discover THE NEW OUTDOOR RETAILER 2023 EXHIBITOR PROSPECTUS
The world has changed, your market has transformed — and so has Outdoor Retailer. North America’s largest trade show for the outdoor industry has evolved to help you navigate this new terrain and continue on the path to increased revenue.

**CHALLENGE accepted**

**OUTDOOR RETAILER reimagined**

With a reorganized show floor focusing on buyer interest and shopping behavior, plus a schedule that aligns with critical times in buying cycles, Outdoor Retailer brings qualified purchasing professionals to you at the exact moments they’re looking to place orders.
In addition to the Outdoor Retailer heritage trade shows for summer and winter, we have added an adventure festival where you can interact directly with consumers. Each event has unique sponsor and exhibitor opportunities.

November 14-16, 2023
SALT PALACE CONVENTION CENTER SALT LAKE CITY, UT
Now in line with the sales cycle — join us in November for a winter-focused show!
outdoorretailer.com/winter
Exhibitor Portal

June 2024
SNOW BASIN RESORT, HUNTSVILLE, UT
A mountain festival for the outdoor adventurer in all of us.
outdooradventurex.com
Exhibitor Portal

June 2024
SALT PALACE CONVENTION CENTER SALT LAKE CITY, UT
Launch the summer outdoor season and connect with the community.
outdoorretailer.com/summer
Exhibitor Portal
This is the event with the history, the scope and the breadth to help you reach your sales goals.

**The largest outdoor show in North America**

Building the outdoor community since 1982

Keystone to the $862 billion outdoor industry

1000s of retail buyers looking to discover new brands and products

**The broadest and most diverse makeup of outdoor attendees**

100s of working media looking for stories

100s of designers coming to source the latest raw materials
A Trade Show Reconfigured
This year, we have made adjustments to the schedules and show floors to enhance the experience for exhibitors and attendees alike.

Outdoor Retailer has been reorganized to reflect industry segments and standards, minimize decision fatigue for the attendees and maximize impact for everyone.

SPECIALTY AREAS

VENTURE OUT  THE HUB  THE CAMP STAGE
EVERYTHING IN ITS PLACE:  

**winter show**

A collection of all the brands that make life on the edge possible.

Brands that get us to go outside and explore, plus companies that keep the planet healthy and keep your business running.

Featured areas and show floor area subject to change.
A collection of all the brands that make life on the edge possible.

Brands that get us to go outside and explore, plus companies that keep the planet healthy and keep your business running.

**Brand Immersion Meeting Spaces**
Do you want to build something all your own? Here is the expo-adjacent space to do it.

- Featured areas and show floor area subject to change.
<table>
<thead>
<tr>
<th>CAMP &amp; HIKE</th>
<th>CLIMB</th>
<th>RUN &amp; CYCLE</th>
<th>WATER</th>
<th>SOURCING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Debut your latest products and pitch your current programs to an audience eager to get ahead of emerging hiking and camping trends and find products like:</td>
<td>Launch your latest products in front of an audience actively seeking the next big thing in climbing. Buyers are looking for products in these categories:</td>
<td>You provide the products that empower athletes to discover their true potential. At Outdoor Retailer, you’ll discover yours. Buyers in this segment are looking for products in these categories:</td>
<td>Feel the rush when you showcase your water sports products in front of buyers looking for the must-have items for the season, including:</td>
<td>Help turn ideas into tomorrow’s best-selling outdoor products. The sourcing audience is looking for materials and services to realize their visions, including:</td>
</tr>
</tbody>
</table>
| • Tents  
• Sleeping bags  
• Hammocks  
• Camping furniture  
• Cooking equipment  
• Lighting  
• Health and safety gear  
• Hiking apparel  
• Hiking boots  
• Day packs / backpacks  
• Water bottles / hydration packs  
• Trekking poles  
• Snacks and nutrition | • Apparel  
• Packs  
• Harnesses  
• Belay device  
• Ropes and slings  
• Safety gear | • Apparel  
• Insoles  
• Hydration packs and belts  
• Electronics (heart rate monitors, fitness trackers, lights)  
• Nutrition  
• Strollers / joggers  
• Bikes  
• Helmets  
• Pedals  
• Bike components  
• Racks | • Kayaks  
• Paddle boards / SUPs  
• Canoes  
• Rafts / tubes  
• Apparel  
• Footwear  
• Personal Floating devices  
• Eyewear / sunglasses  
• Packrafts  
• Life vests | • Fabrics  
• Raw materials  
• Metals (carbon, steel, titanium, aluminum)  
• Technologies  
• Industrial design  
• Trend forecasting  
• Materials innovation |
## CAMP & HIKE
Debut your latest products and pitch your current programs to an audience eager to get ahead of emerging hiking and camping trends and find products like:
- Tents
- Sleeping bags
- Hammocks
- Camping furniture
- Cooking equipment
- Lighting
- Health and safety gear
- Hiking apparel
- Hiking boots
- Day packs / backpacks
- Water bottles / hydration packs
- Trekking poles
- Snacks and nutrition

## CLIMB
Launch your latest products in front of an audience actively seeking the next big thing in climbing. Buyers are looking for products in these categories:
- Apparel
- Packs
- Harnesses
- Belay device
- Ropes and slings
- Safety gear

## RUN & CYCLE
You provide the products that empower athletes to discover their true potential. At Outdoor Retailer, you’ll discover yours. Buyers in this segment are looking for products in these categories:
- Apparel
- Insoles
- Hydration packs and belts
- Electronics (heart rate monitors, fitness trackers, lights)
- Nutrition
- Strollers / joggers
- Bikes
- Helmets
- Pedals
- Bike components
- Racks

## SNOW
If you have gear for downhill, backcountry and cross-country skiing; snowboarding; snowshoeing and other associated activities, this is where you’ll find your target audience. Buyers are looking for products like:
- Skis
- Snowboards
- Boots
- Helmets
- Apparel
- Goggles
- Snowshoes
- Poles

## SOURCING
Help turn ideas into tomorrow’s best-selling outdoor products. The sourcing audience is looking for materials and services to realize their visions, including:
- Fabrics
- Raw materials
- Metals (carbon, steel, titanium, aluminum)
- Technologies
- Industrial design
- Trend forecasting
- Materials innovation
This central location will provide the backdrop for attendees to get reenergized. They can sit back with a refreshing beverage, snag a hangout spot for informal networking and get inspired by presentations on the Camp Stage.
discover BIGGER OPPORTUNITIES
Our online portal
We offer extensive opportunities for sponsorship at all our shows. Visit our online tool to learn more and find the visibility platform that fits your needs and budget.
discover OUR COMMUNITY
Thousands of retail buyers attend Outdoor Retailer in search of new brands and products to attract customers.

Product designers and R&D and sourcing teams from across the industry come to find raw materials, fasteners and inspiration.

Journalists come to learn about new products and uncover story ideas.

Association partners and nonprofit organizations participate in Outdoor Retailer as advocates, thought leaders and exhibitors.
Only at Outdoor Retailer can you find the range of retailers, quality of media outlets and friends and colleagues from across the industry, in one place, at one time.
RETAIL BUYERS

Our attending retailers range from national chain stores with multibillion dollars in sales and military to independent retailers with under $500,000 in sales.

Showcase your latest products to buyers who represent a wide array of stores and businesses, including specialty outdoor, ski shops, regional and national chains, big box, online, resorts and outfitters from the U.S. and international.

One of the best professional experiences I've had.

- Brittany Katz
  Terra Running Company

NATIONAL AND REGIONAL RETAILERS

Academy Sports + Outdoors
Beal's
Bass Pro Shop
Big 5
Camping World
Costco
Dick's Sporting Goods
Eddie Bauer
L.L. Bean
Macy's
Moosejaw
Nordstrom
Public Lands
Scheels
Sierra Trading Post
Tilly's
Urban Outfitters
Walmart

INDEPENDENT RETAILERS

Alpine Shop
Alpenglow Sports
Bill & Paul's Sporthaus
Bob Wards
Christy Sports
EVO
Gear COOP
Fin & Feather
Hansen's Surfboards
Jax Outdoor
Kittey Trading Post
Next Adventure
Nomad Ventures
Sturtevant's of Sun Valley
Sun & Ski
Ute Mountaineer

ONLINE AND CATALOG RETAILERS

Athleta
Amazon
Backcountry.com
Huckberry
Sundance
Title Nine
Zappos

RESORTS

Alterra Mountain Company
Aspen Skiing Company
Boye Resorts
Deer Valley Resorts
Jackson Hole Resorts
Mammoth Mountain
Mount Hood
Ober Gatlinburg Resorts
Pwdr Corp
Sipapu Resorts
Stratton Mountain
Sun Valley Company
Vail Resorts

GLOBAL RETAILERS

Canadian Tire
Valhalla Outfitters
Wild Earth AUS
Adventure Point
Sail Plein Air

ATTENDING STORES
DESIGNERS

Bring your raw materials, fabrics, manufacturing technology, metals and industrial design services to connect with designers, R&D professionals and sourcing teams from around the world.

DESIGNERS

Brilliant Grey
Carhartt
Columbia Sportswear
Cotopaxi
Deckers
Dick’s Sporting Goods
Fabletics
Free People
Hanes
Harley Davidson
JanSport

Land’s End
Leatherman Tool Group
Lululemon
meli
Nike
Oakley
Old Navy
Orvis
PEARL iZUMi
Polo Ralph Lauren
Rivian

Scott USA
Smartwool
Target
The Apparel Group
The North Face
The ZaneRay Group
Travis Mathew
Volcom
and more!

"There was excitement around our launches and new lines."

- Laurel Bisonette
Tilley Endurables
Launch your products and gain exposure for your brand in front of the hundreds of editorial media members who attend and cover the shows. Attending media represent a variety of news topics, including outdoor, technology, business, fashion, fitness and local news.

**ENDEMIC MEDIA**
- Adventure Journal
- Backpacker Magazine
- Climbing Magazine
- Freeskier
- Gear Junkie
- Gear Patrol
- Hunting Life
- National Geographic
- Outside
- Overland Journal
- Peloton Magazine
- SGB Media
- Shop-Eat-Surf
- SKI Magazine
- Snowboarder Magazine
- Women's Running
- Yoga Journal

**NON-ENDEMIC MEDIA**
- Associated Press
- Axios
- Business Insider
- ESPN
- Footwear News
- Forbes
- HiConsumption
- Men's Journal
- New York Times
- Runner’s World
- Popular Mechanics
- SELF
- SHAPE
- Sourcing Journal
- Sunset Magazine
- Wall Street Journal
- WIRED

"Outdoor Retailer continues to inspire with every show."

- Megan Kellin
  Lake and Company
GOVERNMENT & OUTDOOR PARTNERS

Find the associations, organizations and government partners you can collaborate with for conservation, advocacy and engagement.

ASSOCIATION PARTNERS

Outdoor Industry Association (OIA)
Snowsports Industries America (SIA)

ORGANIZATIONS

American Alpine Club
Access Fund
Big City Mountaineers
Camber Outdoors
Fabriclink
Leave No Trace
National Forest Foundation
Promostyl
Protect Our Winters
Sierra Club
The Conservation Alliance
The NPD Group
Winter Sports Market
and more!

GOVERNMENT AGENCIES

National Park Service
AAFES
NASA
US Army
19th Special Forces Group
Navy Exchange Service Command
Nellis Air Force Base
Outdoor Recreation
US Department of Commerce

Hearing from so many industry professionals with unique perspectives was the highlight of the show for me.

- Lindsey Mildner
L.L.Bean

2023 EXHIBITOR PROSPECTUS