

Outdoor Retailer Chooses Denver Q&A

LOCATION

Why Denver?

We received submissions from truly incredible cities - a testament to the strength of the outdoor community. Denver is the undeniable industry choice and basing the show in a state that places such a high value on outdoor recreation is the best move we can make for the outdoor industry. As outdoor recreation evolves, outdoor businesses need to stand together and adapt to those changes in order to successfully move forward. We look forward to building a future together and thank Governor Hickenlooper, Luis Benitez, director for the office of Outdoor Recreation, and Mayor Hancock, for their gracious support.

How many other states submitted proposals?

The RFP process is confidential; however, we were pleased to receive a number of proposals from cities across the U.S. This strong response reaffirms the overwhelming support for our industry and what it has to offer. We thank all of those cities that indicated interest in hosting our show.

What was the deciding factor in choosing Denver?

At the outset of the RFP process, we established criteria that not only addressed the required logistics to host a successful show, but also evaluated the alignment of our industry values. Denver and the state of Colorado are passionate about protecting and nurturing outdoor recreation, which is critical to the growth of our industry. The Mayor, the Governor, Colorado's Outdoor Recreation Industry Office and Visit Denver not only accommodated all our needs to run a successful show, but also welcomed us with open arms.

How many attendees do you expect to draw to Denver?

With the combined Outdoor Retailer + Snow Show, Outdoor Retailer Summer Market and Outdoor Retailer Winter Market, we expect to draw more than 85,000 attendees per year to Denver.

What is the economic impact of all three shows for Denver?

We expect the annual direct and indirect economic impact for all three shows - Outdoor Retailer + Snow Show, Outdoor Retailer Summer Market and Outdoor Retailer Winter Market – to be \$110M per year.

DATES

What are the dates of the 2018 shows? And future dates?

The relocation to Denver begins in January 2018 with the Outdoor Retailer + Snow Show – January 25-28, 2018. The dates for 2018 are as follows:

- SIA Industry + Intelligence Day – January 24, 2018
- Outdoor Retailer + Snow Show – January 25-28, 2018
- WWSRA / SIA On-Snow Demo – January 29-30, 2018, Copper Mountain, Colo.
- Outdoor Retailer Summer Market – July 23-26, 2018
- Outdoor Retailer Winter Market – November 8-11, 2018

Future dates will be released in the next 30 days.

HOTELS / LOGISTICS

How will this affect housing/hotel availability?

Denver hotel capacity exceeds the capacity we worked with in Salt Lake City. We look forward to working with the Denver community and our new housing vendor, EventSphere, to make a smooth transition to Denver.

Can Denver easily accommodate the new Outdoor Retailer + Snow Show?

Yes. The Denver Convention Center provides the opportunity for a completely new floorplan that we are currently reviewing. We will work hard to ensure that we continue to foster the current neighborhood and general community feel that we have all come to enjoy and appreciate.

Will the show floor be bigger/smaller? Will there be pavilions?

The move to Denver gives us the opportunity to bring Outdoor Retailer under one roof. There are no plans for pavilions at any of the shows. The Denver Convention Center provides the opportunity for a completely new floorplan that we are currently reviewing for all shows. We are working hard to ensure that we continue to foster the current neighborhood and general community feel that we have all come to enjoy and appreciate.

How long is the contract? How long will the show be in Denver?

This is a long-term contract and our goal is that the outdoor industry enjoys its new home in Denver, that Denver will support the evolving needs to the industry, and that this will be a long-term commitment by all involved. We enjoyed 22 years in Salt Lake City and look forward to this next chapter.

Will overall costs be higher in Denver?

Outdoor Retailer worked diligently with the Colorado Convention Center and Visit Denver to negotiate the best rates for labor, hotels and major costs associated with the show. This points to the strong spirit of collaboration in this new partnership.

Booth rates will be lower from previous years for Outdoor Retailer Winter Market in November and Outdoor Retailer + Snow Show in January. The discount for OIA members will more than triple from the current 10 percent to closer to 30 percent.

Will Outdoor Retailer continue to utilize the same vendors?

With Emerald's long expertise in hosting trade shows, we have assembled the best vendors to provide services and rates to our exhibitors. Freeman has earned great respect in the industry, knows our community well and will continue to be a partner. We will be working with Freeman to coordinate the transition and are doing everything we can to ensure a smooth transition. EventSphere, our new housing partner, has been doing an incredible job over the past few months. Their team is working in close collaboration with ours to also ensure that we have a smooth transition into the Denver hotel community.

What about storing booths and other booth logistics?

We will be sending out exhibitor information shortly that will detail booth logistics, storage, etc.

PARTNERSHIPS

What is the status of Grassroots? Will they be co-locating?

We are excited to be co-locating with Grassroots and are working hard to establish dates that align with Outdoor Retailer and a venue that meet the needs of Grassroots Outdoor Alliance and will share those specific dates in the next 30 days.

What is the status of the co-location of SSL/SMC with Outdoor Retailer + Snow Show?

The SSL/SMC co-location is important to us and we are working on a solution that aligns dates and locations beneficial to all, and will share that information shortly as well.

Will there be any changes with regard to Outdoor Retailer's relationship with Outdoor Industry Association (OIA)?

OIA continues to be a strong partner with Outdoor Retailer as it always has been. Outdoor Retailer looks forward to this continued alliance.

What is Outdoor Retailer's relationship with SnowSports Industries America (SIA)?

SIA has become a trusted partner and like OIA will provide council to Outdoor Retailer, while working on its own initiatives. Outdoor Retailer purchased the SIA Snow Show, not the association.

DEMOS

Will there be a winter demo?

The WWSRA/SIA National Demo will take place alongside the Outdoor Retailer + Snow Show at Copper Mountain as it has. There are no current plans for a demo at Outdoor Retailer Winter Market in November.

Will there be a summer demo?

Yes, we are working to develop a plan that will provide the industry the best opportunity to test product, demo gear, host meaningful education, network with the community and enjoy the outdoors.

CONTRACTS

When will contracts be available?

Contracts renewals for both 2017 Outdoor Retailer and SIA Snow Show exhibitors will be sent the week of July 10. As we expect this new combined show to sell out quickly, the renewal deadline will

be August 1, 2017 and will include a 50 percent deposit. New exhibitors will be accepted after August 1, 2017.

How do I find out who my sales rep is?

Current exhibitors at both Outdoor Retailer and SIA Snow Show will be introduced to the sales team in the next few days.

FUTURE PLANS

What is the plan for the show for the next 5 years? 10 years?

Our long- term vision is to be the best in class partner with the outdoor industry and to stage a show that facilitates commerce, reflects buying cycles accurately, fosters a sense of community, and provides valuable education, networking and advocacy opportunities.

OPEN TO THE PUBLIC?

Will Outdoor Retailer be open to the public?

There's been speculation, or suggestions, that as a way to grow the industry, Outdoor Retailer should consider opening the event to the public. However, Outdoor Retailer is not entertaining any ideas about opening Outdoor Retailer + Snow Show, Outdoor Retailer Summer Market or Outdoor Retailer Winter Market in any way to the public. We are a business-to-business (B2B) trade event and allowing the general public into the event, changes the tenor and entire purpose of the event. Brands design their booths, campaigns and product selection to appeal to retailers looking for next season's gear. Allowing the public in also puts retailers at a disadvantage, because the public has access to newer equipment than what's available in stores. Outdoor Retailer will explore all options that help grow the industry, including standalone consumer events, but the Outdoor Retailer tradeshow will remain trade-only events.