

OUTDOOR RETAILER SUMMER MARKET

2018 PR / MARKETING TOOLKIT



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JULY 23-26, 2018 | COLORADO CONVENTION CENTER | DENVER, CO

WELCOME

Welcome to Outdoor Retailer Summer Market!

Outdoor Retailer is all about face-to-face—it's where products are shown, orders are written, new accounts are found, connections are made and brands are launched. The media are excited to attend and we want you to have the best platform to share your story.

The tips and information in this toolkit will help you generate maximum visibility for your brand(s) before, during and after the show.

The industry comes to Summer Market for lots of reasons: buying, sourcing, strategic meetings, trend, education and networking with decision makers, influencers, stakeholders, key buyers and athletes that influence the outdoor market, and your PR efforts help position your brand to capitalize on these opportunities. With our move to Denver, the local Denver and Colorado media will be strongly represented and provide an excellent opportunity to be in front of the most active outdoor consumers in the country. We work with our brands to schedule some of these interviews, and encourage you to keep us in the loop on your big stories, and keep the local media in mind as you plan your PR outreach. They tend to be most interested just before the show, but are always looking for bigger trend stories.

Our invite list includes industry trades, consumer recreation, influencers, podcasters, gear and tech gurus and national business news there to cover the product launches, new trends, spotlight industry leaders and report on the overall industry and its accomplishments.

This toolkit will outline the most effective tools and tactics we have at your disposal and includes both free and paid opportunities.

If you have any questions regarding the PR and marketing opportunities outlined in this toolkit, please email me at Jennifer.Holcomb@outdoorretailer.com or call me directly at (949) 226-5754. I will be happy to help.

Have a great show!



Jennifer Holcomb
Outdoor Retailer Show
Senior Marketing Director & PR

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PR CHECKLIST

MEDIA PREVIEW

The Media Preview provides the opportunity to build relationships with press on hand to cover the products and brands at the show. Journalists attending Summer Market will have exclusive access to preview some of the latest products and newest exhibitors in the outdoor industry before the show opens. Be sure your product is included! The Outdoor Retailer Media Preview will look to feature innovative companies on Sunday, July 22. Contact your [Account Executive](#) for more information.

MEDIA LIST

Email [Jennifer Holcomb](#) for the pre-registered media list. Use this list to make appointments with the media via email, telephone and postcard; and to follow up after the show.

ONLINE PROFILE

Review your free online profile via your Exhibitor Console (you'll need your 10-digit exhibitor password), which will be available June 1, 2018. You'll want to make sure this listing is accurate for the online exhibitor list, mobile app and Show Directory.

MATCHMAKING

The Show Planner is Outdoor Retailer's matchmaking tool to help connect brands to retailers and working media; search attendees by keywords or demographics, or let the system suggest connections. The Show Planner is accessible through your Exhibitor Console, which will be available June 1, 2018.

PRESS RELEASES

Upload press releases to your online profile on [outdoorretailer.com](#) any time leading up to, during and post show.

PRESS ROOM

The Press Room is located in MR113 on the Street Exhibition Level. Drop off a hard copy of your press kit.

THE DAILY

Send editorial pitches to SNEWS editors at snewsedit@aimmedia.com. Press materials will be accepted through the show; however, early submissions are more likely to be included.

IMPORTANT BADGE DESIGNATIONS

WORKING MEDIA

Trade and consumer-focused media outlets including print, TV, radio and online as well as any writer, photographer, and editor with an editorial assignment to cover the show for a media outlet that is related to the outdoor products industry.

MEDIA SALES

Advertising sales representatives, publishers, producers, marketing staff, promotion companies, Social Media agencies, PR agencies and Advertising/Branding agencies.

TOOLS

These are tools Outdoor Retailer has to help you reach Working Media and Retailer Buyers.

MEDIA PREVIEW

On Sunday, July 22, journalists attending Outdoor Retailer Summer Market 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. The Media Preview will be located in MR113 on the Street Exhibition Level.

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 Summer Market “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 The Daily following the Media Preview

Cost to Participate: \$1,250

For more details and information about this opportunity, contact your [Account Executive](#).

MEDIA LIST

The Media List includes contact information for journalists who have registered to attend the show and who have opted in to receive communications from brands. To comply with federal anti-spam laws, this list will be sent as an Excel document and will include contact information for members of the press who have “opted in” to receive exhibitor news releases and pitches leading up to the show. Some editors may choose not to provide an email address, but the list will include snail-mail addresses, so you can send press releases or invite-postcards (plan ahead so your mailing will get there before the show). Please contact each member of the media on an individual basis regarding meetings at the show and do not blast press releases out to the entire list.

To receive the media list, please email [Jennifer Holcomb](#). The list will be made available to exhibiting brands and their PR agencies only. If you are a PR agency requesting the list, please indicate the company or brand you are representing.

ONLINE PROFILE & ENHANCED EXHIBITOR LISTING UPGRADE

As an Outdoor Retailer Summer Market exhibitor, your company has a free exhibitor listing/online profile that will appear on the Outdoor Retailer Summer Market exhibitor list, floorplan and in the printed Show Directory. Be sure to update your profile as soon as possible.

Your company also has the option to upgrade your exhibitor listing/online profile to an Enhanced Exhibitor Listing. You can access and/or upgrade your exhibitor listing and profile (eBooth) via your Exhibitor Console, which will be available June 1, 2018, and enter your 10-digit exhibitor password. You can preview your profile by clicking “Preview eBooth.”

MATCHMAKING TOOL: THE SHOW PLANNER

The Show Planner is Outdoor Retailer’s matchmaking tool to help connect attendees. The information that appears in

TOOLS (Continued)

the Show Planner – visible to all attendees – can be accessed from your Exhibitor Console, which will be available June 1, 2018. For brands, the Show Planner allows you to access the registered attendee list. Based on the product categories from your profile, the Show Planner will offer you attendee recommendations. Or you can search the full attendee list by keywords and demographics. You can review online leads – registered attendees who’ve shown interest in your company; send messages; and review calendar appointments all from your exhibitor console.

PRESS ROOM

Here members of the media can work on stories, check their email, write, conduct interviews, review hard copy press kits and view and download view electronic press kits.

The Press Room is located in MR113 on the Street Exhibition Level and is open ONLY to “Working Media” attendees.

PRESS KITS

Though we’ve found that the press prefers accessing press releases and press kits online via a company’s profile, Outdoor Retailer allows each exhibitor to provide ONE hard copy of their press kit in the Press Room. If you would like to provide a printed press kit, please bring only one copy to the Outdoor Retailer staff in the Press Room. The staff will make sure it is placed on the Press Room tables. Outdoor Retailer staff will let attending media know they can get hardcopy press kits from your booth. You may also provide press kits on thumb drives (limit five per day) for the Press Room.

Build Your Press Kit:

- A press release about your most recent product line or company news
- A company fact sheet
- Executive bios
- Product fact sheets
- Digital images of your products
- Your PR contact information

Outdoor Retailer also maintains a “Paperless Press Room” that allows the media to view exhibitor press kits and press releases online through individual exhibitor listings/online on outdoorretailer.com. As an exhibitor, you can upload a press release or press kit as part of your online listing featured on outdoorretailer.com, in our “Show Planner” matchmaking tool and in the mobile app. Additional uploads are available with upgraded listings.

PRESS RELEASES

As an exhibitor, you can upload a press release or press kit as part of your online listing featured on outdoorretailer.com, in our “Show Planner” matchmaking tool and in the mobile app. Additional uploads are available with upgraded listings.

The press releases will be immediately viewable. Please only add information you are comfortable being available to media and attendees before the show. At any time, you can edit or add an updated press release with additional news to replace your original press release. While there is no deadline for uploading press releases, we encourage you to upload it at least three weeks before the show. Media use press to help plan their show.

How to Upload a Press Release:

- Log in to your Exhibitor Console (available June 1) and enter your 10-digit exhibitor password
- Click “Manage Press Releases”
- Add the press release title and body copy. You can use the editor to format your content or you may enter html code for more formatting freedom.
- Your Press Release will be visible immediately and accessible through your online Exhibitor Listing. Media can easily sort to find all brands with uploaded press releases.

TACTICS

PREP

- Do your homework. An editor or producer will be more receptive to your story idea if know what they typically cover. Look at each media outlet you are pitching to make sure it is appropriate for your product, see what the editor writes about and make sure he or she is the appropriate contact.
- Communicate with the media before the show. If you have a list of media contacts with whom you regularly communicate, you should send them an email pitch about the product(s) you will launch at the show. Make sure to explain how the products being launched are newsworthy and provide them with all the information they need to cover the story. We suggest contacting them three weeks or more before the show to schedule a booth appointment, as most media book appointments beforehand. Don't forget to tell them which area of the Colorado Convention Center you'll be in and your booth number. Whether it's your first time exhibiting with Outdoor Retailer or you have exhibited in the past, be sure to submit your company news and product information to SNEWS, the editors of The Daily.
- Have digital images of your new products. Emailing media low-res digital images (72 DPI files won't bog down email systems) of one or two of your hottest new products is a great way to encourage media to make booth appointments. If the editor or journalist is interested in covering the product, he or she will ask for a hi-res image (300 DPI files).

APPOINTMENTS

One-on-one appointments with media in your booth is a great way to tell your brand story and introduce your product.

Here's some tips on how to make that happen:

- You'll want to start contacting media for appointments about three weeks before the show starts. Not all media attending Outdoor Retailer will pre-register, or opt in to be contacted pre-show, so if you already have a target media list, cross-reference it with the most recent Outdoor Retailer Summer Market media list. If there is media you would like to attend, contact Jennifer Holcomb and the Outdoor Retailer PR staff will be happy to reach out and invite them to the show.
- Have your 15-second pitch ready – who you are, what sets you apart, what distinctive new styles they'll see, and why they should visit your booth.
- Many media won't book appointments at all, but say they'll try to stop by. Make sure you mention what area of the show floor you'll be in and your booth number, and be sure to have a company representative in your booth always to ensure you do not miss out on an opportunity to tell your story to drop-in media.
- Be sure to allow at least 30 minutes for each booth appointment and do not double book. These appointments should be a time for you to meet with the media one-on-one so each can experience a personalized review of your line and, in turn, you can learn what products interest them. This will go a long way in developing productive relationships with media. Some editors may only need 15 minutes per meeting.
- When you schedule an appointment, send a confirmation email two to three days before the show and be sure to include your name, booth number, booth location, your mobile number and the day and time that you have agreed to meet. Try to get their cell numbers as well, in case you need to reach them.
- Be prepared for no-shows and media showing up late. This is just the nature of this well-attended show, as there is so much to see and everyone is very busy.
- Prepare your booth staff. Each person who is authorized to speak to the media on behalf of your company should be prepared for media interviews and know your product line inside and out. Your representatives should be friendly, confident, enthusiastic, well-spoken and well-educated about your brand. Ideally, they should not be distracted with advertising or sales appointments or other responsibilities in the booth. A journalist's time is precious at a show of this size, so make the most of it. It is a good idea to develop talking points for your spokespeople so they know what

TACTICS (Continued)

messages are most important to get across in a limited amount of time. We recommend that you focus on the benefits of your products in your discussions with the media.

- Know the official Outdoor Retailer camera policy. Be sure that you and your staff are aware of media taking photos in your booth. Outdoor Retailer allows accredited working media to take photos in exhibitor booths only with the permission of the exhibitor.
- Follow up: Send thank you notes to existing and potential buyers and the media, send them a recap of how successful the show was for you, and remind them of what they saw at your booth.

MARKETING IDEAS

- Spread the word about your Outdoor Retailer participation. Put your location and booth number on all correspondence with buyers, media and potential customers between now and the show.
- Outdoor Retailer offers advertising and sponsorship programs proven to increase brand awareness, educate buyers, heighten product visibility and generate leads. You can review the Promotional Opportunities [HERE](#). Or contact your Account Representative.

Press Room Sponsorship: Outfit the Press Room, or provide refreshments compliments of your brand. Here are some popular options:

- List Rentals / Postcard Program: Get the word out about your booth event, drawings, happy hour, give-away and product launches. It's a quick, easy and affordable marketing tool.
- Press Room Sponsorship
- Mobile App: From a product upgrade or alert to presenting sponsor package, promotional opportunities surrounding the Outdoor Retailer Summer Market mobile app put your brand in the hands of more than 10,000 showgoers. For pricing info, contact your Outdoor Retailer Account Executive.
- Attendee eNews: Get your logo, ad or product showcase in front of thousands of retail buyers and media before the show begins with a sponsorship of the Outdoor Retailer Attendee eNews.
- Booth events can help create “buzz” and draw traffic to your booth. Suggestions for booth events include: product demos, mini fashion shows (depending on size of booth), raffles, contests, celebrity guests, book or poster signings, etc. Be sure your event is included in the The Daily's Schedule of Events.
- Media Alerts: You can also send your own media alert to the attending media when you receive the list of pre-registered media for the show. (A media alert is traditionally a one page document that tells media the Who, What, Where, When and Why of an upcoming event.) It's best to email media alerts about a week before your scheduled event. Reminder: Don't send email blasts to the Outdoor Retailer attending media list.

THE DAILY – THE ONLY OFFICIAL SHOW DAILY

SNEWS® (Specialty News), the online news source for late-breaking outdoor and sporting goods news, features, trends and business education, produces and distributes The Daily. The Daily is the only official Show Daily and produces one issue for each day of the indoor portion of the show for attendees. Please note, there are other publications, but they are not the official show Daily. You can find the official show Daily in bins at Convention Center entrances and at surrounding hotels. The Daily covers in-depth news of the show, special events and new product trends. The best way to be included in the publication is to send Associated Press (AP) style press releases, product info and show event info in a timely manner to the SNEWS editors. Editors ultimately decide what is included in the daily publications, but a well-crafted pitch and newsworthy information complete with supporting images and logos will make your news stand out and makes The Daily editors' jobs a lot easier.

The editorial opportunity to submit information to The Daily for potential inclusion is free to confirmed Outdoor Retailer Summer Market exhibitors. The Daily will only release product information, confidential or not, by publishing it in The Daily and online at outdoorretailer.com and snewsnet.com during the Outdoor Retailer show. Use snewsedit@aimmedia.com to submit product news and press releases.

Visit SNEWS for key deadlines and submission forms for the [New Product Gallery](#), the [New Exhibitor Submission](#) and the [Event Listing](#) and for detailed tips on how to work with them to potentially have your story in The Daily.

NOTE: Editors will accept news suggestions and pitches throughout the show, but they are more likely to be included if submitted by the above deadlines.

- General Editorial – Editors are looking for newsworthy information about your show-relevant company trends, marketing strategies, sponsorships, advocacy efforts, promotional campaigns, overall product line launches, etc. Send this information to snewsedit@aimmedia.com. There is no deadline for submitting this information, however, the sooner you get your Outdoor Retailer-related press releases to editors the better.
- New Exhibitor Profile – Each day of the show, The Daily features several first-time exhibitors. The goal of these short pieces is to introduce attendees to new brands and drive traffic to the new booths. To be included, fill out the [New Exhibitor Form](#) (Submission deadline: June 18, 2018).
- New Product Information – The “New Product Gallery” is a section of The Daily that highlights new and interesting products. For potential inclusion, [fill out the Product Gallery Submission Form](#). Only products submitted on deadline and according to text and photo specifications will be considered. Use the SNEWS link for details, deadlines and submission form. (Submission deadline: June 29, 2018)
- Event Listing Submissions – Editors of The Daily also include a Schedule of Events in each issue with information about press conferences, celebrity appearances, autograph signings, prize drawings, contests, giveaways, happy hours, etc. Journalists who cover Outdoor Retailer Summer Market often rely on the Schedule of Events as a preview of what to see and do each day at the show. To be included in the Schedule of Events, please use the [SNEWS link](#) to complete the submission form (Submission deadline: July 20, 2018).



CAMERA POLICY

Outdoor Retailer allows limited video and still camera use on the show floor. Exhibitors may take pictures within their own booths for purposes of company or annual reports, company media pieces, marketing materials, etc. Under no circumstances will anyone be permitted to take pictures of an exhibitor's product without permission from the exhibitor. Many products on display at Outdoor Retailer are innovative, one-of-a-kind prototype items. Exhibitors have the right to refuse the taking of pictures in their booths.

UNAUTHORIZED PHOTOS WILL BE CONFISCATED (along with DEVICE). THE OFFENDER'S BADGE WILL BE PULLED AND THEY WILL BE BLACKLISTED FROM ATTENDING FUTURE SHOWS.

If an infraction occurs, text/call Julie Freedman at (949) 306-7709 or email Julie.Freedman@outdoorretailer.com. If possible, include a photo of the badge.

SOCIAL MEDIA

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