

2008 TotalReach Packages



Reach your customers before, during and after the show with the Outdoor Retailer TotalReach Program. TotalReach is your pre-show, at-show, and post-show market solution.

TotalReach offers integrated multimedia packages to help you exceed your revenue goals. By utilizing Outdoor Retailer's diverse offerings - highly trafficked website and online tools, proven on-site signage and sponsorship opportunities and print publications - you will be able to position your products and services in front of the industry's most sought after buyers.

Grow your business with TotalReach - it will develop product and brand awareness faster than a booth alone!

1 TOTALREACH NEW EXHIBITOR PACKAGE

SAVE
\$505

Total Impressions = 714,000

As a new exhibitor at Outdoor Retailer you can take advantage of the "new exhibitor only" TotalReach package. Attendees are always looking for new companies and products. This is the opportunity to stand out as a new exhibitor and get retailer and buyer attention.

		<i>Impressions</i>
• Enhanced New Exhibitor Listing Online	\$250	*
• Online Product Showcase and HTML Email	\$750	6,000 + *
• Pre-show Newsletter Co-branded Spot	\$500	8,000

Package Value = \$1,500
Discounted Package = \$995

**TotalReach packages are sold per show cycle.
OutdoorRetailer.com receives over 700,000 impressions per show cycle.*

4 TOTALREACH PLUS PACKAGE

SAVE
\$255

Total Impressions = 713,000

Promote your company and product to attendees through multiple steps of the Outdoor Retailer experience. The TotalReach Plus package will provide exposure online, on the show floor and in email communications to attendees. Limited to 10 sponsors.

		<i>Impressions</i>
• Online Product Showcase and HTML email	\$750	6,000 + *
• Enhanced Listing Online	\$250	*
• Attendee bag insert (customer provided)	\$1,000	7,000
• OutdoorRetailer.com banner (Rectangle - mid/low)	\$1,050	*

Package Value = \$3,050
Discounted Package = \$2,795

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2 TOTALREACH BASE PACKAGE

SAVE
\$205

Total Impressions = 728,000

If you've been at Outdoor Retailer before but want to make sure you're getting as much attention to your company and products as possible, TotalReach Base is the quickest, easiest way to make it happen. Show your company and product online and in the dedicated product showcase email campaign, as well as prominent show signage at the Outdoor Retailer show.

		<i>Impressions</i>
Online Product Showcase and HTML email	\$750	6,000 + *
Enhanced Listing Online	\$250	*
Co-branded Meter Board On-site Exposure	\$500	22,000

Package Value = \$1,500
Discounted Package = \$1,295

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5 TOTALREACH MARKET LEADER PACKAGE**

SAVE
\$755

Total Impressions = 728,000

Give your company the attention it deserves with the TotalReach Market Leader package. Welcome attendees as they arrive at Outdoor Retailer. Have your logo on the online floorplan. You'll also be a part of pre-show and post-show activity with your company and product placements on outdoorretailer.com. Limited to 8 sponsors.

**Indicates Official Show Sponsor

		<i>Impressions</i>
• Online Product Showcase	\$500	*
• Product Showcase HTML email	\$500	6,000 + *
• Enhanced Listing Online (on outdoorRetailer.com)	\$250	*
• Online Floorplan Sponsor (on outdoorRetailer.com)	\$1,500	*
• Large Carpet Logo Overlay	\$2,000	22,000

Package Value = \$4,750
Discounted Package = \$3,995

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3 TOTALREACH DIRECT ACCESS PACKAGE

SAVE
\$455

Total Impressions = 728,500

TotalReach Direct Access is a targeted delivery direct to the retailers you want to reach. Show your company and product in a direct mailing to 500+ targeted retailers of your choice in a co-branded postcard, online and in the dedicated product showcase email campaign, as well as prominent show signage at the Outdoor Retailer show.

		<i>Impressions</i>
• Online Product Showcase and HTML email	\$750	6,000 + *
• Enhanced Listing Online	\$250	*
• Co-branded Meter Board On-site Exposure	\$500	22,000
• Direct Co-branded Postcard (500+ targeted retailers)	\$1,250	500

Package Value = \$2,750
Discounted Package = \$2,295

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Pre-Show

- Reach customers before your competitors
- Tap into show dollars before buyers arrive

At-Show

- Separate yourself from the competition
- Gain new customers
- Increase sales

Post-Show

- Generate buzz after the event
- Generate business from people who missed your booth

Upon receipt of contract you will receive a complete specification sheet for your TotalReach Package.