



OUTDOOR RETAILER AND OUTDOOR DESIGN + INNOVATION FAQ

Why is Outdoor Retailer making these changes?

We spend a great deal of time listening to brands, retailers, and the greater Outdoor Retailer audience through having year-round conversations and conducting surveys. So, starting with the Summer show in June 2024, we're debuting a fresh format:

- **Hosted Buyer program:** The biggest piece of feedback we hear is that brands want to see more retail buyers at the shows, and retailers want to see more brands. So, we are supporting buyer attendance through the Hosted Buyer program and dedicating hours to building buyer-exhibitor relationships.
- **Booth and pricing structure:** We're supporting exhibitors by offering a simplified booth space plan and new pricing structure, creating more streamlined opportunities for brands to participate on the show floor.
- **Outdoor Design + Innovation launch:** We're introducing the co-located Outdoor Design + Innovation show to more seamlessly connect sourcing and supply exhibitors directly with the design and developer audience, and to better support the full product cycle from concept to launch.

Additionally, we recently made other changes to timing and layout that you'll see this year:

- **New show timing:** We're kicking off the new show cycle this November. Both shows are now at the beginning of the respective seasonal sales cycles – Summer in June and Winter in November – and staging in timeframes to better support the greater buy/sell ecosystem.
- **Floor plan designed by activity:** The floor plans will continue to follow the new layout organized by activity. Outdoor Retailer's zones include Camp + Hike, Climb, Run + Cycle, Water (Summer), Snow (Winter), Lifestyle, Overland + Travel, Retail Services, and Stewardship, while Sourcing and Business Services will be featured at Outdoor Design + Innovation.

When do these changes go into effect?

These new format changes begin in 2024 starting with Outdoor Retailer Summer, June 17-19, 2024 at the Salt Palace Convention Center in Salt Lake City, Utah. This upcoming Winter show from November 14-16, 2023, will be held in its existing format in the Salt Palace. [Registration is open](#) for attendees, and brands interested exhibit and sponsorship opportunities around Winter 2023 can [contact an account executive](#).

What is the Hosted Buyer program?

The Hosted Buyer program will provide supported pathways for qualified retail buyers to attend Outdoor Retailer. In advance of each show, buyers may apply for an opportunity to access available funds to offset costs of attending. The participating buyers will have avenues to schedule in-person meetings during the shows with exhibiting brands and to discover more brands and new products.

Buyers interested in learning more can submit information [HERE](#), and contact our [attendee relations team](#) for more details.

What are the buyer hours?

For all retailers and exhibitors, Outdoor Retailer is introducing dedicated hours for buyers. The first two days of each show will open with specific morning hours for buyers and exhibiting brands, allowing time for appointments, line showings, placing orders, marketing and merchandising conversations. After buyer hours the first two mornings, and for the full third day, the show floor opens to all attendees, and show floor education sessions and networking events begin. Daily hours will be announced closer to the show.

Can I still attend Outdoor Retailer if I'm not a buyer?

Outdoor Retailer remains open to all retailers, buyers, reps, importers/distributors, outfitters, media, advocacy organizations, athletes, and the greater outdoor and winter sports industries to attend. And, Outdoor Retailer's community traditions will continue with opportunities for media engagement, to learn at expert-led education sessions, to attend networking events, and support advocacy efforts. Details on the morning buyer-specific hours will be announced in early 2024.

Why are you introducing Outdoor Design + Innovation?

To better serve the complete outdoor and winter sports ecosystem, Outdoor Retailer and Outdoor Design + Innovation will be co-located and run side-by-side in the Salt Palace over the same dates with separate registrations. The two events will more seamlessly connect sourcing and supply exhibitors and attendees.

What exhibitors and attendees will be at Outdoor Design + Innovation?

Exhibitors at ODI will include domestic and international suppliers of raw materials – textiles, fabrics, fibers, insulations, finishes, fastenings, and product hardware – along with businesses delivering current technologies in manufacturing and sustainability across the supply chain. Product developers and designers will find the latest materials and discover new trends and solutions to turn ideas into functional goods.

What is the new booth sizing and pricing structure?

Both Outdoor Retailer and Outdoor Design + Innovation will offer a simplified way to exhibit starting in 2024. New booth space options, including a pre-built turnkey space, will be capped at a maximum size. And each space option will be available at one of two rates – early bird or standard. Contact an [account executive](#) to get more information.

What is the show schedule?

This upcoming Outdoor Retailer Winter show is November 14-16, 2023, in the Salt Palace. Starting in 2024, both Outdoor Retailer and Outdoor Design + Innovation are now at the beginning of the respective seasonal sales cycles – Summer in June and Winter in November – and staging in timeframes to better support the greater buy/sell ecosystem. This creates a more efficient place for brands to launch products and inspire buying decisions, and for retailers to see the range of products and discover what's new in the marketplace.

How will the two shows be organized?

The floor plans for both shows will continue to follow the new layout organized by activity which are designed to provide a more efficient shopping experience. Outdoor Retailer's zones include Camp + Hike, Climb, Run + Cycle, Water (Summer), Snow (Winter), Lifestyle, Overland + Travel, Retail Services, and Stewardship, while Sourcing and Business Services will be featured at Outdoor Design + Innovation.

Will I be able to attend both Outdoor Retailer and Outdoor Design + Innovation?

Separate registrations will be required for Outdoor Retailer and Outdoor Design + Innovation. Registration details to access either show, with opportunities to attend both, will be available next year.

What is the plan for The Summit by Outdoor Retailer in January?

The Summit by Outdoor Retailer will take place in January alongside Winter Sports Market to provide more business opportunities and bolster the winter buying calendar. Additional details on brand and attendee participation will be announced soon.

As an exhibitor, how do I determine which show is best for my brand?

Contact an [account executive](#) for details on exhibiting at Outdoor Retailer or Outdoor Design + Innovation.

Will there continue to be education and networking events and both shows?

Yes. Both Outdoor Retailer and Outdoor Design + Innovation will host education sessions, keynotes, workshops, networking, happy hours, and other activities to support community engagement and facilitate business on every level. Outdoor Retailer is commerce, content, connections, and community all happening in one place. We'll continue to be the place for the greater industry to come together, swap stories, and drive positive change for business, our industry, and our planet.