



OUTDOOR RETAILER WINTER ONLINE FAQ

How did you make this decision?

Due to the ongoing COVID-19 (coronavirus) pandemic, we made the decision to shift the winter show fully online to ensure safety and provide a digital experience that best serves the interests of the winter sports and outdoor communities. The industry will have an opportunity to discover, connect, learn, and do business online throughout the winter season on Outdoor Retailer Winter Online in place of the in-person show, originally scheduled for January 27-29, 2021, at the Colorado Convention Center in Denver.

Continued developments and uncertainty have made it impossible to bring our community together safely and successfully in Denver. This is due to the ongoing progression of the COVID-19 pandemic, including the latest government data, measures, and guidelines on phased reopening plans in the U.S.; current restrictions on congregating and large gatherings imposed by states and other government and public health authorities; the inability for the Outdoor Retailer international community to travel to the show due to travel restrictions and bans; and the various company-imposed travel restrictions on employees affecting attendees and participating companies.

Find more information on the current status of in-person gatherings and related restrictions in Denver, Colorado, [here](#).

Will there be an in-person event this winter in Denver?

No. Outdoor Retailer Winter Online will replace the in-person show through a digital marketplace and enhanced online experience, and there will not be show-related meetings or gatherings in Denver this January. The online event will run throughout the winter buying season. The next Outdoor Retailer in-person show is scheduled for June 15-17, 2021.

What is the status of the On-Snow Demo?

The 2021 SIA/WWSRA On-Snow Demo will not be held as planned. For more information, contact WWSRA [here](#).

What is the status of Winter Sports Market?

For updates around Winter Sports Market (WSM), contact [Snowsports Merchandising Corp. \(SMC\)](#) or [Sports Specialists Ltd. \(SSL\)](#).

Will Outdoor Retailer Winter Online be held the same dates?

Outdoor Retailer Winter Online will cover the greater winter buying season from January-March 2021. More details will be available soon, and plan to utilize this marketplace beyond the traditional show timeframe.

What will the virtual event look like?

We are actively developing the Outdoor Retailer Winter Online digital marketplace and experience to support the winter season. This platform will provide the winter sports and outdoor communities an opportunity to connect, learn, and do business online in place of the in-person Outdoor + Snow Show. Outdoor Retailer is coming to you this winter and giving you a place to:

- Discover new brands, products, contacts, and leads;
- Connect to brands, reps, retailers, buyers, designers, media, creators, and more to buy/sell, build relationships, and invest for the future; and
- Engage with the whole of the community through live video, one-on-one chats, and an expanded education schedule – all one click away.

Will Outdoor Retailer Winter Online be different than the summer online show?

We learned a lot through the online event this past summer, and we are now focused on expanding the digital options. We have a new platform partner and one of the most significant developments is the addition of artificial intelligence (AI). The Outdoor Retailer Winter Online experience will be powered by AI, inferring a user's likes and dislikes, suggesting matches, and creating a uniquely tailored experience for each user to find products, brands, retailers, and education best suited to their needs. Outdoor Retailer Winter Online will also feature streamlined communication between brands, buyers, and media, including live video conferencing and live one-on-one chats; data-driven lead generation in real time; personalized dashboards and networking opportunities; and a comprehensive schedule of education sessions with industry leaders, experts, and visionaries.

When will registration open for the online winter show?

Registration for Outdoor Retailer Winter Online will open in the next few weeks. You'll hear from us as soon as it opens.

If I already made travel plans for Outdoor + Snow Show, who do I contact to cancel?

Hotel reservations made through EventSphere will be cancelled. At this time, attendees have not been charged for these reservations. EventSphere will be reaching out to everyone with active reservations to assist with cancelling reservations. For questions regarding housing booked through EventSphere, contact them at (877) 414-7918 or ORHousing@eventsphere.com.

Hotel reservations for Outdoor Retailer Summer Market will be accepted in early 2021. For all lodging reservations or additional room nights booked separate from

EventSphere, contact the respective property or booking agent to cancel and confirm a refund.

We recommend cancelling any air and ground travel arrangements as soon as possible. Many airlines, hotels and lodging companies are offering flexible refund options at this time due to the COVID-19 situation. Please contact your airline or travel provider directly to review options.

What if I booked a non-refundable flight and/or lodging for Outdoor + Snow Show?

Contact your travel provider as many airlines, hotels and lodging companies are offering flexible refund options at this time due to the COVID-19 situation. Should further questions arise, if you are a retailer, independent rep, or designer, please contact our [Attendee Relations](#) team. For media, contact PR. If you are a brand, contact your [Account Executive](#).

When will housing be available to book for the summer show?

Housing reservations through EventSphere for the summer show will open in early 2021.

What will happen with the Outdoor Retailer Innovation Awards?

The third annual Outdoor Retailer Innovation Awards will be part of the Outdoor Retailer Winter Online experience in January. The entry window is open September 1 - November 4, 2020, and a live online ceremony will be held to announce the winners. Information on the awards is available at outdoorretailer.com, and more details on the ceremony will be available soon.

What if I receive a message from someone claiming to provide access to Outdoor Retailer attendee lists/contacts, education or other?

Please be cautious should you receive unsolicited emails from someone claiming to have access to Outdoor Retailer attendee lists/contacts or asking you to register for the show or for other information. This may be an example of an emerging scam targeting attendees and exhibitors of large events that have been cancelled due to the COVID-19 pandemic. See a list of Outdoor Retailer's approved vendors [here](#).

FOR ATTENDEES

If I pre-registered for Outdoor + Snow Show, will I have to register again for the January 2021 show?

Our Attendee Relations team will be reaching out to see if you are interested in transferring your registration to Outdoor Retailer Winter Online.

How can I connect with the brands/exhibitors I typically meet with at Outdoor + Snow Show?

Outdoor Retailer Winter Online features a digital marketplace for brands, buyers, reps, designers, and media to connect, meet virtually through live video calls or chats, and communicate directly through the platform. Many brands, reps, and attendees will be looking for ways to engage with the show shifting online. After registration opens and the exhibitor list becomes available, there will be opportunities to connect and schedule time to meet or learn more directly on the site in order to support winter business. Stay tuned for more information.

When will we know what brands will be exhibiting at the winter online show?

The exhibitor list for Outdoor Retailer Winter Online will first be online at outdoorretailer.com in December. Once posted, the list will automatically update as more brands contract for the show.

How will the show education schedule be presented this winter?

Both live and on-demand online education will be available to all registrants. Sessions will be held in webinar-style format and accessible via the forthcoming Outdoor Retailer Winter Online website. We are working with Snowsports Industries America (SIA), the Outdoor Industry Association (OIA), and other industry organizations to develop relevant educational programming as part of the digital show. Anyone interested in speaking is invited to [submit a proposal online](#), and additional details around all education sessions will be announced when available. For sponsored session opportunities, contact your [Account Executive](#).

FOR EXHIBITORS

Can I apply my deposit toward the virtual show (Outdoor Retailer Winter Online) or a future Outdoor Retailer show?

All exhibitors and sponsors can roll deposits over to the January 2021 online show or the June 2021 show. Each company will be required to submit their request through an online portal. Your [Account Executive](#) will be in touch on next steps.

What if I opt not to be contracted for a 2021 show?

If you opt not to be contracted for a 2021 show at this time, a refund of your Outdoor + Snow Show 2021 exhibit space and/or sponsor deposit payment will be issued. Each company will be required to submit their request through an online portal. Your [Account Executive](#) will be in touch on next steps.

What is the timeline for receiving refunds?

Outdoor Retailer will be in touch with exhibitors and sponsors and provide additional information around refund processes. Please note, due to the unprecedented nature of the situation, refunds may take time and we ask for your patience as they are processed.

I recently cancelled due to the coronavirus, would I be eligible for a refund?

If you cancelled at an earlier time, please contact your [Account Executive](#).

What are my company's options for exhibiting at a future show?

The industry will gather virtually for Outdoor Retailer Winter Online running throughout the winter season. Exhibit, sponsorship, and advertising opportunities are available as part of this digital show. Exhibitor package and pricing information for Outdoor Retailer Winter Online will be available in the coming days. Contact your [Account Executive](#) to discuss options. The next Outdoor Retailer in-person show is scheduled for June 15-17, 2021.

If my company decides to exhibit at a future show, can any payments made to date be rolled over to that show?

Partners scheduled to exhibit or sponsor during Outdoor + Snow Show have the option to roll payments to the digital January show or June 2021 show for booth, sponsorship or advertising opportunities. To further discuss how to apply all or partial credit to 2021, please contact your [Account Executive](#).

Are there any savings or incentive opportunities I should be aware of for the virtual show (Outdoor Retailer Winter Online)?

Yes, there are different savings opportunities available as your company considers options including loyalty rates for current Outdoor + Snow Show exhibitors. Active SIA and OIA members qualify for additional savings. Contact your [Account Executive](#) to discuss options.

Can my sponsorship or advertising roll over to a future Outdoor Retailer show or opportunity?

Yes, we would love for you to continue your sponsorship or advertising. Your [Account Executive](#) will be in touch to discuss next steps.

How can I connect with the retailers/buyers I typically meet with at Outdoor + Snow Show?

Outdoor Retailer Winter Online is a digital marketplace for brands, buyers, reps, designers, and media to connect, meet virtually through live video calls or chats, and communicate directly through the platform. Many retailers, buyers, and attendees will be looking for ways to engage with the show shifting online. After registration opens and the exhibitor list becomes available, there will be opportunities to connect and schedule time to meet or learn more directly on the site in order to support winter business. Stay tuned for more information.