

## Outdoor Retailer's Second Annual Consumer Media Event, Get Outdoors-NYC Announces Trend Data Partner—The NPD Group

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*Growing list of brands to showcase outdoor apparel, footwear, gear and tech to attending consumer media, May 11-12, 2017*

**SAN JUAN CAPISTRANO, Calif.—March 31, 2017**—Outdoor Retailer, the largest outdoor gear, apparel, accessories and technology tradeshow, will host the second annual Get Outdoors–NYC media event in New York City, May 11–12, 2017, in midtown Manhattan at the Metropolitan Pavilion. This event provides a platform for outdoor apparel, gear and footwear brands to present their Fall 2017 lines and brand stories to the large number of consumer media based in the area. Trend analysis from The NPD Group, a leading global information company, will provide data analysis to bring trend stories to life for attending journalists.

The NPD Group will participate in Get Outdoors-NYC as the Official Trend Sponsor to provide insights and analysis on U.S. outdoor trends as displayed in the new Media Spotlight lounge. This information will help guide media on storylines and how the participating brands tie into those larger stories. Additionally, NPD will be at the event to put the information into context. NPD will serve as a resource for research into the outdoor industry.

“NPD prides itself on providing brands with unmatched information and insights to interpret today’s market trends, while anticipating tomorrow’s. We are pleased to be participating in Get Outdoors-NYC. This event gives us a unique opportunity to share the latest outdoor industry data and apply it to the trend stories most interesting to journalists and their consumers,” said Jim Kelley, President, Sports, The NPD Group. “We welcome the opportunity to be a resource, during this event and in the future, to media looking to connect the dots on trend stories or reporting on the health and future of the outdoor industry.”

The event welcomes brands representing the breadth of the outdoor industry. Notable participants in 2017 include AfterShokz; Applied DNA Sciences; Carhartt, Inc; GCI Outdoor; Hover-1; Mountain Khakis; Nalgene Outdoor; Pelican Products; PrimaLoft; Sven Can See; Tuesday Cycles and more. [Click here](#) for a full list of sponsors.

“Get Outdoors-NYC brings the best of Outdoor Retailer to New York City, giving the industry facetime with consumer media,” said Marisa Nicholson, Outdoor Retailer Show Director. “We look

forward to hosting journalists from key media outlets including influential bloggers from ABC, CBS, InStyle, Men's Health and O, The Oprah Magazine, among others. With NPD joining us to provide valuable trend analysis and data, Get Outdoors-NYC is the ideal gathering for media to not only tap into the latest product offerings but get great insight into the trends that are influencing consumer behavior. For an editor, it's one-stop shopping."

Attended by more than 120 journalists last year from print, broadcast, online outlets and blogs, Get Outdoors-NYC will feature a flexible schedule, meeting the needs of media and minimizing travel expenses for exhibitors. Thursday, May 11, doors will be open from 1:00 pm–8:00 pm, and from 8:00 am–2:00 pm on Friday, May 12. This varied schedule allows for media visits before, during and after work. The late start on day one affords exhibitors time to set up in the morning prior to the beginning of the event.

Space and additional opportunities for exposure are now available. Please contact Krista Dill, Outdoor Retailer Sales Director, at 949-226-5728 or via email at [krista.dill@outdoorretailer.com](mailto:krista.dill@outdoorretailer.com). Media interested in attending, contact Kate Lowery at [kate.lowery@outdoorretailer.com](mailto:kate.lowery@outdoorretailer.com).

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**About Outdoor Retailer:**

Outdoor Retailer brings together retailers, manufacturers, industry advocates and media to conduct the business of outdoor recreation through tradeshows, Outdoor Retailer Magazine, product demo events, media events and web-based business solutions. The Outdoor Retailer tradeshows are the premier outdoor industry events for North America, providing platforms for critical face-to-face business initiatives, line previews, innovations launches, networking and retailer education.

Visit [outdoorretailer.com](http://outdoorretailer.com) for more information.

Outdoor Retailer is owned by Emerald Expositions, the largest operator of business-to-business trade shows in the United States, with its oldest trade shows dating back over 110 years. The company operates more than 50 trade shows, including 31 of the top 250 trade shows in the country as ranked by TSNN, as well as numerous other events. Emerald Expositions' events connect over 500,000 global attendees and exhibitors and occupy over 6.7 million NSF of exhibition space. The company has been recognized with many awards and accolades that reflect industry leadership as well as the importance of its shows to the exhibitors and attendees they serve.

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