

2019 PR + MARKETING TOOLKIT



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COLORADO CONVENTION CENTER | DENVER, CO
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WELCOME

Welcome to Outdoor Retailer Snow Show!

We are excited you'll be joining us at Outdoor Retailer Snow Show, where the whole mountain experience sits under one roof. Snow Show sits at the peak of the snowsports buying season, showcasing product that influences the whole mountain experience, as well as providing a platform to get up close with trend forecasting and fashion. The show is a great opportunity to tell your product stories to retailers and media and provide information that will influence buying decisions and how the media portrays outdoor and snowsports to the consumer world.

The tips and information in this toolkit will help you maximize visibility for your brand(s) before, during and after the show. Our media list includes industry trades, gear and tech gurus, consumer recreation, national business news, influencers and podcasters – all there to cover product launches and innovations, new trends, industry leaders and to report on the overall industry and its accomplishments. This toolkit outlines effective tools and tactics 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, or any other inquiries about the show or venue, please don't hesitate to contact me at lisa.ramsperger@outdoorretailer.com or call me directly at (949) 225-3329.

Have a great show!



Lisa Ramsperger
Outdoor Retailer
PR/Communications Manager

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PR CHECKLIST

THE CATCH: MEDIA PREVIEW

The Catch: Media Preview provides an opportunity to highlight products and build relationships with journalists attending Snow Show before the show opens, while the media have exclusive access to preview some of the latest products and newest brands in the outdoor industry. Showcase your brand and make sure your product is included! The Catch at Outdoor Retailer Snow Show will take place on Tuesday, January 29. [Contact your Account Executive](#) for more information.

MEDIA LIST

Upon registration, media attending Snow Show can opt-in to receive information and be contacted by confirmed exhibitors. To receive the list of opt-in media, [email Lisa Ramsperger](#). Use this list to make appointments with media via email, phone and postcard, and to follow up after the show.

ONLINE PROFILE

Keep your free online exhibitor profile up to date via the [Exhibitor Console](#) (your 10-digit exhibitor password is required to log-in). The listing appears on the online exhibitor list, mobile app and show Pocket Guide.

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](#).

PRESS RELEASES

Upload press releases, event announcements and show and product news to your online profile via your [Exhibitor Console](#) at any time in the lead-up, during or after the show. The releases appear online at [outdoorretailer.com](#) and on the mobile app.

PRESS ROOM

The Press Room, a work space for media, is located in MR113 on the Street Level of the Colorado Convention Center. Drop off hard copies of press kits, post announcements, connect with journalists or grab a coffee.

THE DAILY

Submit news, events, product info and editorial pitches for consideration to [The Daily](#), the official show daily publication for Outdoor Retailer. The Daily covers in-depth news of the show, events and new product trends during each of the tradeshow – Snow Show, Summer Market and Winter Market. One issue of The Daily is produced each day of the show, along with pre- and post-show digital editions.

IMPORTANT BADGE DESIGNATIONS

WORKING MEDIA

Trade and consumer-focused media outlets including print, TV, radio and online, as well as writers, photographers and editors 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

Tools and ideas to reach working media and retail buyers.

THE CATCH: MEDIA PREVIEW

The Catch: Media Preview offers journalists attending Outdoor Retailer exclusive access to preview some of the latest products and newest exhibitors in the outdoor industry before the show opens. The event is a great opportunity to launch products, share your brand story, and build relationships with media that cover the outdoor industry – lay the groundwork, then follow up later in the show. It also helps journalists get a jump on show coverage prior to busy days of meetings and other activities on the show floor. The Catch opens with a pitch session where brands share their vision and set the stage for introducing media to their products.



The Catch at Outdoor Retailer Snow Show will take place on Tuesday, January 29, from 5-7:30 p.m. and is located in MR113 on the Street Exhibition Level of the Colorado Convention Center.

Participating brands receive:

- Pre-show exposure to attending media.
- Access to endemic and non-endemic media in an intimate setting prior to the show.
- Flyer in the VIP bags for retailers and media – flyer lists brands participating in The Catch, including brand names and booth numbers.
- Participation in media-voted “Best of The Catch” media preview award.

“Best of The Catch” receives:

- One complimentary hotel stay during the next Outdoor Retailer show your brand exhibits at (one room, three nights).
- Outdoor Retailer Snow Show “Best of The Catch” media preview award decal to display in your booth.
- “Best of The Catch” media preview award digital icon to display on your website and marketing materials.
- Mention in The Daily.

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, including press releases, show announcements and pitches. To comply with federal anti-spam laws, the 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 leading up to the show. Editors choose the information they wish to provide – email, phone, physical address – so, plan ahead to reach individuals in advance of the show (send physical mail to arrive prior to their departure for Denver).

Use this list to schedule time with media during the show and to follow up after. When booking media appointments or meetings at the show, please contact each journalist individually. It is not recommended to blast press releases to the entire list.

To receive list of opt-in media, [email Lisa Ramsperger](#). The list is only available to exhibiting brands and their PR agencies. If you are a PR agency requesting the list, please indicate the company or brand you are representing.

The Outdoor Retailer Snow Show 2019 Media List will be available starting late November.

ONLINE PROFILE & ENHANCED EXHIBITOR LISTING UPGRADE

Each Outdoor Retailer Snow Show exhibitor has a free online listing/profile that appears on the Outdoor Retailer Snow Show exhibitor list, floorplan, mobile app and in the printed Pocket Guide. Update your brand’s profile as soon as possible and keep all information current throughout the show.

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TOOLS (Continued)

Exhibitors also have the option to upgrade listings/online profiles to an Enhanced Exhibitor Listing. Access and/or upgrade your exhibitor listing and profile (eBooth) via your [Exhibitor Console](#) and enter your 10-digit exhibitor password. 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 the Show Planner – visible to all attendees – can be accessed from your [Exhibitor Console](#). For brands, the Show Planner allows access to the registered attendee list. The list can be searched by keyword and demographic. Based on the product categories from your profile, the Show Planner will also offer attendee recommendations. Review online leads – registered attendees who’ve shown interest in your company – plus, send messages and review calendar appointments all from your Exhibitor Console.

PRESS ROOM

The Press Room provides a work space with table-top seating and WiFi for members of the media to write, conduct interviews, access media materials, and grab a coffee. Located in MR113 on the Street Level of the Colorado Convention Center, the Press Room is open ONLY to Working Media attendees.

PRESS KITS

Outdoor Retailer maintains a paperless press room. Press kits, releases and other media information can be posted online through individual exhibitor listings, which appear online at [outdoorretailer.com](#) and on the mobile app. Exhibitors can upload a digital press kit (text, HTML or hyperlinked with a URL) online via the Show Planner in the press release section. Additional uploads are available with upgraded listings.

While many members of the media prefer accessing press materials online, each exhibitor is allowed to provide up to 5 hard copy/printed/USB press kits per day, or based on what will fit in one cubby, in the Press Room. No excess press materials can be stored in the Press Room, but the cubbies can be re-stocked each day.

Build your press kit:

- Press releases about the most recent product line, show features, and other company news
- Product fact sheets
- Digital images of products
- Company fact sheet
- Executive bios and headshots
- PR contact information

PRESS RELEASES

Upload your press release or digital press kit online via your brand’s Show Planner. Your company’s online listing and all accompanying information, including releases and press kits, can be accessed via [outdoorretailer.com](#) and the mobile app, and the information is often used by media as they plan for the show. Additional uploads are available with upgraded listings.

The press releases and materials 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 release to replace your original. While there is no deadline for uploading material, we encourage you to upload it at least three weeks before the show.

How to Upload a Press Release:

- Log in to your [Exhibitor Console](#) 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 at [outdoorretailer.com](#) and the mobile app, and accessible through your online Exhibitor Listing. Media can easily sort to find all brands with uploaded press releases.

If you need assistance, please contact support@a2zinc.net.

TACTICS

PREP

- **Do your homework.** An editor or producer will be more receptive to your story idea if you know what they typically cover. Verify that each media outlet you are pitching is appropriate for your product, see what the editor writes about, and make sure he or she is the appropriate contact.
- **Communicate with media before the show.** If you have a list of media contacts with whom you regularly communicate, send them an email pitch about the product(s) you will launch at the show. Explain how the products are newsworthy and provide them with all the information they need to cover the story. It is recommended to contact the media 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.
- **Secure digital images of new products.** Emailing 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). Many media outlets will not have a photographer on site, so may need the product images to accompany their story.

APPOINTMENTS

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

Tips on booking media appointments:

- **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 Snow Show media list. If there are media you would like to attend, [contact Lisa Ramsperger](#), and Outdoor Retailer will be happy to reach out and invite them to the show.
- **Be ready with a 15-second pitch** – who you are, what sets your company/product apart, what distinctive new styles/products they'll see, and why they should visit your booth.
- **Accommodate drop-in journalists.** Many media won't book appointments at all, but say they'll try to stop by. Make sure to mention what area of the show floor you'll be in and your booth number, and always have a company representative in your booth to ensure you don't miss out on an opportunity to tell your story to those who drop-in.
- **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, allowing each to 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.
- **Follow up and confirm appointments.** After scheduling an appointment, send the journalists a confirmation email two to three days before the show. Include your name, booth number, booth location, your mobile number and the day and time of the meeting in your correspondence. Ask for cell numbers as well, in case you need to reach them during the show.
- **Be prepared for no-shows and late arrivals.** This is simply the nature of the show – meetings run long, there is a lot to see and plenty of people to meet with, and everyone is very busy.
- **Prepare your booth staff.** Each person 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 – make the most of the journalist's limited time. Develop talking points for your spokespeople so they know what messages are most important to get across in any conversation

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TACTICS (Continued)

or interview with media. It is recommended to focus on the benefits of your products during discussions with media.

- **Know the official Outdoor Retailer camera policy.** Be sure that you and your staff are aware of media taking photos in and around 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 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 participation in Outdoor Retailer Snow Show. Include location and booth number on all correspondence with buyers, media and potential customers between now and the show. Mention it on social media.
- Outdoor Retailer offers advertising and sponsorship programs proven to increase brand awareness, educate buyers, heighten product visibility and generate leads. Review Promotional Opportunities [here](#) or [contact your Account Executive](#).

Some popular promotional 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: Outfit the Press Room or provide refreshments compliments of your brand.
- Mobile App: From a product upgrade or alert to presenting sponsor package, promotional opportunities surrounding the Outdoor Retailer Snow Show mobile app put your brand in the hands of more than 10,000 show goers. For pricing info, [contact your 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 Daily's Schedule of Events.
- Send a media alert to the attending media once you receive the list of preregistered 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

The Daily is the official show daily publication for Outdoor Retailer. [The Daily](#) covers in-depth news of the show, events and new product trends during each of the tradeshow – Snow Show, Summer Market and Winter Market.

One issue of The Daily is produced each day of the show, along with pre- and post-show digital editions. On-site during the show, The Daily can be found in the bins at the Colorado Convention Center and at surrounding hotels. All issues can also be found online at outdoorretailer.com.

GET COVERED IN THE DAILY

The editorial opportunity to submit events, products, trends and news to The Daily for potential inclusion is free to confirmed Outdoor Retailer exhibitors. Editors ultimately decide what is included in each issue, 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.

For consideration for inclusion in the [New Exhibitor](#) profiles, [New Product](#) galleries, and [Event Listings](#), exhibitors should **complete the respective linked forms**. The Daily will only release product information, confidential or not, by publishing it in The Daily and online at outdoorretailer.com during the Outdoor Retailer show.

Visit outdoorretailer.com/TheDaily for submission forms, key deadlines and more information about sending pitches and editorial content to The Daily editors. News suggestions and pitches will be accepted throughout the show, though coverage will depend on when received and available space.

- [New Exhibitor Profile](#) – The Daily highlights several first-time exhibitors during each show. The short pieces introduce attendees to new brands and drive traffic to the new booths. Snow Show submission deadline: **December 19, 2018**.
- [New Products](#) – Throughout the show, The Daily highlights new and interesting products in each issue. Please note text and photo specifications. Snow Show submission deadline: **December 19, 2018**.
- [Event Listings](#) – Each issue of The Daily features a Schedule of Events with information about booth events, press conferences, celebrity appearances, autograph signings, prize drawings, contests, giveaways, happy hours, etc. Journalists who cover Outdoor Retailer often rely on the Schedule of Events as a preview of what to see and do each day at the show. Submissions will be accepted up until the show for in-show issues, though inclusion will depend on space. Snow Show submission deadline: **January 10, 2019**.
- General Editorial – The Daily editors are on the lookout for newsworthy information about show-relevant company trends, product and line launches, product innovations, marketing campaigns, sponsorships, advocacy efforts, promotions, etc. Relevant information can be sent to connect@outdoorretailermag.com. There is no deadline for submitting this information, however, the sooner Outdoor Retailer-related news and press releases are sent to the editors, the better.



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 prototypes, or contain proprietary information. Exhibitors have the right to refuse the taking of pictures in their booths.

Outdoor Retailer allows accredited working media to capture photo and video content in exhibitor booths only with the permission of the exhibitor.

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.

Drone usage is not permitted in the City and County of Denver, including parks and open spaces. More information on special event and commercial filming in Denver can be found [here](#).

SOCIAL MEDIA

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