

OUTDOOR

RETAILER + SNOW SHOW



2018 ADVERTISING + SPONSORSHIP
OPPORTUNITIES

Outdoor Retailer + Snow Show has creative and dynamic opportunities to get your brand in front of attendees before, during and after the show.

JANUARY 25-28, 2018 | COLORADO CONVENTION CENTER | DENVER, CO

INTRO

SPONSORS

QUICK LINKS

DIGITAL MEDIA

PRINT MEDIA

REGISTRATION

BRANDING

BANNERS
+ SIGNAGE

EVENTS

MEDIA

EDUCATION

INTRO

WE ARE OUTDOOR

Outdoor Retailer + Snow Show's core value is that we offer face-to-face interaction that cannot be replicated in a digital setting. It's the same thing that our retailers offer their customers as a value over online shopping. We offer the opportunity to connect.

Brands exhibit at Outdoor Retailer + Snow Show to efficiently foster engagement and intelligence. It is not a "if you build it, they will come" endeavor, however. Your opportunity to connect depends on drawing retailers and media to your booth. Sponsorships give you a voice beyond your booth and help create a multi-platform approach to draw in the retailers and media you want to see.

Don't wait for the right person to walk by, bring them in.



[Winter Market 2017 Recap Video](#)



[Venture Out 2017 Recap Video](#)

SPONSORS

Thank you to our Outdoor Retailer Winter Market and SIA Snow Show 2017 Sponsors:

TITLE SPONSORS



SNOWSPORTS INDUSTRIES AMERICA



TOGETHER WE ARE A FORCE.™

PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



CONTACT US

Outdoor Retailer + Snow Show | 2018 Sponsorship + Advertising Opportunities

QUICK LINKS

Elevate your Brand at Outdoor Retailer + Snow Show 2018.

DIGITAL MEDIA

- Email List Rental
- eNews
- Mobile App
- Web Advertising

PRINT MEDIA

- Direct Mail
- Show Directory
- Show Map
- SOURCE at OR Section Ad

REGISTRATION

- Confirmation Emails
- Portal

BRANDING

- Badge Advertiser
- Badge Lanyard
- Bag Insert
- Charging Stations
- Hotel Key Card
- Library Bin
- Made in America
- Official Show Product
- Registration
- Retailer + Rep Lounge
- Sample Stations
- Shuttles - Cherry Creek
- Swag Handout
- Vehicle Placement

BANNERS + SIGNAGE

- Banner - Exhibit Hall Aisles (Zones)
- Banner - Lobby Entrance
- Banner - Panoramic
- Bollards - New!
- Column Wrap - In Booth
- Column Wrap - Lobby
- Digital Billboard - Exclusive
- Digital Kiosk - Foam Core
- Digital Kiosks
- Display Case - Registration Lobby & Ramp
- Door Clings - Entrance Door Windows

- Door Clings - Interior Exhibit Hall
- Elevator Clings
- Escalator Canopy
- Escalator Clings - Ballroom Exclusive
- Escalator Clings - Exhibit Hall Exclusive
- Floor Decal - Laughing Escalator (12'x12')
- Floor Decals (2'x3')
- Floor Decals (3'x4')
- Floor Decals (4'x4')
- Floor Decals (8'x10') - Show Floor Entry
- Floor Decals - Exterior (8'x24')
- Handrail Graphics - Ballrooms
- Handrail Graphics - Exhibit Hall Level
- Handrail Graphics - Lobby Stairs
- Outdoor Display Area / Pop Up
- Welcome Flags
- Window Clings - 5 Sections to Choose From - NEW!
- You Are Here Kiosks - Exclusive

EVENTS

- Fashion Show
- Good Morning OR
- Industry Party
- Outdoor Inspiration Awards

MEDIA

- Media Preview
- Press Room

EDUCATION

- Outdoor University
- The Camp
- Trend + Design Center

PACKAGES

Contact your Account Executive for more information

SUPPLIER / DESIGNER

- Email List Rental
- Exhibitor eNews
- New Product Display Case
- SOURCE at OR Section Ad
- Trend + Design Center

DIGITAL MEDIA

EMAIL LIST RENTAL

Reach your target audience with an email campaign to Outdoor Retailer + Snow Show buyers. You can choose your deployment date and target by segment: accessories, apparel, equipment/hardgoods or footwear. It's your brand, your messaging and your creative, and we send it out!

Categories Available:

- Accessories
- Apparel
- Equipment/Hardgoods
- Footwear

Upgrade to PREMIUM to position your campaign to be delivered to retailers during the prime dates just before the show.

Pricing:

Standard Email **\$2,500**
per segment
(For dates up to and including January 7, 2018)

Premium Email **\$3,500**
per segment
(January 28, 2018)

For dates after January 15, 2018, standard rates apply.

Source **\$1,500/\$2,500**
per send/two sends

Galiam SOL - Find us at Booth #38207 web view



GAIAM SOL

100% WOW.
0% WHOOPS.

INTRODUCING
our new line of
PERFORMANCE YOGA APPAREL

Stop by our booth to preview our Fall line of apparel featuring high-performance fabric and yogi-savvy features that will fit and flatter from every angle, in every pose.

FIND US AT BOOTH #38207

GET YOUR YOGA ON
with NBA player Steve Novak from the Utah Jazz & instructor to the world's top athletes, Kent Katich.

©2015 Galiam, Inc. | 833 W. South Boulder Road | Louisville, CO 80027 | www.Galiam.com | (877) 989-6321

AND...
NOW
THE PARTY CAN START
STANLEY
GROWLERS
HAVE
ARRIVED



VACUUM INSULATED
KEEPS COLD 16 HOURS

LEAK-PROOF
POURABLE + PORTABLE

HEAVY DUTY HANDLE
POURS ONE-HANDED

STAINLESS STEEL
CLEAN DRINKING

STANLEY

BOOTH 14001
PARTY DAY 2 @ 4:30PM

BOOK YOUR APPOINTMENT NOW - CONTACT YOUR SALES REP
OR VAN.SCHOESSLER@PMI-WORLDWIDE.COM

DIGITAL MEDIA

ENEWS

eNews is our weekly digest of what's happening at the show and is one of our primary planning tools for Outdoor Retailer + Snow Show.

With a CONTENT-BASED approach, each edition of eNews delivers information, tools and media to enhance the show experience. From "How to Shop the Show," to "Can't Miss Events," eNews will deliver the information that matters most.



Ad spots are limited; contact your Account Executive today!

Promote booth events, product showcases, announcements, happy hours, show specials and more in eNews.


Pricing:

Exclusive Leaderboard A	\$1,000
Promo with image per newsletter B	\$250
Promo with image for (4) newsletters	\$950

Attendee and Exhibitor eNews are available.


A **THE RECYCLABLE MEMBRANE** 


OUTDOOR
RETAILER + SNOW SHOW
JANUARY 25 - 28, 2018 | COLORADO CONVENTION CENTER | DENVER, CO




Don't miss the biggest outdoor industry gathering! Learn what brands are hot and see innovations in outdoor travel gear first-hand from the manufacturers at Winter Market. Outdoor retail stores and buyers looking for the latest outdoor products for the upcoming season know exactly where to find them - at Outdoor Retailer Winter Market.

Do you have questions about attending? Need assistance figuring out if the product mix is right for your store? Contact **Joe Bustos**, Retail Relations Manager, or **Chris Sears**, Retail Relations Manager, for any of your needs. We are happy to help!

**SUSTAINABILITY**


The Salt Palace lets nothing go to waste. All trash collected under the roof of the Salt Palace is taken to a transfer station and sorted. Let's make a difference.

[MORE >>](#)

**TRENDS: ADVENTURE TRAVEL**


Jump on board to the newest trend in the outdoor industry: adventure travel. Learn more about this growing industry at the winter show.

[MORE >>](#)

**VENTURE OUT**

A curated selection of brands at the forefront of the modern outdoor experience. Don't miss visiting Venture Out at Outdoor Retailer Winter Market 2018.


[MORE >>](#)

B **POW** 
PROTECT OUR WINTERS

PROTECT OUR WINTERS


POW works opportunistically and focuses on youth education, advocacy and community-based activism. See how your company can get involved!

[MORE >>](#)

**WOOLRICH YANKEE BOOT**


Woolrich has embraced the authentic outdoor lifestyle for more than 180 years. Functional, comfortable and durable sports-wear. See more at booth XXX.

[MORE >>](#)

**MSR TENTS & PRODUCTS**

Engineered for pushing boundaries: All Season Tents are not to be missed. Better, safer, more reliable equipment is the key to unlocking greater adventure.

[MORE >>](#)


UNSUBSCRIBE INFORMATION HERE
3910 DEL ORO STREET
SAN JUAN CAPISTRANO, CA 92675

DIGITAL MEDIA

MOBILE APP

Attendees use the Mobile App to identify and locate exhibitors on the show floor. Use this platform to elevate your brand message.

Most Recent Show Stats:

App Downloads	6,568
Schedule + Sessions	84,690
Exhibitor Booth Views	60,378
Exhibitor List/Search	100,159
Floorplan Views	46,551

Mobile App Alert

A targeted booth traffic driver, before, during or after the show, Mobile App Alerts allow you to send important real-time communications directly to each attendee that has downloaded the Mobile App.

Mobile App Product Showcase

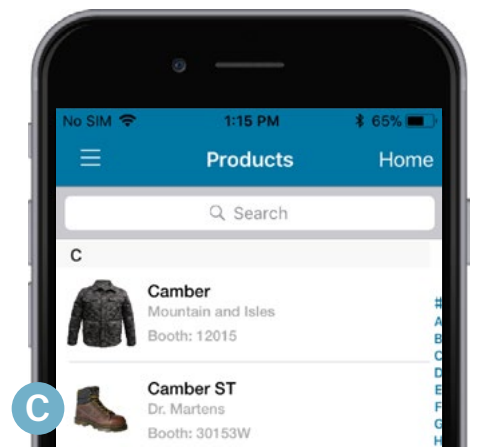
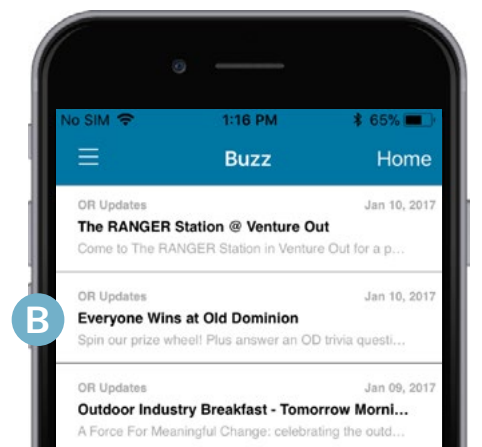
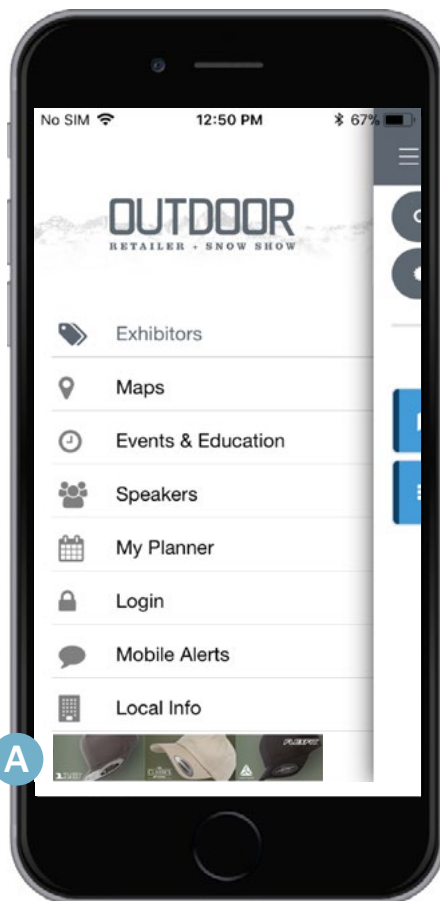
The Mobile App Product Showcase highlights a select group of products at the show, available to be filtered by product category as well for easy shopability. These Featured Products in the Mobile App Product Showcase are displayed on every downloaded device and help get your brand's product instant attention with quality imagery.

Mobile App Banner Ad

Banner ads rotate at the top of the app dashboard page, and click through to your landing page.

Pricing:

Title Sponsor	8,000
Banner Ad A	\$1,000
Alert B	\$1,000
Mobile Product Showcase C	\$795



DIGITAL MEDIA

WEBSITE

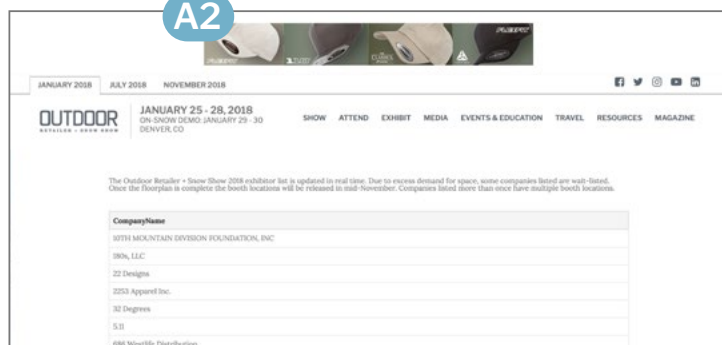
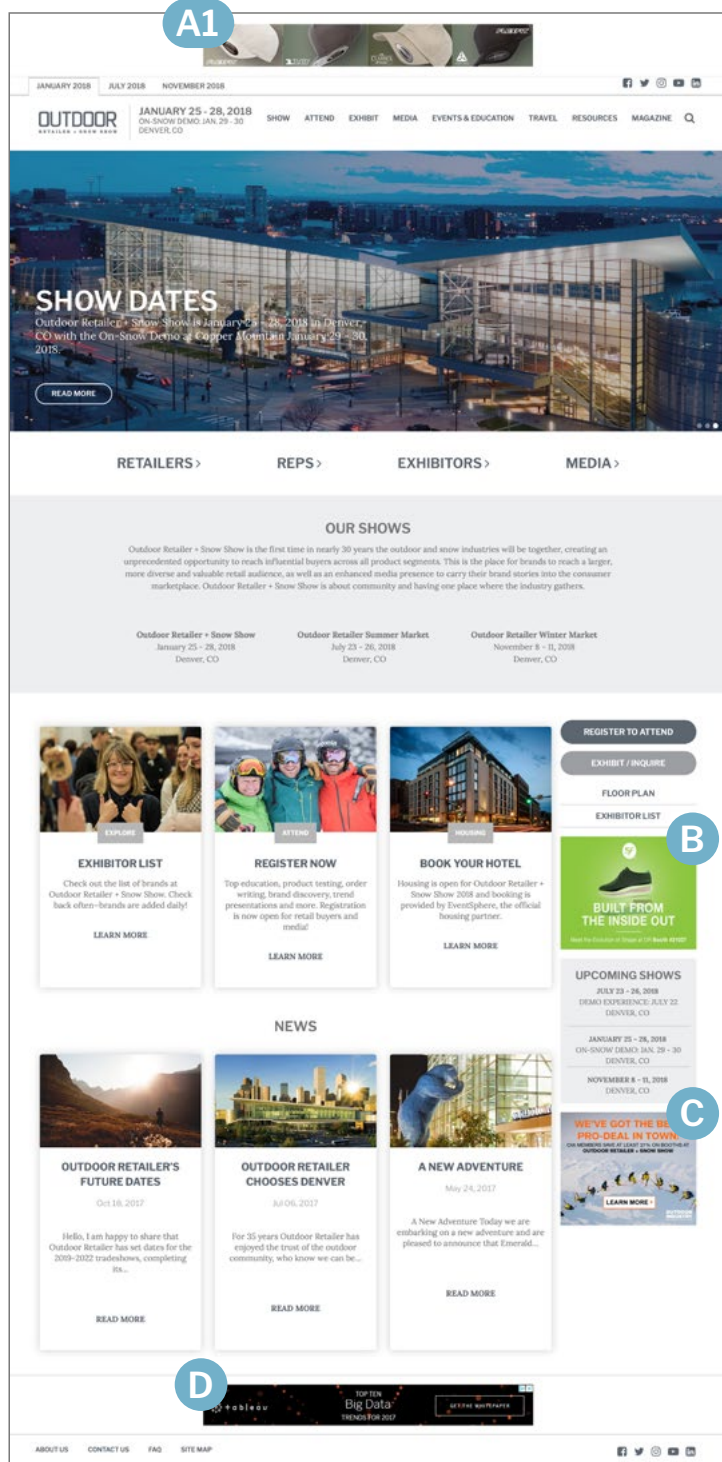
Outdoorretailer.com and the online show planner are year-round resources for the entire industry.

OutdoorRetailer.com:

Sessions	519,937
Users	345,732
Pageviews	1,019,879

Pricing:

Leaderboard R.O.S. A1	
+ Bonus R.O.S.	
Online Planner A2	Starting at \$3,600
Top Right Rectangle B	Starting at \$2,700
Mid Right Rectangle C	Starting at \$2,295
Anchor Banner D	Starting at \$1,350



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DIRECT MAIL

Send direct mail invitations to the official list of Retail Buyers registered for the Outdoor Retailer + Snow Show 2018 show. The turnkey program includes everything: use of the show's official attendee list, printing, postage and mailing.

Learn more and order at:
www.OutdoorRetailerDirect.com

Alert: Please be careful and avoid several unauthorized/unaffiliated companies that claim they have the show attendee list available for sale – Outdoor Retailer lists are never sold. Please use the list rental services on this site. Questions? Contact our [Official Vendor Partner](#) or your [Account Executive](#).

Pricing:
\$500 opportunity cost for one-time database access



Direct Mail Postcard - Front



Direct Mail Postcard - Back

PRINT MEDIA

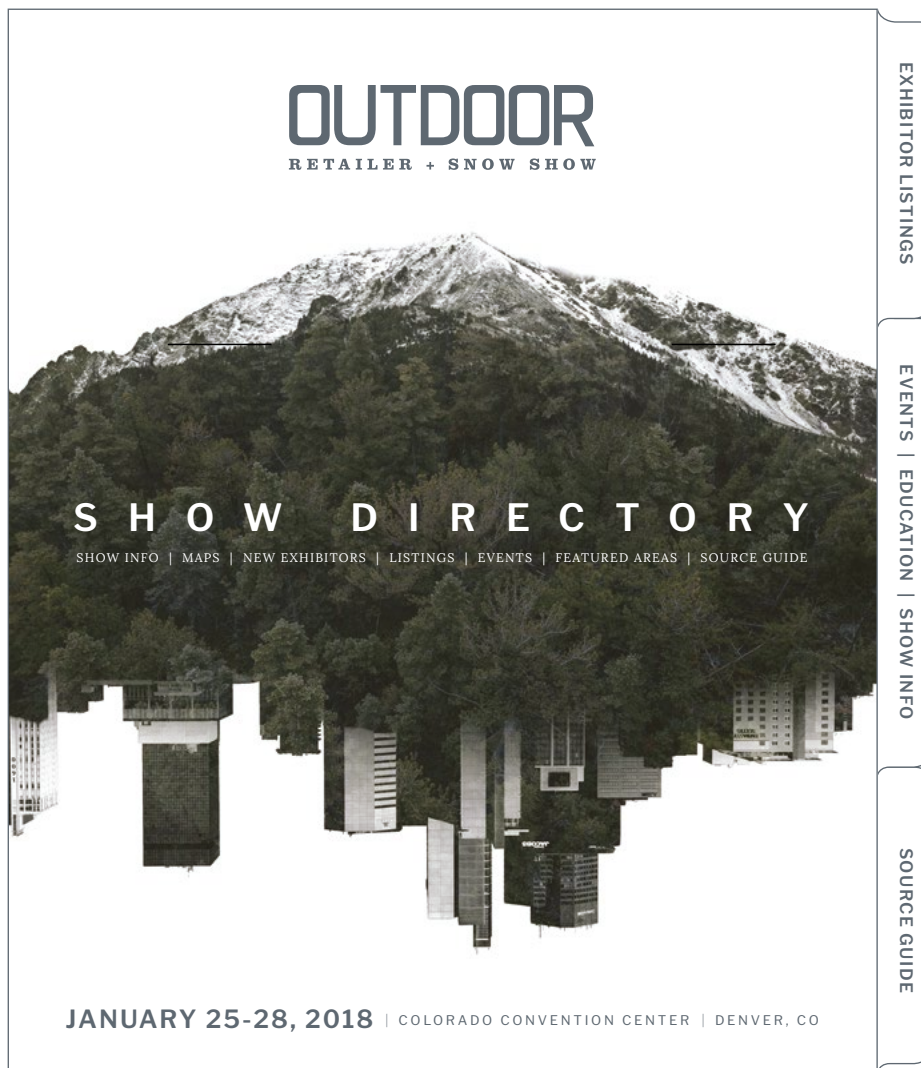
SHOW DIRECTORY

Outdoor Retailer + Snow Show's Directory is a unique opportunity to make an undeniable print impression.

- Build awareness and excitement to increase booth traffic
- Promote your brand to a large and focused B2B audience
- Influence purchasing decisions year-round

The Show Directory contains the complete exhibitor list, show and event schedules, show maps and more. Enhanced this year, the Show Directory will include a section devoted to the sourcing/raw materials manufacturers that exhibit serving retailers, exhibitors and designers. An advertisement, product feature or enhanced listing in the Show Directory can impact the right buying audience at show time. 6,000 copies will be distributed onsite at the show.

[Click here for more information.](#)



Show Directory Cover w/ Tabs

PRINT MEDIA

SHOW DIRECTORY *(Continued)*

Pricing:

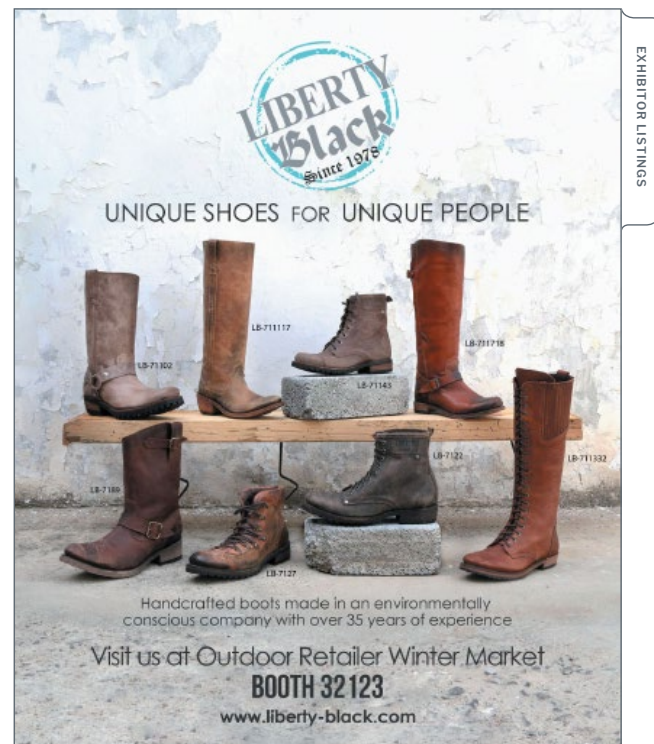
Inside Front Cover - Spread	SOLD
Inside Back Cover	\$4,000
Back Cover	SOLD
Right Page/Front of Book	\$2,750
Tabbed Divider/Two Sided (space limited)	\$4,725
Run of Book - Spread	\$4,780
Run of Book - Full Page	\$2,250
Run of Book - 1/2 page	\$1,480
Product Showcase	\$795
Basic Listing	Free
Classic Listing w/ Logo	\$495
Cover Tip, Insert, Blow In, Belly Band, Cover Sticky Note or Gatefold	SOLD

Deadlines:

Advertising Space Deadline	December 15, 2017
Product Showcase Ad Materials Due	December 20, 2017
Advertising Materials Due	December 20, 2017



Cover Tip On



Tabbed Divider Ad

PRINT MEDIA

SHOW MAP

The onsite floorplan is one of the primary navigation tools retailers use to explore the show floor. We distribute 12,000 copies; this exclusive advertising opportunity is unparalleled for brand reach.

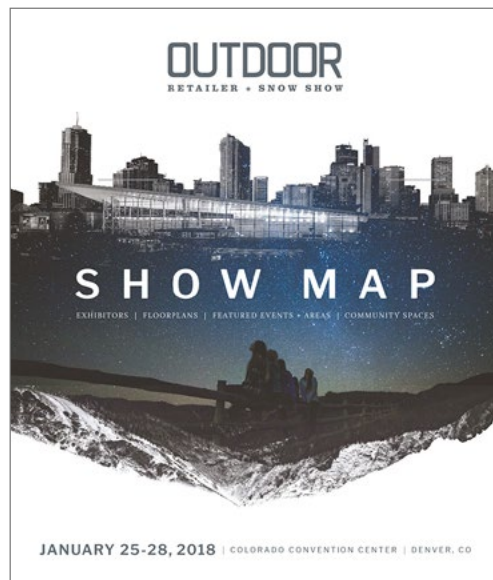
Pricing/Availability: SOLD

Back Cover Ad

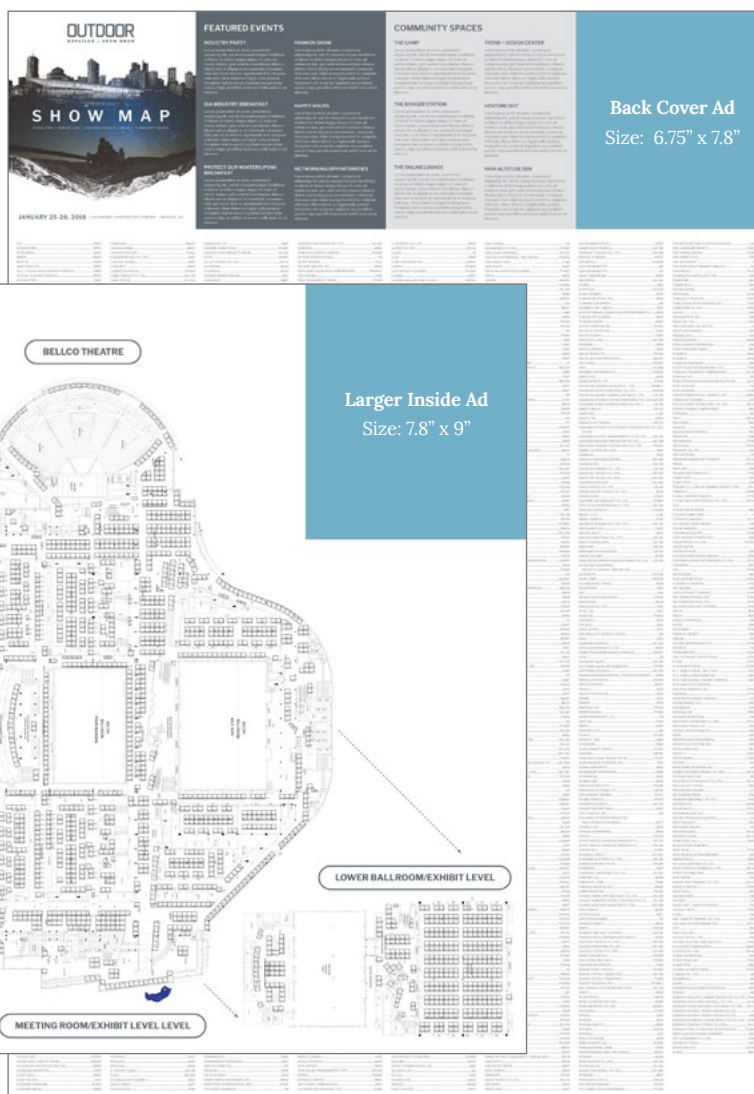
(on exhibitor listing side)
Size: 6.75" wide x 7.8" tall

Larger Inside Ad

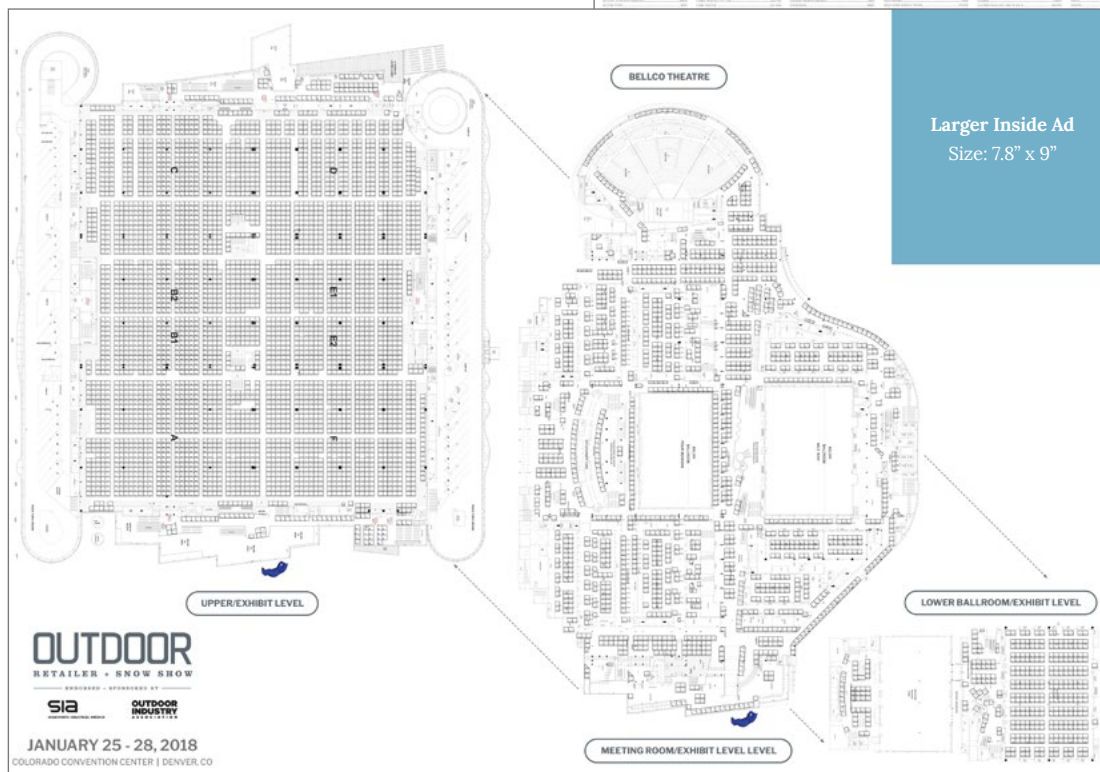
(on floorplan/map side)
Size: 7.8" wide x 9" tall



Cover



Sample Onsite Floorplan (unfolded)



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CONFIRMATION EMAILS

Place a footer banner ad inside the confirmation email(s) that are sent to every Outdoor Retailer + Snow Show registrant prior to the show. Attendees are requested to bring a printed copy of their email confirmation with them to expedite the badge pick up process. Your creative will land on the one email that is required for attendees to print out and bring to the show.

Pricing:

Attendee Confirmation Email	\$7,500 Exclusive
Exhibitor Confirmation Email	\$7,500 Exclusive

PORTAL

Feature your brand in a skyscraper advertisement in the Attendee Registration Portal. Each registrant will view five pages as they complete their registration for Winter Market 2017. Your skyscraper ad can be up to 800 pixels tall, but must be 200 pixels wide. Skyscrapers are very hard to miss and will appear beside the registrant's information.

Pricing:

Attendee Portal	\$5,750 Exclusive
Exhibitor Portal	\$5,750 Exclusive

Working Media and Independent Rep also available

Call Your Account Executive for details

OUTDOOR
RETAILER + SNOW SHOW

OUTDOOR RETAILER + SNOW SHOW 2018
JANUARY 25-28, 2018 • COLORADO CONVENTION CENTER, DENVER, CO

ENDORSED AND SPONSORED BY SNOWSPORTS INDUSTRIES AMERICA AND OUTDOOR INDUSTRY ASSOCIATION

Confirmation

MARGIE BRZEZINSKI
EDDIE BAUER
BELLEVUE, WA

11360

Please bring this confirmation to an onsite registration location. Valid photo ID will be required.

Badge #: 11360
MARGIE BRZEZINSKI
EDDIE BAUER
10401 NE 8TH STREET #500
BELLEVUE, WA 98004

You are now registered for Outdoor Retailer + Snow Show 2018 event. We are excited you will be joining us for this inaugural event which will be the largest outdoor and winter sports industry gathering in North America.

Some important notes:
Your Outdoor Retailer + Snow Show badge is for the trade show only at the Colorado Convention Center. If you wish to attend the WWSRA/SIA On-Snow Demo at Copper Mountain, January 29-30, 2018 you will need to register for that event separately. We will send information on registration and housing for the On-Snow Demo when the website opens in mid-October.

We do not mail badges before the show. Please print out your confirmation with the barcode and bring it to the Colorado Convention Center. You will scan your barcode and need a valid photo ID to pick up your badge at all registration counters. We will also be able to scan the document on your smartphone. However, we recommend if possible, to please print your confirmation email with barcode before leaving for the show to help expedite the process.

We look forward to seeing you in Denver!

The Outdoor Retailer + Snow Show Team

ACCESS REGISTRATION

Sponsored By

TURN YOUR CUSTOMERS AND CONSUMERS INTO CO-DEVELOPER WITH ISPO OPEN INNOVATION

365 DAYS AT ISPO.COM

OUTDOOR
RETAILER + SNOW SHOW

OUTDOOR RETAILER + SNOW SHOW 2018
JANUARY 25-28, 2018 • COLORADO CONVENTION CENTER, DENVER, CO

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Profile

Please complete the following fields and click Next.

* This symbol indicates required fields.

Enter your photo code in the below field and click Apply Code. If you have multiple photo codes, add them one at a time.

Photo Code:

APPLY CODE Applied Code: N64C0001

Contact Information

* Business Name Company Name & Co.

* First Name John

* Last Name Pross

* Business Street Street Address 2

* Postal Code City

State/Province PLEASE SELECT > * Country UNITED STATES >

* Mobile Phone

* Email Email CC

Password

Choose a password so that you can return to the site and edit or review your registration. Your password must be at least 8 characters.

* Password View Password

Americans with Disabilities Act
AMERICANS WITH DISABILITIES ACT >

NEXT >

Countdown to the Show

72:15:46:47

days hours min sec

Helpful Links

The new tablet from Google

Order Now

Ad must be 200 px wide by however tall (max 800); ad runs on all pages

BRANDING

BADGE ADVERTISER

Badge advertising gives you exclusive, premium placement for your logo and branding. Your logo will be highlighted on the front of the badge and your ad will be printed on the back of more than 30,000 badges.

In an effort to reduce waste, Outdoor Retailer + Snow Show replaced the traditional paper badge and plastic holder with a durable paper badge that clips directly to the lanyard. Eliminating the plastic sleeves is one way Outdoor Retailer + Snow Show is working to reduce the environmental impact of our show.

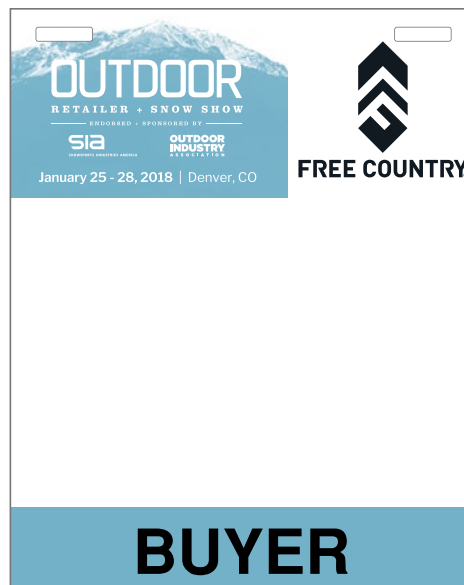
Pricing/Availability: SOLD

Front Badge Ad

Size: 1.625" x 1.625"

Back Badge Ad

Size: 3" x 3"



Badge Front Ad Size: 1.625" x 1.625"



Badge Back Ad Size: 3" x 3"

BADGE LANYARD

Put your branding around the necks of your target audience by sponsoring the official show lanyard. You can choose to target exhibitors, attendees or both. Sponsorship includes opportunity cost only.

Pricing:

Exhibitors	SOLD
Attendees	SOLD



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BAG INSERT

Put your messaging directly in the hands of high-value attendees with the VIP Retailer/Media Bag. Promote a show special, new product, special program and booth location.

Pricing: \$1,000

CHARGING STATIONS

Attendees are constantly using their devices during the show and need a place to recharge. Create destinations for buyers by outfitting multiple charging stations throughout the Colorado Convention Center.

Pricing: Exclusive - Call for pricing
Sponsorship includes opportunity cost only.

HOTEL KEY CARD

What's the one thing you can almost guarantee attendees will have with them 24-hours a day? With the hotel key card, you put your branding right in the pockets of priority retailers and attendees in the downtown area. Sponsorship includes opportunity cost only.

Pricing: Call for Pricing

LIBRARY BIN

Library Bins offer valuable distribution points for your publication in a highly trafficked area of the show. Thousands will move through the Colorado Convention Center during Outdoor Retailer + Snow Show, Library Bins put your publication out in front.

Pricing/Availability: \$750 for Exhibiting Brands
(Limited Availability; Pending Renewal)



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MADE IN AMERICA PRODUCT SHOWCASE

Outdoor Retailer (OR) and Outdoor Industry Association® (OIA) have partnered to provide a Made in America Product Showcase at Summer Market. In recognition of the growing interest in domestic manufacturing, the showcase will feature 30 products from American manufacturers to share the story of companies sourcing and producing here in the United States.

Products will be selected on a first-come, first-served basis, and applications are vetted by OIA's Made In America Working Group team. The showcase will be located near the East Entrance of the Salt Palace Convention Center and will feature educational information about U.S. sourcing and manufacturing, as well as information about participating companies and their products.

Pricing/Availability: **\$1,000 Limited**

Title Sponsor **Call for Pricing**

OFFICIAL SHOW PRODUCT

Establish your brand as the "Official Sponsor" for added visibility as part of your campaign at Outdoor Retailer + Snow Show. As an official product, your brand gains exclusive distribution points and on-site signage. Custom opportunities are also available.

Pricing/Availability:

Bottle	\$4,000
Dog Leash	\$800
Napkins	\$2,000
Base Layer	\$4,000
Bottle	\$4,000
Sock	\$4,000
T-Shirt	\$4,000
Security Guard Sponsor	\$5,000
Bag	SOLD
Recycling Program Sponsor	SOLD



BRANDING

REGISTRATION BRANDING

The registration centers at Outdoor Retailer + Snow Show are the access points for the show. Located in the Colorado Convention Center, these are the most heavily trafficked areas of the show. Whether attendees are picking up their badges or simply entering and leaving the building, the Registration areas are a powerful platform for your brand message.

- Sponsor's logo will be included on every other counter at each registration area.
- Exclusive Sponsor advertisements TVs or large hanging logos on the back walls of the Registration area (2 in badge pick up and 1 at onsite registration), to be looped in with Show Management Content.
- One 8'w x 4'h floor graphic to be placed at each registration area in the Colorado Convention Center. Total of four floor graphics.
- One Registration Handout - Your promotional materials will be distributed from the registration counters in all areas of the show.

Pricing: SOLD

Registration Counter Handout: \$2,100

RETAILER + REP LOUNGE

Attach your brand to the Retailer + Rep Lounge where retailers and independent reps will be able to put their feet up and bags down, grab a snack, enjoy high speed internet access and relax in a "no-pitch" zone. Display your product/signage throughout the lounge space. Your company will be included in all mentions of the Retailer Lounge. Includes opportunities to put a promotional insert in the VIP Bag.

Pricing: \$7,500 Exclusive Opportunity

SAMPLE STATIONS

Walking the show floor makes attendees HUNGRY. With close to 30,000 people at Outdoor Retailer + Snow Show, take advantage of the opportunity to create a happy customer or potential partner by satisfying an immediate need.

Give attendees a taste of your brand by distributing samples of your food or beverage around the Colorado Convention Center. Sponsorship includes opportunity cost only.

Pricing:

Convention Center Exterior Sample Station	\$5,000
Convention Center Interior Sample Station	\$6,000



BRANDING

SHUTTLES

Be the exclusive sponsor of all shuttles to and from Outdoor Retailer + Snow Show's hotels. You can provide materials for the inside of the shuttles and/or brand the exterior with custom magnet signage like a billboard!

Reach thousands of potential buyers who are looking for new products at the show.

Pricing: \$3,900

Sponsorship includes opportunity cost only.

SWAG HANDOUT

Sampling new products is the best way to determine brand preference. This is a creative and inexpensive way to have your swag distributed to retailers at the show. Outdoor Retailer + Snow Show provides labor for distribution.

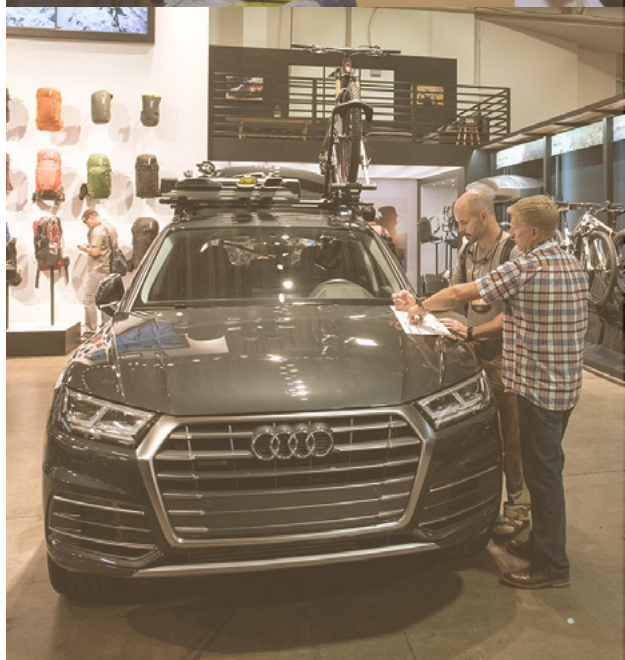
Pricing: \$750

VEHICLE PLACEMENT

Your company's vehicle makes a statement in a way no traditional sign can. Park your snowmobile, truck, van, camper, Pinzgauer or trailer at strategic locations in and around the Colorado Convention Center to attract attention and showcase your brand.

Pricing:

Show Floor - Limited	Pending Renewal
Exterior Placement	\$5,000
Show Floor Placement	\$6,000
Tile Floor Placement	\$5,000
Multiple Vehicles or Custom Activation	Call for Pricing



BANNERS + SIGNAGE

Banner - Exhibit Hall Aisles (Zones)	\$5,000
Banner - Lobby Entrance	\$4,000
Banner - Panoramic	Call for pricing
Bollards - New!	Call for pricing
Column Wrap - In booth	\$1,350
Column Wrap - Lobby	\$2,250
Digital Billboard - Exclusive	SOLD
Digital Kiosk Foam Core branding	Call for pricing
Digital Kiosks	\$2,500 per ad spot
Display Case - Registration Lobby & Ramp	\$3,600
Door Clings - Entrance Door Windows	Call for pricing
Door Clings - Interior Exhibit Hall	\$8,500
Elevator Clings	\$4,000
Escalator Canopy	Call for pricing
Escalator Clings - Ballroom Exclusive	\$5,900
Escalator Clings - Exhibit Hall Exclusive	SOLD
Floor Decal - Laughing Escalator (12'x12)	\$8,500
Floor Decals (2'x3')	\$550/\$650
Floor Decals (3'x4')	\$1,020
Floor Decals (4'x4')	\$1,250/\$1,600
Floor Decals (8'x10') - Show Floor Entry	SOLD
Floor Decals - Exterior (8'x24')	\$7,500
Handrail Graphics - Ballrooms	\$9,500
Handrail Graphics - Exhibit Hall Level	Call for pricing
Handrail Graphics - Lobby Stairs	\$9,900
Outdoor Display Area / Pop Up	\$5,000
Welcome Flags	Call for pricing
Window Clings - 5 Sections to Choose From	Call for pricing
You Are Here Kiosks Exclusive	\$8,500

[Click here](#) for more information and details on the signage and banner opportunities at the Colorado Convention Center.



EVENTS



FASHION SHOW AT WINTER ON THE ROCKS

Outdoor Retailer + Snow Show is partnering with Icelantic's Winter on the Rocks to bring the Fashion Show to Red Rocks Amphitheatre on Friday, January 26. The night will kick off with the Fashion Show featuring DJ Matt Cassidy, followed by JAUZ and Mac Miller. Outdoor Retailer + Snow Show's Fashion Show theme is The Whole Mountain – celebrating the outdoor and snow communities coming together. Shuttles will be provided to and from for Outdoor Retailer + Snow Show attendees.

Sponsor Levels:

Runway Segment Sponsor	\$11,200
Category Sponsor	\$7,800
Selling Area	Starting at \$3,600
Product Inclusion - (2) Items	\$1,000

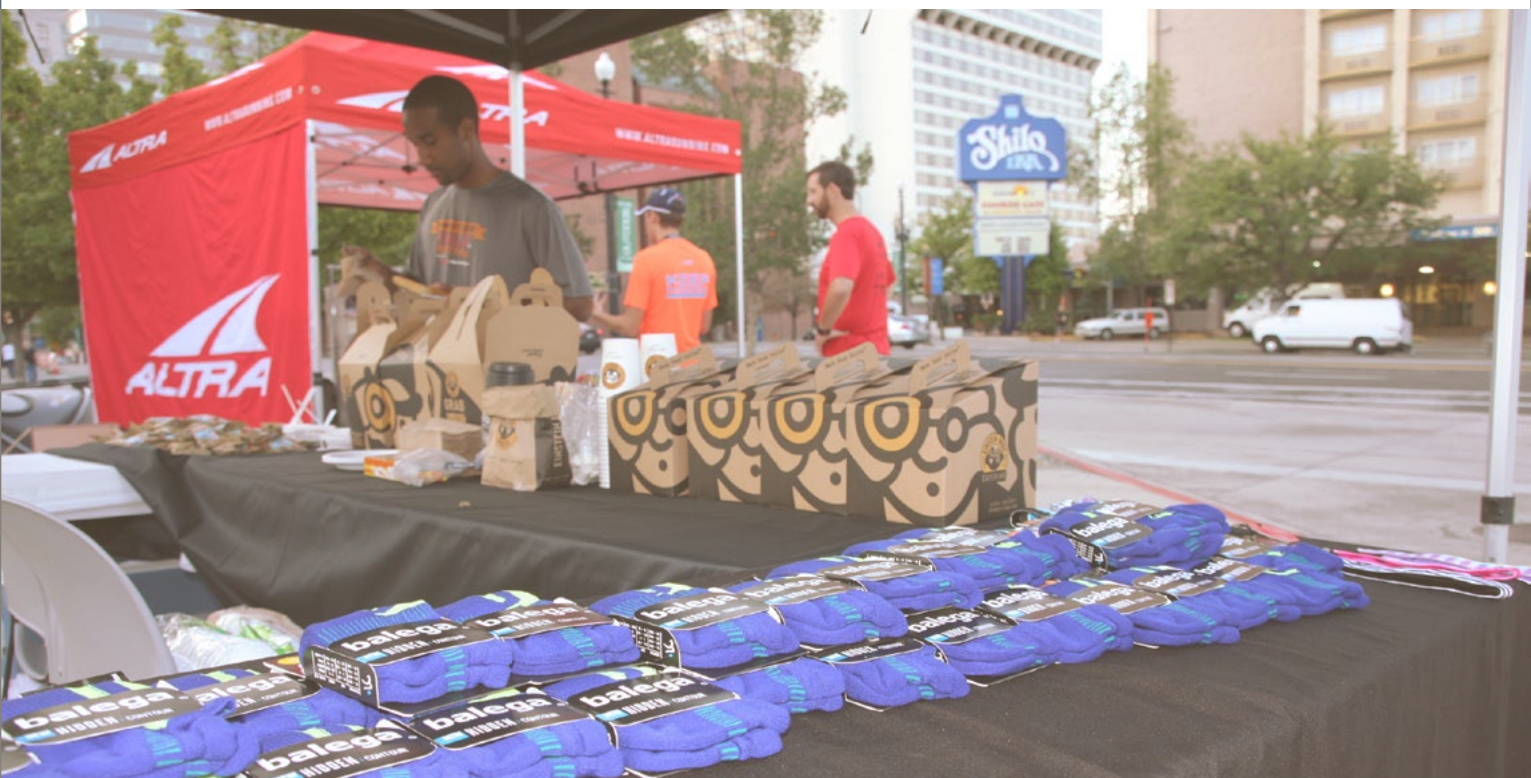


[Icelantic Winter on the Rocks 2018 Preview](#)



[Fashion Show 2017 Recap Video](#)

EVENTS



GOOD MORNING OR

Good Morning OR is the opportunity to hold an outside activity – a run, yoga session, clinic, etc – before the show opens. Available days 1-3, create an event to engage attendees and generate interest for your brand.

Pricing: \$500; Limited



INDUSTRY PARTY

Make your company an integral piece of this highly anticipated event and ensure your brand message reaches thousands of attendees as they come together to celebrate the spirit of the outdoor industry.

Pricing:

Co-sponsor	\$4,600
Title sponsor	SOLD
Beer sponsor	SOLD

EVENTS



INSPIRATION AWARDS

MISSION

Outdoor Retailer + Snow Show, adidas Outdoor and Boy Scouts of America are in search of other passionate sponsors who wish to join us in celebrating the people and businesses that are ultimately making the industry better and having a direct positive impact on others' experience of the outdoors.

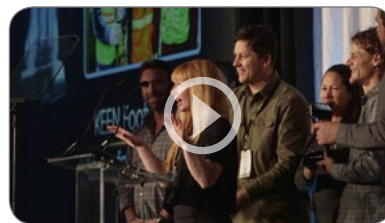
WHAT

The 8th annual Inspiration Awards will celebrate those that inspire and encourage others in their communities to enjoy, participate in and support outdoor activities and the outdoor industry.

Last year's recipients included Kris McDivitt Tompkins, Tahoe Mountain Sports and Keen, and previous winners include Skip Yowell, Reinhold Messner, Fred Becky and Jeff Lowe.

SPONSOR LEVELS

Supporting Sponsor	\$5,000
Presenting Sponsor	\$10,000
Title Sponsor	SOLD
Media Sponsor	Call for Pricing



[Inspiration Awards 2017 Recap Video](#)



MEDIA PREVIEW

Journalists attending Outdoor Retailer + Snow Show will have exclusive access to preview some of the latest products and newest exhibitors in the outdoor industry before the show opens. It is your opportunity to launch your product, share your brand story, build relationships with the media that covers the outdoor industry and help them get a jump on their show coverage prior to busy days of meetings and other activities on the show floor.

PARTICIPATING BRANDS WILL RECEIVE:

- Pre-show exposure to attending media
- Access to endemic and non-endemic media in an intimate setting prior to the show. You'll get to follow up with them later in the show too!
- Flyer included in the VIP Retailer Bag – Referencing brands that participated in the Media Preview – Brand name and booth number call out, helping retailers find new on the show floor
- Participation in media-awarded “Best in Media Preview”

“BEST IN MEDIA PREVIEW” WILL RECEIVE:

- One complimentary hotel stay during the next Outdoor Retailer show your brand exhibits at (one room; three nights)
- An eye-catching Outdoor Retailer + Snow Show “Media Preview Award” decal to display in your booth
- A “Media Preview Award” digital icon to display on your website and in marketing materials
- A mention in the O.R. Daily following the Media Preview

Cost to Participate: \$1,250

For more details and information about this opportunity, contact your Account Executive.



PRESS ROOM

FOOD FOR MEDIA – BRANDING EXCLUSIVE

Outdoor Retailer + Snow Show brings in nearly 700 working members of the press. Put your branding on the press room to get exclusive exposure to this key group with product placement and option to host happy hours with media.

Pricing: Call for pricing

Sponsor to provide either a breakfast, lunch or snack service in the Media Pressroom on either of the show days.

Meal service can be turnkey if brand chooses, or:

- Sponsor will be provided an opportunity to provide a product sample, press kit, and an opportunity to give a 15 minute presentation on the product benefits and features if brand sponsor so chooses.
- Sponsor can place materials, tabletop signage and man a 4X6 table for 1 hour during food service.
- Electrical and monitors will not be provided.
- Sponsor is responsible for all setup and cleanup of all materials

Pricing:

Exclusive pressroom meal and branding sponsorship
Includes options for food and branding

Call for pricing

Meal Sponsorship – Choice of breakfast or lunch, and day | Excusive available **\$1,750**

Snacks Sponsorship – Choice of day Limited to two per day **\$895**

Food and Beverage additional cost, see projected pricing from Centerplate (Based on 75 Journalists):

Breakfast	\$1,200
Lunch	\$2,300
Snacks	\$800

PRESS ROOM (Continued)

TARGETED MEDIA LIST FOR THE MEDIA PREVIEW AT OUTDOOR RETAILER + SNOW SHOW 2018:

4ALLOUTDOORS.ORG	COLORADOADVENTURE.COM	ITREKKERS	PARK CITY MOUNTAIN BIKING	THE ADVENTURE BUM
50CAMPFIRES.COM	COMPANYWEEK	JITSUGYO NO NIHON SHA LTD	PARK CITY TELEVISION	THE ADVENTURE PORTAL INC
A+E NETWORKS	COMPETITOR MAGAZINE	JPFREEK ADVENTURE MAGAZINE	PATAGON JOURNAL	THE ALPINE START
AATCC	CRIMSON TRACE	KID PROJECT	PINEAPPLE PROJECT	THE CLIMBING ZINE
ABC 4	CYCLING UTAH	KSL TV 5	POWDER MAGAZINE	THE COLLECTIVE QUARTERLY
ACTIVEJUNKY.COM	D T S	KTVX ABC 4	PRACTICAL BACKPACKING	THE DAILY UTAH CHRONICLE
ADVENTURE ALAN	DAILY HERALD	KUER 90.1	PRACTICAL TRAVEL GEAR	THE DYRT
ADVENTURE CYCLING	DESERET NEWS	KUTV CH. 2 NEWS	PRODUCTNEWSCHANNEL.COM	THE EXPEDITIONERS MAGAZINE
ADVENTURE EDITORIAL	DIGITAL TRENDS	LABEL NETWORKS	PROMOSTYL	THE FIRST 40 MILES
ADVENTURE HEADQUARTERS	DIRTBAG DARLING	LAVA MAGAZINE	PUGSKI.COM	THE FIT RV
ADVENTURE SPORTS JOURNAL	DIRTTIRL.COM	LITTLE GRUNTS	RANGE	THE INTERMOUNTAIN COMMERCIAL RECORD
ADVENTURE SPORTS WEEKLY	DISTRESSED MULLET	LITTLEFAMILYADVENTURE.COM	RAWTRAILS	THE JOY TRIP PROJECT
ADVENTURE WORLD MAGAZINE	DIVE NEWS NETWORK	LIVEOUTDOORS.COM	REEL OUTDOORS	THE MANUAL
AFAR MEDIA / TRAVELWITHCASTLE.COM	EARNYOURTURNS.COM	LOVE WHERE YOU LIVE TV	RETAILCOMM	THE MORE WE EXPLORE
ALL-ACTIONSPO RTS.COM	ELECTRIFYING TIMES	LYRA MAG.	RMK OUTDOORS	THE OUTDOOR JOURNAL
ALPINIST MAGAZINE	ELEVATION	MATADOR NETWORK	ROAD TRAIL RUN	THE SOCIAL NY
AMERICAN OUTDOORS	EMERGING SPORTS TV	MAY MEDIA GROUP LLC	ROCKY MOUNTAIN BUSHCRAFT	THE STUDIO GROUP /
AM- MEN'S FITNESS	ENDURANCE REVIEW	MEDIAVEST SPARK	ROOTSRATED	OUTDOOR ADVENTURE TV
AP BUSINESS WRITER	ERIN OUTDOORS	MEGA INC	ROVE MEDIA	THE SWEETHOME
AP PHOTOGRAPHER	ESPN.COM	MEN'S JOURNAL	RUNNING NETWORK LLC / RUNBLOGRUN	THE UTAH REVIEW
APPALACHIAN TRIALS	ETERNAL JUBILEE	MISADVENTURES	RUNNING NORTHWEST	THE VOCAL TIMES
AT YOUR LEISURE RADIO	EXAMINER.COM	MODERN HIKER	RVFTA PODCAST NETWORK	THE WIRECUTTER/NYTIMES
ATLANTA TRAILS	EXPLORER GROUP	MOTUS	SALT LAKE TRIBUNE	THEPADDLEJUNKIE.COM
AWAY.COM	EXPLORING ELEMENTS	MOUNTAIN FOLK ADVENTURE	SAMOA NEWS	TOP TRAIL
BACKCOUNTRY MAGAZINE	EXTREME LAB	MOUNTAIN WEEKLY NEWS	SAN FRANCISCO CHRONICLE	TRAIL AND ULTRA RUNNING
BACKPACKERS.COM	FABRICLINK NETWORK	MOUNTAINMOMANDTOTS.COM	SEATTLE BACKPACKERS MAGAZINE	TREK TECH
BACKPACKGEARTEST.ORG	FOOTWEAR NEWS	MRV: THE BUZZ	SENIORSSKIING.COM LLC	TRIATHLETES EDGE
BADFISH	FOX 13	MTNMEISTER PODCAST	SENKEN-SHIMBUN	TRIMTAB MEDIA
BEYOND THE HUNT	FREELANCE	NATIONAL GEOGRAPHIC	SHAPE	ULTIMATE UPLAND
BICYCLE RETAILER & INDUSTRY NEWS	FRESH OFF THE GRID	NATURE FOR KIDS	SHE EXPLORES	ULTRALIGHT INSIGHTS
BIKE-JUNKIE.NET	FRESHAIRJUNKIE.COM	NO BOUNDARIES MEDIA	SHOAKUKAN INC. BE-PAL	UPADOWNA
BIRDMAN PRODUCTIONS	FW MEDIA	OFF GRID SURVIVAL	SHOULDERS OF GIANTS	UPNORTH KCARISMA
BLOOMBERG NEWS	GEAR INSTITUTE	OFFGRID MAGAZINE	SIMPLE MEETS ADVENTURE	USA TODAY SPORTS / ACTIVE ALLIANCE
BLOOMBERG VIEW	GEAR PATROL	OPEN AIR LIFE	SKI THE BEEHIVE	UTAH BUSINESS MAGAZINE
BONNIER	GEARGRAMS	ORD	SKILLSET MAGAZINE	UTAHOUTSIDE.COM
BOOTSNALL	GEARJUNKIE.COM	OSNEWS	SNOCOUNTRY.COM	UTAHOUTSIDER
BOYS LIFE MAGAZINE	GIRL BIKE LOVE	OUT THERE COLORADO	SNOWBOARD COLORADO	VELOSPEAK
BSA	GIZMODA MEDIA GROUP	OUTDOOR ADVENTURE GALS	SOULCARE BY CCC	VESTIGO
BYRDSNEST INC.	GO ADVENTURE	OUTDOOR BLUEPRINT	SOUTHERN UTAH INDEPENDENT	WALKING THE WORLD
CAMP TREND	GRAND VIEW OUTDOORS	OUTDOOR FAMILIES MAGAZINE	SPORTSONESOURCE	WASHINGTON TRAILS ASSOCIATION
CAMPGEAR.COM	GREAT OUTDOORS DEPT	OUTDOOR INSIGHT	STARDOCS MEDIA / HEALTHY MAGAZINE	WEEKEND SPORTSMAN
CAMPGROUNDVIEWS.COM	HI TRAVEL TALES	OUTDOOR LIFE	STOHKE, INC.	WEIGH MY RACK
CANOE & KAYAK MAGAZINE	HIGHER EARTH ENTERTAINMENT	OUTDOOR SPORTS GUIDE MAGAZINE	STYLE OF SPORT	WESTERN HUNTER
CARRYLOGY	HIKERCHAT	OUTDOOR UTAH	SUP THE MAG	WESTERN LIFE RADIO
CATALYST MAGAZINE	HOOKE UNIVERSITY	OUTDOOR WOMENS ALLIANCE	T SQUARED ACTION SPORTS	WHOLE FOODS
CHARGE MEDIA PARTNERS, POWERED BY LOUDDO	HOOKLOGIC	OUTDOORX4 MAGAZINE	TALES OF A MOUNTAIN MAMA	WILDSNOW.COM
CHICAGO TRIBUNE	INDABA GROUP	OUTSIDE MEDIA GROUP	TCT MAGAZINE	WIZZARD OF WASATCH
CLIMBINGREPORT.COM	INDEFINITELYWILD	OVERLAND JOURNAL MAGAZINE	TETON GRAVITY RESEARCH	WOMENS RUNNING
COLD OUTDOORSMAN	INDUSTRYOUTSIDER.COM	PADDLING.COM	TEXTILE NET IN TAIWAN	WOVEN PRODUCTIONS
COLLEGE OUTSIDE	INNOVATION & TECH TODAY	PADDLING.NET, INC.	TEXTILE TECHNOLOGIES & TREND REPORTS	YES! MAGAZINE
COLORADO SPRINGS INDEPENDENT	INSIDE OUTDOOR	PADDYO		
	IREVIEWGEAR.COM	PARK CITY MAGAZINE		

EDUCATION



OUTDOOR UNIVERSITY

Present your own topic to the Outdoor Retailer audience with a sponsored seminar. Your seminar will be promoted with signage, on the mobile app, in the schedule of events on outdoorretailer.com and in the printed Show Directory.

Pricing: \$2,750 Hosted Seminar

Thanks to Our Previous Sponsors:



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INTRO

SPONSORS

QUICK LINKS

DIGITAL MEDIA

PRINT MEDIA

REGISTRATION

BRANDING

BANNERS
+ SIGNAGE

EVENTS

MEDIA

EDUCATION



THE CAMP

The Camp is an education and event platform to help extend your reach beyond your booth. We provide the stage, seating, AV equipment and technical support. You bring the experts, panels or events.

Pricing:

Forum on Days 1 - 4	SOLD
Beer Sponsor	SOLD



TREND + DESIGN CENTER

CONCEPT

The Trend and Design Center serves the design and sourcing audience at Outdoor Retailer + Snow Show by providing relevant, compelling, educational and networking events.

SPONSORSHIP OPPORTUNITIES

Exhibitors have the opportunity to use the Trend and Design Center for brand presentations, networking events, activations and other events.

Outdoor Retailer + Snow Show will provide one hour of exclusive use of the 20 x 40 Trend and Design Center, which includes a dedicated presentation area with stage and seating, as well as basic A/V (over-ear mic, speakers, monitor).

Pricing: \$2,500