ATTENDEE TOOLKIT

SUMMER MARKET | JUNE 23 - 25, 2020
OUTDOOR + SNOW SHOW | JANUARY 27 - 29, 2021
WWW.OUTDOORRETAILER.COM
Greetings!

Outdoor Retailer is a celebration of our unique industry that offers adventure for all. It brings together a diverse community committed to the joy of the outdoors in all its seasons: hiking, climbing, snowsports, paddling, cycling and more. Outdoor Retailer is about business, bringing together our community and celebrating the industry we all love. Building a personal schedule at the show that balances product exploration, education, networking, and providing feedback to industry leaders will ensure years of growth, prosperity and inclusion for the outdoor industry.

Outdoor Retailer is committed to producing a show that is successful for all attendees. This toolkit can assist you in creating a pre-show plan that will optimize your time, fill your appointment book and provide the best return on investment for each show you attend.

We invite you to use and share this toolkit with your colleagues and business partners. We believe that each professional who plans strategically, identifies key players who should be in attendance and provides actionable insight will lift the industry to new levels.

We are here for you and eager to assist in making the show a venture of hope and possibility.

See you in Denver!

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QUICK LINKS

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Outdoor + Snow Show 2020 Recap
Summer Market 2019 Recap

THE SHOW
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Floorplan
Attending Store List
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PUBLICATIONS
The Daily
Outdoor Retailer Magazine

SCHOLARSHIP PROGRAM
SCHOLARSHIP PROGRAM

Outdoor Retailer aides deserving specialty retailers, so they can experience the discovery, education and networking available at the national show.

The Outdoor Retailer Scholarship Program helps defray the cost of attending the show in consideration of challenges a store may be facing. Past recipients include stores who have endured natural disasters or faced challenges to get their entire buying team to the show. Others seek to reward sales associates who are rising stars.

Each application is vetted on a case-by-case basis. Application is not a guarantee of approval.

WHO MAY APPLY

• Specialty outdoor, action sports, or snow sports retailers in need of financial assistance to attend Outdoor Retailer
• Specialty retailers expanding their presence at the show

FINANCIAL OFFER

• Flight and / or hotel nights
• $10 of Food Truck bucks per day, per buyer who attends the show

REQUIREMENTS

• Have two Independent Representative references
• Attend the Retailer Orientation on Day 1 of show (first time attendees)
• Attend at least two days of the show
• Provide an on-camera interview with Hed Hi Media in The Daily booth
• Provide Attendee Relations team with a show recap that may be quoted in future literature
• Complete Post-Show Survey
The easiest way to register is to save your time and money and get it done early. Be on the lookout for registration emails from Outdoor Retailer a few months before the show and you’ll save money on early bird specials—or even better, FREE registration. You can also visit our website to register if you miss any of those emails. You’ll save a few extra bucks, plus you’ll skip the long line at the show by jumping to the expedited badge pickup line.

Pick up your badge at one of the following locations on Street Level:

- Lobby A – Main Registration (14th Street Entrance)
- Lobby B (Welton Street Entrance)
- Lobby D (Bellco Theater Entrance)

Did you know? You can pick up your badge early to skip the lines on show site! Registration is open two days before the show.

Attending for the first time?

You'll need to prepare your business credentials when completing the registration form. You can find the list of credentials here.

Can you bring guests and dogs?

Great question. Yes you can, but they all need badges, and you'll need to sign a waiver to bring your pup. All other staff will need to be registered in the same way, including their credentials if they are new to the show.

More questions?

You can find a list of registration FAQ here.
The best way to secure a room is to book EARLY in the official Outdoor Retailer housing block through EventSphere.

**BOOK HOUSING**

**Did you know?** EventSphere has a booth in the registration area at each show! Just look for the hotel icon on the show maps. Book your hotels at an exclusive rate for the next two shows. Plus, your credit card on file won’t be charged until two weeks prior to the show.

**Benefits of booking within the official housing block include:**

- Outdoor Retailer exclusive rates
- Flexible cancellation policies
- Reservation relocation protection
- U.S.-based contact center open 24/7, 365
- Exclusive promotions and perks
- Pre-arrival acknowledgement emails including a hotel confirmation number will be provided approximately seven days prior to arrival
- On-site customer support presence at Outdoor Retailer

**GETTING TO THE SHOW**

Complimentary shuttles are provided to-and-from Cherry Creek hotels within the housing block. Shuttles will pick-up and drop-off at the Main Entrance by the Blue Bear near Stout & 14th Street.

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**PHOTO CREDIT: VISIT DENVER**
GUIDELINES FOR SUCCESS

MAKE APPOINTMENTS
Contact your local reps to make appointments or use the Attendee Show Planner to contact brands and schedule appointments.

DISCOVER NEW BRANDS AND PRODUCTS | See the Exhibitor List HERE
Search by brand name, location, product category and more. You can even explore some of the products brands are bringing by clicking the PRODUCT button. Did you know that you can filter the online Exhibitor List by NEW? Just click the NEW button on the exhibitor list and that will show you the list of new brands at the show!

EXPLORE THE FLOOR | See the Floorplan HERE
Take some time to study the floorplan before you arrive on Day 1. This will save you both time and energy trying to locate booths and prevent you from getting lost...and late for appointments. Don't forget to download the Mobile App and pick up copies of the Show Map and Pocket Guide so you’re prepared to explore the floor.

INVESTIGATE EDUCATION | See the Education schedule HERE
With top educators, innovators and retailers from around the world delivering trend updates and a pulse on the industry, the show education seminars give you and your staff an extra edge in today's highly competitive marketplace.

GO TO SHOW EVENTS | See the Events schedule HERE
Save time to network – go to the happy hours and events at the show to get connected...you never know who you’ll meet!

BUDDY UP WITH ANOTHER BUYER | See the Buddy Program schedule HERE
New to the show or just want a fresh set of eyes on the floor? Meet at the Outdoor Retailer Flag on Days 1-3 at 10 a.m. to join the Buddy Program and shop the floor with another retailer.
BALLIN’ ON A BUDGET

EAT

**Breakfast:** Start your day with complimentary breakfasts and education on all three days of the show at the Industry Breakfast, Conservation Alliance Breakfast and Camber Breakfast. Check the event schedule for more information!

**Lunch:** Lunch is served at OIA industry lunches all days of the show.

**Dinner:** Yummy food is available at the after hours events and the Innovation Awards and Inspiration Awards. Grab a drink and a plate and enjoy the entertainment!

**Snacks:** Hit up the Retailer, Rep + Designer Lounge for a quick rest and refuel, where you can grab coffee and a snack before your next appointment. Also look out for sample stations hosted by natural products and consumables brands throughout the show floor!

DRINK

Look for the water icon 🛍️ on the floorplan, show map and Pocket Guide—you can fill up your water bottle with filtered water here.

Take advantage of the Retailer, Rep + Designer Lounge for free coffee in the morning.

Raise a glass (or even better, your reusable mug) at a happy hour and toast to a day well done. Check in The Daily for booth-sponsored happy hours or head to one of the education areas - The Camp, The RANGER Station, and Trend + Design Center typically host happy hours from 4:30-6 p.m. each day. Plus—the Outdoor Social Club hosts substance-free Healthy Happy Hours on Days 1-2.

REST

Arriving on Day 1 directly from the airport? Drop your bags and coat off at the Bag + Coat Check in MR102 on the street level before you hit the show floor!

Need a place to chill or have a quick meeting during the show? The Retailer, Rep + Designer Lounge has couches and tables to hang, put your feet up and access wifi to get some work done. And...free coffee!

Book in the official housing block and get access to exclusive hotel rates for Outdoor Retailer attendees and exhibitors.
A DAY IN THE LIFE

DAY 0 | ARRIVE AND GET SETTLED
• Arrive at DIA and take the Denver Airport Rail directly to Union Station for only $10.50! At Union Station, hop on the free 16th Street Mall bus, then take a short walk or Uber to your hotel.
• Make your dinner reservations at any of the numerous downtown restaurants.
• Drop by the Colorado Convention Center to pick up your badge at registration.
• Stick around for The Mingler (Outdoor + Snow Show only) from 4-6 p.m. in the Outdoor Social Club for free pizza and beer, as well as the opportunity to meet and greet other attendees from the co-located WSM show and Outdoor Retailer.
• Explore the mobile app to find your favorite new brands and events you are curious about.

DAY 1 | ORIENTATION DAY
• Grab free breakfast at the Industry Breakfast starting at 7:30 a.m.
• Head to the Retailer, Rep + Designer Lounge at 9:30 a.m. for Orientation, grab a cup of coffee and some Food Truck Bucks from the Attendee Relations team.
• Attend the retailer education sessions in between meetings, grab a boxed lunch or cash in your Food Truck bucks.
• End your day on the show floor with happy hours at The Camp and The RANGER Station—free beer and munchies!
• Head to the annual Innovation Awards (Outdoor + Snow Show) or Inspiration Awards (Summer Market) to celebrate our industry and grab free dinner and drinks.

DAY 2 | DIG DEEP
• Grab free breakfast at the Conservation Alliance Breakfast or NPD Group breakfast at 7:30 a.m.
• Review your list of favorited brands from your app and swing by those booths—set up appointments for tomorrow.
• Meet with Marketing and Management of brands to build connections and plan partnership events or special buys for your store.
• Lunchtime! Use your Food Truck Bucks or attend the OIA industry lunch.
• Get educated and be inspired—visit The Camp, The RANGER Station or Trend + Design Center for industry education.

DAY 3 | SHORE UP YOUR SHOP, HIT THE CORNERS.
• Head to the inspiring Camber Outdoors breakfast at 7 a.m.
• Review The Daily – Day 3 edition for product highlights and note any new products you haven’t seen yet.
• Meet the new brands you haven’t had the time for and explore corners of the show you haven’t visited.
• Pack and ship your extra gear back home. Did you bring an extra bag? If not, you can ship from the UPS store on street level.
• Plan for the next show! Visit the EventSphere booth near registration to reserve your room in the housing block.