.m. - 6:00 p.m. Here is advice on how to do that:

- Once you have the list of pre-registered media, start contacting individual media likely to be interested in your products three weeks or more before the show.
- Have your 15-second pitch ready – who you are, what sets you apart, what distinctive new styles they’ll see, and why they should carve out time to visit your booth.
- Not all media attending Outdoor Retailer will pre-register, so if you already have a target media list, cross-reference it with the most recent Winter Market list. (If there is media you would like to attend, contact Kate Lowery and provide their contact information to be added to the Outdoor Retailer Media Pitch List.)

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- ☑ Many media won't book appointments at all, but say they'll try to stop by. Again, make sure you mention what area of the show floor you'll be in and your booth number, and be sure to have a company representative in your booth at all times to ensure you do not miss out on an opportunity to tell your story to drop in media.
- ☑ When you have scheduled appointments with editors or producers, send a confirmation email to them two to three days before the show and be sure to include your name, booth number, booth location, your cell number and the day and time that you have agreed to meet. (Try to get their cell numbers as well, in case they don't show up or you need to reach them.)
- ☑ Be sure to allow at least 30 minutes for each booth appointment and do not double-book. These appointments should be a time for you to meet with the media one-on-one so each can experience a personalized review of your line and, in turn, you can learn what products interest them. This will go a long way in developing productive relationships with media. Some editors may only need 15 minutes per meeting.
- ☑ Be prepared for no-shows and media showing up late. This is just the nature of this well-attended show, as there is so much to see and everyone is very busy.

Prepare your booth staff for interviews with the media. Each person who is authorized to speak to the media on behalf of your company should be prepared for media interviews and know your product line inside and out. Your representatives should be friendly, confident, enthusiastic, well-spoken and well-educated about your brand. Ideally, they should not be distracted with advertising or sales appointments or other responsibilities in the booth. A journalist's time is precious at a show of this size, so make the most of it. It is a good idea to develop talking points for your spokespeople so they know what messages are most important to get across in a limited amount of time. We recommend that you focus on the benefits of your products in your discussions with the media.

Know the official Outdoor Retailer camera policy. Be sure that you and your staff are aware of media taking photos in your booth. Outdoor Retailer allows accredited working media to take photos in exhibitor booths only with the permission of the exhibitor. Please read Outdoor Retailer's official camera policy below:

Outdoor Retailer allows limited video and still camera use on the show floor. Exhibitors may take pictures within their own booths for purposes of company or annual reports, company media pieces, marketing materials, etc. Under no circumstances will anyone be permitted to take pictures of an exhibitor's product without permission from the exhibitor. Many products on display at Outdoor Retailer are innovative, one-of-a-kind prototype items. Exhibitors have the right to refuse the taking of pictures in their booths.

UNAUTHORIZED PHOTOS WILL BE CONFISCATED (along with DEVICE). THE OFFENDER'S BADGE WILL BE PULLED AND THEY WILL BE BLACKLISTED FROM ATTENDING FUTURE SHOWS.

If an infraction occurs:

- 1) Call the UNAUTHORIZED PHOTO HOTLINE at 801.534.4754 to report name and company information on the person's badge if possible.
- 2) Or, if possible TAKE PICTURE OF BADGE and text or email the picture to Julie Freedman at 949.306.7709 or julie.freedman@emeraldexpo.com.

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III. EXHIBITOR LISTING (FREE) & ENHANCED EXHIBITOR LISTING UPGRADE

As a participating exhibitor at Winter Market, your company has a free Exhibitor Listing/ Online Profile on the Outdoor Retailer Winter Market Exhibitor List/Floorplan that will also be printed in the Show Directory. Review your Exhibitor Listing/Online Profile using the online Show Planner system as soon as possible to ensure it is accurate for the printed show directory.

Your company also has the option to upgrade your Exhibitor Listing/Online Profile to an Enhanced Exhibitor Listing through the Exhibitor Planner Tool. As a confirmed exhibitor at Outdoor Retailer Winter Market 2017, you received a booth space confirmation email explaining how to log into the Planner Tool, as well as a link directly logging you into your Exhibitor Listing. To log in without the direct link from the email, use the Online Show Planner Tool link in the Quick Links list, then enter your company password. If you need to retrieve your password, please use the retrieval function or contact support@a2zinc.net. Using the Outdoor Retailer Planner Tool, attending and non-attending media can pre-plan how they will cover the news of the show. By making sure your exhibitor listing/online profile is accurate and taking advantage of the Press Release Upload, Enhanced Exhibitor Listing Upgrade and Product Showcase Upgrade, you will improve the chances of garnering more media coverage before, during and after the show.

Here are some suggestions for your Exhibitor Listing/Online Profile, plus some Upgrade options.

- Please review your exhibitor listing/online profile as soon as possible and make any changes if necessary, in order to be correctly listed in the industry's most up-to-date and comprehensive directory, the Outdoor Retailer Winter Market Show Directory. Outdoor Retailer generates the printed directory, distributed at the show, by using the most current exhibitor listings/online profiles. If you need to update your company's main contact information or company name, and/or are interested in purchasing ad space in the Outdoor Retailer Winter Market Show Directory, please contact your Outdoor Retailer Account Executive.
- Choose the Enhanced Listing Upgrade Package that best suits your event goals. You can update your Enhanced Listing at any time leading up to Winter Market. There is no deadline to optimize your listing/profile with an Enhanced Listing Upgrade Package.
- As part of the Enhanced Listing Upgrade Package, you will get an enhanced icon in the exhibitor list, your logo, URL address and a 900-character description to your online profile. The extended description is a great opportunity for attendees, media and other visitors to outdoorretailer.com to learn about your company before, during and after the show and makes them more likely to visit your booth. Contact exhibitsupport@a2zinc.net for more information regarding pricing for this upgrade.
- Participate in the Product Showcase listing, an upgrade in addition to the Enhanced Listing Upgrade Package. This fee-based feature of the site lets you include product descriptions and photos on your exhibitor listing. Products included in the listing are also promoted in attendee emails and on the Outdoor Retailer website.

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IV. NEW ONLINE NETWORKING TOOL: NETWORK

New this year for Outdoor Retailer Winter Market exhibitors is the online networking tool - Connect™. From your Exhibitor Planner Tool, you can access the registered attendee list. Based on your product categories that you choose in your online profile the system will offer you attendee recommendations that you may want to meet. In addition, you can search the full attendee list based on keywords and demographics. From the Planner Tool you can then send an attendee an email or send them an appointment request to meet with you in your booth. You can manage your emails and appointments all from the Planner Tool.

It is important that you complete your online profile and add informative content so that when attendees are evaluating your appointment requests they know what your company has to offer and they will be inclined to meet with you.

You can promote your booth on your company website by adding the Booth Promotion Widget. This is a free tool available to all exhibitors in the Exhibitor Planner Tool.

V. PRESS AND PAPERLESS PRESS ROOM

The Outdoor Retailer Press Room is Meeting Room 254C in the Salt Palace Convention Center. The Press Room is an area where members of the media can work on stories, check their email, write, conduct interviews, review hard copy press kits and view and download view electronic press kits within the Show Planner tool. The Press Room is open only to working journalists who are registered to attend the show in a working media badge.

Outdoor Retailer operates a Paperless Press Room that allows the media to view exhibitor press kits online through individual exhibitor listings/online profiles within the [exhibitor listing page](#) on the [Outdoor Retailer Website](#).

Exhibitors can add their [electronic press releases](#) as part of their “Outdoor Retailer Winter Market Planner” featured on [outdoorretailer.com](#). Every exhibitor receives one press release with their booth, more releases are available with the digital promotion packages (Classic = 1 / Premium = 3 / Elite = 5). The press releases will be immediately viewable. Please only add information you are comfortable being available to media and attendees before the show. At any time, you can edit or add an updated press release with additional news to replace your original press release.

While there is no deadline for uploading exhibitor press releases, we encourage you to upload it at least three weeks before the show. Media use the electronic press releases available online to help them plan their time at the show.

Directions for Uploading Press Releases:

1. Log into your [Exhibitor Console](#) with the link in your booth confirmation email or the Quick Link to the right. PR Firms: you will need to get the ID from your client.
2. Choose Press Releases in the console.
3. Add the press release title and body copy. You can use the editor to format your content or you may enter html code for more formatting freedom.
4. Your Press Release will be accessible through the Exhibitor Listing. Media can easily sort to find all brands with uploaded press releases.

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If you need assistance, please contact support@a2zinc.net

Outdoor Retailer allows each exhibitor to provide ONE hard copy of their press kit for members of the media to browse in the Press Room. If you would like to provide a printed press kit, please bring only one copy to the Outdoor Retailer staff in the Press Room. The staff will make sure it is placed on the Press Room tables. Outdoor Retailer staff will let attending media know they can get hardcopy press kits from your booth. Another option – you can provide press kits on flash drives or CDs (limit five per day) for the Press Room.

Typical Press Kits Include:

- A press release about your most recent product line or company news
- A company backgrounder or fact sheet
- Executive bios
- Product fact sheets
- Digital images of your products
- Your PR contact information

Outdoor Retailer and members of the media prefer exhibitors use the Paperless Press Room. However, be sure to have hard copies of press kits available in your booth to give to those media who would like them (20-30 kits should be more than enough).

VI. PRESS CONFERENCES

For exhibitors seeking a venue to announce a major product release, sponsorship, event or award, a press conference is an ideal way to reach a large volume of people. Exhibitors can hold press conferences in the New Product Zone during available times throughout the week or in the Outdoor Retailer Press Room in Meeting Room 245C in the Salt Palace Convention Center. Press conferences held in any of these locations will be included in Outdoor Retailer’s official Events & Seminars Schedule on outdoorretailer.com. Space is reserved on a first-come, first-served basis. For more information about hosting a press conference, please contact your Outdoor Retailer Account Executive. They will give you information about availability, guidelines and costs.

VII. THE OR DAILY – THE ONLY OFFICIAL SHOW DAILY

SNEWS® (Specialty News), the online news source for late-breaking outdoor and sporting goods news, features, trends and business education, produces and distributes the OR Daily. The OR Daily is the only official Show Daily and produces one issue for each day of the indoor portion of the show for attendees. Please note, there are other publications, but they are not the official show OR Daily. You can find the official show OR Daily in bins at Salt Palace entrances and at surrounding hotels. The OR Daily covers in-depth news of the show, special events and new product trends. The best way to be included in the publication is to send Associated Press (AP) style press releases, product info and show event info in a timely manner to the SNEWS editors. Editors ultimately decide what is included in the daily



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publications, but a well-crafted pitch and newsworthy information complete with supporting images and logos will make your news stand out and makes the OR Daily editors' jobs a lot easier.

The editorial opportunity to submit information to the OR Daily for potential inclusion is free to confirmed Outdoor Retailer Winter Market exhibitors. OR Daily will only release product information, confidential or not, by publishing it in the OR Daily and online at outdoorretailer.com during the Outdoor Retailer show. Use snewsedit@aimmedia.com to submit product news and press releases.

Visit SNEWS for key deadlines and submission forms for the New Product Gallery, the New Exhibitor Submission and the Event Listing and for detailed tips on how to work with them to potentially have your story in the OR Daily.

NOTE: Editors will accept news suggestions and pitches throughout the show, but they are more likely to be included if submitted by the above deadlines.

General Editorial – Editors are looking for newsworthy information about your show-relevant company trends, marketing strategies, sponsorships, advocacy efforts, promotional campaigns, overall product line launches, etc. Send this information to snewsedit@aimmedia.com. There is no deadline for submitting this information, however, the sooner you get your Outdoor Retailer-related press releases to editors the better.

New Product Information – The “New Product Gallery” is a section of the OR Daily that highlights new and interesting products. For potential inclusion, fill out the Product Gallery Submission Form. Only products submitted on deadline and according to text and photo specifications will be considered. Use the SNEWS link for deadlines and forms. (Submission deadline: Friday, November 18, 2016)

If you wish to submit more than one product, you will need to submit a separate form for each product. Please note that no one company will have more than one product highlighted, in an effort to be fair and balanced to all exhibitors.

New Exhibitor Submissions – OR Daily editors provide opportunities for free coverage and exposure to brand new/first time exhibitors at Outdoor Retailer Winter Market. Use the SNEWS link to find the submission form. You'll need to fill out completely to be considered for coverage. (Submission deadline: Friday, November 18, 2016)

Event Listing Submissions – Editors of the OR Daily also include a Schedule of Events in each issue with information about press conferences, celebrity appearances, autograph signings, prize drawings, contests, giveaways, happy hours, etc. Journalists who cover Outdoor Retailer Winter Market often rely on the Schedule of Events as a preview of what to see and do each day at the show. To be included in the Schedule of Events, please use the SNEWS link to complete the submission form by the published deadline date. (Submission deadline: Monday, December 19, 2016)

VIII. MARKETING IDEAS

Attract buyers and the media to your booth with pre-show outreach. In addition to the calls that your sales force will make to book appointments, you may consider using the Outdoor Retailer postcard mailing service and your own faxes and emails to invite potential and existing buyers and media contacts to the show. The more people you connect with before Outdoor Retailer, the better the chance you'll see them at the show.

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- ✓ **Spread the word about your Outdoor Retailer participation.** Put your location and booth number on all correspondence with buyers, media and potential customers between now and the show.
- ✓ **Use Twitter to broadcast your news to show attendees and enthusiasts.** If you use Twitter to promote your company news relevant to Outdoor Retailer Winter Market, include the hashtag #ORShow in your Tweets so they will appear when attendees search for tweets related to "ORShow." Follow @OutdoorRetailer for the latest industry buzz.
- ✓ **Use Facebook to engage with the Outdoor Retailer community online.** By joining [Outdoor Retailer's Facebook Fan Page](#) you can post comments, start and participate in discussions, share photos, and connect with more than 20,000 Outdoor Retailer followers.
- ✓ **Use Instagram to showcase your photos and catch the attention of the Outdoor Retailer audience.** Follow Outdoor Retailer and use the hashtag #ORShow to connect.

Use these Hashtags before, during and after the show:

- #ORShow – share show happenings
- #WeAreOutdoor – share your outdoor adventures
- #ORFirst – share first time experiences at Outdoor Retailer
- #ORNewbie – share new attendee experiences with a selfie
- #NewatOR – share new gear you see on the show floor
- #SinceReno – industry insider since Reno
- #BadAssador – Outdoor Retailer and Rep ambassadors.

Sponsorship and Advertising Opportunities:

Advertising and sponsorships at tradeshow are proven to increase brand awareness, educate buyers, heighten product visibility and generate leads. Outdoor Retailer is more than just a tradeshow; it offers several outreach opportunities including media, advertising and sponsorship to maximize your exposure to the industry before, during and after the show. These outreach opportunities will help you stand apart from your competition and strengthen your messages to key buyers and the media.

For a list of Outdoor Retailer sponsorship and OR Daily advertising opportunities, please visit the Advertising/Sponsorship page at outdoorretailer.com. Outdoor Retailer has programs to fit every budget, so contact your Outdoor Retailer Account Executive for more information.

- ✓ **Paperless Press Room/Media Center** – One sponsorship that is sure to increase your media exposure is an exclusive sponsorship of the Outdoor Retailer Press Room. As a presenting sponsor for this area, your logo, banners, booth location and media kits will be prominently displayed within the Press Room. The Outdoor Retailer Sales team will work personally with you to best highlight your products and brand. Meal Sponsorships are also available. Ask your Account Executive for details.

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Other Ideas:

- Booth Events** – Booth events can help create “buzz” and draw traffic to your booth. Suggestions for booth events include: product demos, mini fashion shows (depending on size of booth), raffles, contests, celebrity guests, book or poster signings, foot massages, etc. Be sure your event is included in the OR Daily’s Schedule of Events. Submit the requested information on the [OR Daily Events Form](#) by Monday, December 19, 2016.
- Turnkey List Rental and Mailing Fulfillment** – Use the Turnkey List Rental and Mailing Fulfillment program to get the word out about your booth event, drawings, happy hour, give-away and product launches. It’s a quick, easy and affordable marketing tool.

 - Mail postcards directly to retail buyers attending Outdoor Retailer Winter Market 2017.
 - Promote your brand/products, invite buyers to schedule meetings, visit your booth, order show specials... and BUY!
 - Includes everything: Use of the official Outdoor Retailer attendee list, printing, postage and mailing. Design services available.
- Outdoor Retailer Winter Market Mobile App.** From a product upgrade or alert to presenting sponsor package, promotional opportunities surrounding the Outdoor Retailer Winter Market mobile app put your brand in the hands of more than 10,000 showgoers. For pricing info, contact your [Outdoor Retailer Account Executive](#).
- Attendee eNews.** Get your logo, ad or product showcase in front of thousands of retail buyers and media before the show begins with a sponsorship of the Outdoor Retailer Attendee eNews. For pricing info, contact your [Outdoor Retailer Account Executive](#).
- Media Alerts** – You can also send your own media alert to the attending media when you receive the list of pre-registered media for the show. (A media alert is traditionally a one page document that tells media the Who, What, Where, When and Why of an upcoming event.) It’s best to email media alerts about a week before your scheduled event. Reminder: Don’t send email blasts to the Outdoor Retailer attending media list. Use the “Interest Categories” info on the list to target your emails.
- Post-show follow-up** – In your follow-up with all leads, send thank you notes to existing and potential buyers and the media, send them a recap of how successful the show was for you, and remind them of what they saw at your booth.

Have a good show!



Kate Lowery
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