



OUTDOOR RETAILER SUMMER 2021 FAQ

As of February 23, 2021

Why did you switch the dates for Outdoor Retailer Summer 2021?

The Outdoor Retailer Summer 2021 show dates were changed from June to August 10-12, 2021, due to current capacity limitations in Denver and to facilitate a safe and successful in-person event. The new August dates provide Outdoor Retailer additional time to work with local officials and show partners on venue protocols and to integrate enhanced health and safety programs into the Outdoor Retailer Summer experience. Initial guidelines are available [here](#) and, given the dynamic nature of the COVID-19 pandemic, plans will continue to be updated in accordance with the most current recommendations and communicated to all involved with the show.

Our top priority is the health, safety, and wellbeing of exhibitors, attendees, and all involved with the show, and we are committed to creating an in-person event where you can safely and effectively conduct business.

We will continue to monitor the ongoing COVID-19 (coronavirus) pandemic, given its dynamic nature, and ensure all preparations for the in-person show are adapted to be consistent with the latest protocols and recommendations from health officials and government agencies.

[Sign up here](#) to receive show updates as they are released.

When will registration open for Outdoor Retailer Summer?

Registration for Outdoor Retailer Summer will begin in mid-April 2021. Check your email as you'll hear from us as soon as it opens.

HEALTH & SAFETY

How is Outdoor Retailer preparing to keep me safe, and what will be required of me by attending in person?

We are committed to ensuring the health and safety of each member of our community, as well as our internal team and others involved with the show. Please refer to our Health and Safety Plan [here](#). We will be utilizing the Emerald Preparedness, Prevention and Response Plan (found [here](#)), which has aided in the successful staging of shows to date, including Surf Expo in January 2021, and that will evolve over the coming months as additional shows are staged. We are working closely with Visit Denver, the Colorado Convention Center, and hotel partners over the coming months to ensure that we are implementing the highest safety protocols and measures recommended by health officials and government agencies, and we will remain transparent and available to address any questions or concerns you may have.

We will also take extra precautions at show venues, including, but not limited to:

- Social distancing and face masks required at all times and worn correctly per [CDC guidelines](#)
- Daily, heightened cleaning and sanitizing of all public spaces
- Daily temperature screenings
- Hand sanitizer stations positioned at key locations throughout the venue
- Spacing and traffic flow measures to allow for physical distancing
- On site medical personnel
- Enhanced signage and communication around protecting yourself and others

All entering the venue will be asked that they understand and abide by the Terms & Conditions as outlined in the Health and Safety Plan. Complete guidelines will be distributed to all attendees and exhibitors, with ongoing updates made as we get closer to the show.

What is the status of the Colorado Convention Center?

VISIT DENVER has been working very closely with the State of Colorado and the Denver Department of Public Health & Environment to create a pathway for safely holding events at the Colorado Convention Center. The convention center is expected to be fully decommissioned as an alternate care facility by March 25, 2021.

What safety precautions will be in place at the Colorado Convention Center?

The Colorado Convention Center has issued a reopening plan detailing new health and safety upgrades and standards, including ASM Global established venue cleaning protocols called VenueShield™. The plan outlines cleaning, food service, workforce, technology, capacity, social distancing, and other measures. The venue will continue to update its procedures to align with government and health agency guidelines.

Additional venue safety programs will be in place and communicated in accordance with the Emerald Preparedness, Prevention and Response Plan (found [here](#)), along with the latest recommended requirements.

What steps should I take if I test positive or am exposed to the virus?

If you have symptoms of illness, avoid spreading it to others. Stay home or do not enter the venue. Use the [CDC COVID-19 Self-Checker](#) to get help assessing symptoms, making decisions, and seeking appropriate medical care.

FOR ATTENDEES

What are the advantages of attending in-person?

Outdoor Retailer is committed to creating an event experience for you to safely and successfully conduct business. Attending the show in Denver offers an opportunity to see, touch, feel, and compare new products. You are able to have meaningful conversations in a safe environment in order to efficiently reach your goals. The show experience will be similar to what currently exists in your stores and other retail environments, while providing ways to build those relationships so important to the growth of your business.

When will we know what brands will be exhibiting at Outdoor Retailer Summer?

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

Will there be virtual opportunities along with the in-person show this summer?

Stay tuned for more information on digital opportunities via [Elastic Suite](#) to connect with brands and discover new products. Also, learn about new products, brands, and other industry initiatives each month through Outdoor Retailer Magazine – subscribe [here](#), and find more information on advertising [here](#).

Will there be an opportunity to watch education sessions remotely or on-demand?

Education sessions will be available this summer to support the business of outdoor and bring you the important conversations needed to transform our industry. Outdoor Retailer and Outdoor Industry Association (OIA), the official education provider of the trade show, will work together to offer the high-caliber education show attendees have come to expect. Webinar-style digital programming will be presented leading up to the show, along with key sessions during the show days of August 10-12, 2021. You will not need to attend in-person to watch, and every session will also be accessible on-demand. Details will be announced this spring, and anyone interested in speaking is invited to [submit a proposal online](#). For sponsored session opportunities, contact your [Account Executive](#).

FOR EXHIBITORS

What health and safety steps will I need to have in place to exhibit?

Outdoor Retailer and the Colorado Convention Center will work collaboratively on enhanced cleaning, sanitation, and disinfection of show areas, as well as provide personal protection to all attendees. We will work to ensure physical distancing protocols based on facility recommendations, including increased spacing in common areas, within the convention center.

To comply with the latest safety and physical distancing standards, we will work with exhibitors and provide guidance for planning around move in/out, exhibit space, meeting rooms, registration, sanitizing, etc. Complete information will be available in the coming weeks.

My company is already contracted for the Outdoor Retailer Summer show. Is there anything I need to do with the new show dates?

A digital addendum for your contract will be emailed to your company contact to acknowledge the new show dates. Once submitted, you will receive confirmation via email for your records.

Unfortunately, the new August dates no longer work for my company to exhibit. What are my options?

If your company can no longer attend Outdoor Retailer this summer, reach out to your [Account Executive](#) about cancellation with the option to roll funds to a future event or receive a full refund. Each company will be required to submit their request through an online portal.

Will there be virtual opportunities along with the in-person show this summer?

Digital opportunities via [Elastic Suite](#) will be announced in the coming weeks. Stay tuned for more information.

What are the dates for future Outdoor Retailer shows?

After the Summer 2021 show, the next Outdoor Retailer shows are scheduled for January 26-28, 2022, (Winter) and June 10-13, 2022 (Summer).

Are there any savings or incentive opportunities I should be aware of for Outdoor Retailer Summer?

Yes. Active OIA members qualify for 10% savings on exhibit space. Contact your [Account Executive](#) to discuss options.

Can my sponsorship or advertising be rolled over for the new show dates?

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

HOTELS/LODGING/TRAVEL

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

Housing reservations through EventSphere for the summer show will open this spring. We'll let you know when you can book your room.

How can I find more information about safety measures regarding my hotel stay?

It's A New Stay (IANS) is a comprehensive, joint effort by Outdoor Retailer and EventSphere to gather information on hotel properties' new cleanliness processes and procedures. With the current disruption of the normal hotel stay, these resources communicate what the hotel community is doing to make the hotel experience safe and healthy. Our goal is to ensure guests that we are on the front lines with our hotel partners and are dedicated to gaining comfort and trust in staying at hotels again. Find the current information on Denver hotels [here](#).

What if I booked a non-refundable flight and/or lodging for the June timeframe?

Contact your travel provider to review options as many airlines, hotels and lodging companies are offering flexible refund or transfer 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](#).

OTHER

What will happen with the Outdoor Retailer Inspiration Awards?

The 11th annual Outdoor Retailer Inspiration Awards will be part of this summer's programming. The nomination period will open this spring, and more details on the awards will be available soon. Find general information on the awards [here](#).

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. See a list of Outdoor Retailer's approved vendors [here](#).