

# 2019 OPPORTUNITIES GUIDE



## AMERICA OUTDOORS ANNUAL CONFERENCE AND OUTFITTER EXPO

DECEMBER 9-12 • SALT LAKE CITY, UTAH



# ***Your Invitation to*** **Connect** **with Outfitters at the** **America Outdoors** **Conference & Outfitter Expo**

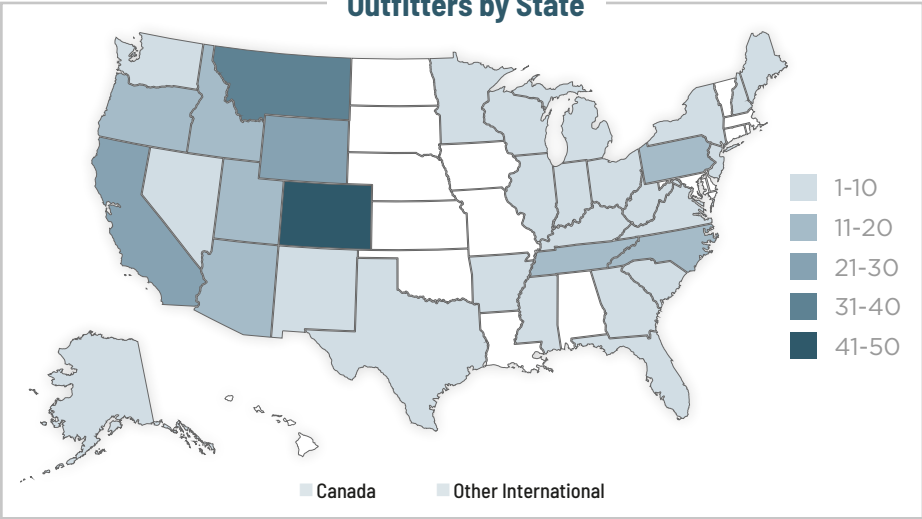
The America Outdoors Annual Conference is the place where the outdoor industry meets. This is the only meeting in the industry focused on outfitters. Our outfitter members are outdoor recreation companies who offer the public an opportunity to explore our outdoor spaces. Check out the services provided on the next page to learn exactly what they offer!

Attendees, including business owners, marketers, buyers and operations managers, leave the conference with new strategies, connections and with their chosen suppliers for the coming year. Don't miss your chance to showcase your company's products and services before this select audience!



# ABOUT AMERICA OUTDOORS

Outfitters by State



**73.8%**

of members  
go to the  
conference



**71.4%**

of members  
read the  
monthly  
e-newsletter



**96.9%**

of outfitters  
feel the  
conference is  
a worthwhile  
investment



**76%**

of outfitters  
attend the  
conference  
to meet with  
suppliers



**100%**

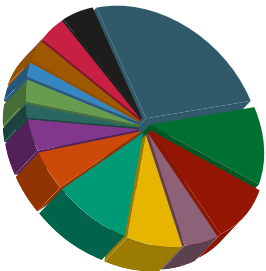
of conference  
attendees  
said they  
attended the  
Trade Show



## Services provided by AO Outfitter Members.

- Paddle/River Trips 76.7%
- Camping 33.3%
- Fishing/Hunting 28.9%
- Horseback/Guest Ranch 15.6%
- Lodging 23.3%
- Retail/camp store 30.0%
- Hiking/Backpacking 15.6%
- Zipline/Aerial Adventures /Rope Courses 13.3%
- Rock climbing 5.6%
- Biking 10.0%
- Snow sports 6.7%

- Quad & vehicle tours 10.0%
- Restaurant 13.3%
- Team Building 14.4%



- Paddle/River Trips
- Camping
- Fishing &/or Hunting
- Horseback &/or Guest Ranch
- Lodging
- Retail/camp store
- Hiking/Backpacking
- Zipline/Aerial Adventures/Rope Courses
- Rock climbing
- Biking
- Snow sports
- Quad & vehicle tours
- Restaurant
- Team Building

# EXHIBIT

## JOIN US.

Every year, hundreds of outdoor professionals from around the country gather for 3 days to learn, buy and connect in one place: the America Outdoors Association Annual Conference.

An attentive audience ready to learn and engage with YOUR programs, products and services is waiting for you this December in Salt Lake City.

	AO Member Price	Non Member Price
<b>Booth Package: 10' x 10'***</b> includes pipe, drape, ID sign	\$995 each	\$1,325 each
<b>Additional cost for corner booth</b>	\$100 each	\$100 each

## What's Included?

- Contact list of conference attendees before & after conference (excluding email)
- Your company name listed on the website
- Pipe, Drape & ID Sign
- Daytime meals
- Education Sessions

*"It is the best place to meet buyers in the outfitting industry. There is a lot less exchanging of business cards and missed connections, and a lot more writing orders with great new customers"*

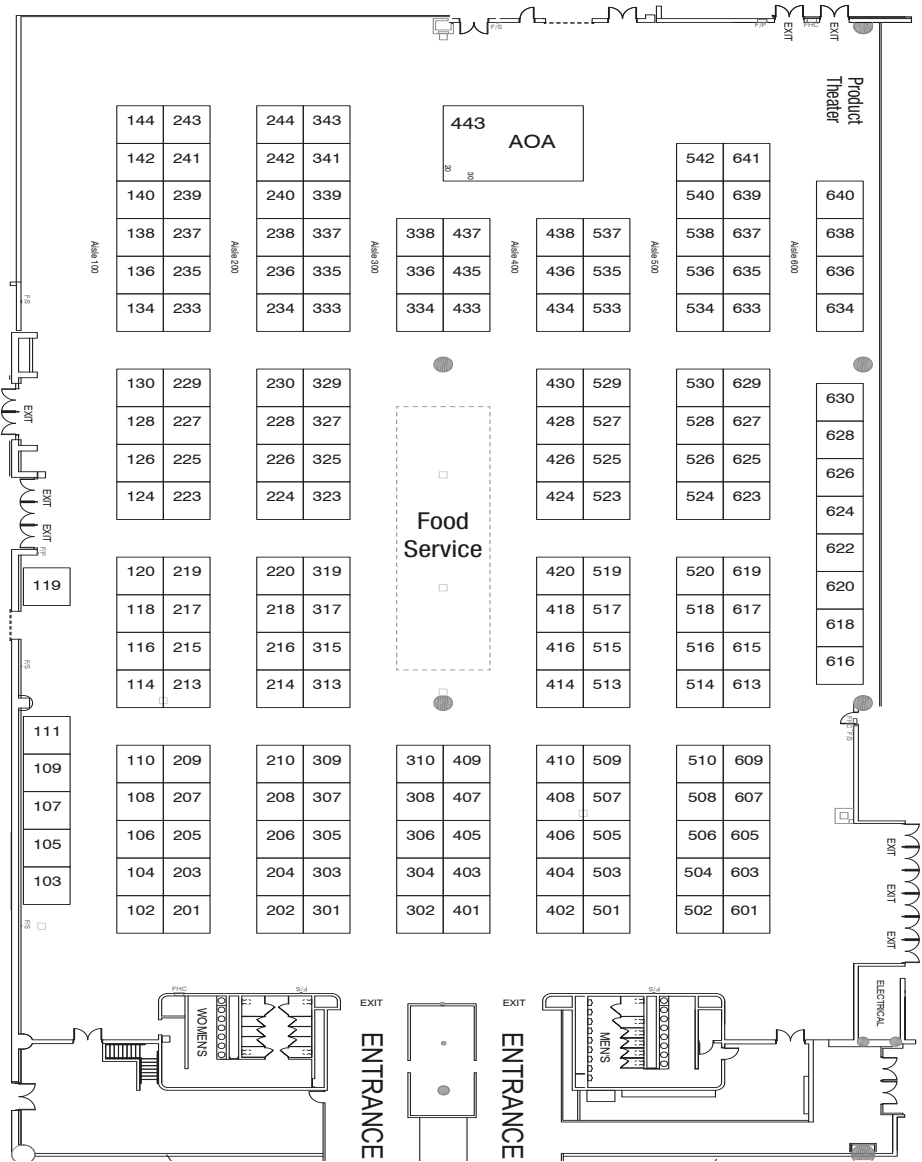
*- Leo Kennedy, Steamboat Stickers*



*"I'm always excited for the AO show in December. It's been really cool to experience the amazing growth each year since our first show in 2011"*

*- Bobby Bower, Rocky Mountain Rafts*

EXHIBIT HALL



**At the 2018 show, 81% of conference attendees reported making a purchase in the exhibit hall.**

# ADVERTISE

With new brands emerging all the time, it is increasingly difficult to be recognized among the hordes of competitors. Every company wants to stand out and make a lasting impression. America Outdoors is here to help you reach your prospective buyers. We have a unique ability to offer competitive advertising prices while allowing you to get your message in front of the decision-makers of the outdoor industry.

Take advantage of advertising opportunities leading up to the conference and during the year to stay top of mind for your prospective outfitter clients.

## E-MAIL OPPORTUNITIES

### **America Outdoors Direct Email: \$250**

The America Outdoors email list is full of the most engaged outfitters in the outdoor industry. This is your chance to send a customized email directly to our audience. **The average open rate for this type of email is 36%. Only 12 available per year!**

### **America Outdoors E-Newsletter Advertisement: \$200**

America Outdoors converted our quarterly newsletter to a monthly e-newsletter in 2018. This is an excellent opportunity to place your brand where outfitters will see it as they engage with America Outdoors content. Advertisements are 650 w x 200 h. **The average open rate is 40% for this type of email.**



# Pre-Conference Booklet Advertising

Let your customers know you will be at the AO Conference in December by placing a half-page or full-page advertisement in the pre-conference booklet. This publication is sent to 2,500 individuals in the outfitter industry. All advertisements must be in color. Reserve your spot by August 1st, 2019.

## PRICES FOR ADVERTISING

SIZE	MEMBER	NON-MEMBER
Full Page Interior .....	\$950 .....	\$1030
Full Page Inside Back Cover .....	\$1105 .....	n/a
1/2 Page Inside Front Cover .....	\$550 .....	\$670
1/2 Page Inside Back Cover .....	\$550 .....	\$670
1/2 Page Interior.....	\$505 .....	\$620

## Sponsored Content Opportunity: \$500

We know you can offer some great insight for outfitter members. Now you can create content that is promotional for your business as well. Your article will stay on the website for one year, will include a 3-month advertisement on two sections of the AO website, and your article will appear in one monthly E-newsletter. Take advantage of this new opportunity to get your business great exposure!



# SPONSOR

The AO Annual Conference sponsorship program offers many opportunities for your company to gain exposure at the only conference for outfitters. As an official event sponsor, your brand will be seen and you will make a greater impact on the outfitter community. Don't miss your chance to reach an intensely loyal audience!

All sponsors are offered the first right of refusal for their sponsored item for the following year, which allows your company to establish a consistent brand or theme.

## SPONSORSHIP OPPORTUNITIES

### **Beer Cart**

**Investment:** \$3,500 (2 available)

As a sponsor of the beverage cart, you may provide branded materials to be worn or passed out with a drink by the bartender.

### **Welcome Reception**

**Investment:** \$6,000

The party is on you! Kick off the conference by showing AO outfitters a great time. Investment includes the opportunity to place promotional items by bar and food stations.

### **Exhibit Hall Reception**

**Investment:** EXCLUSIVE - \$9,000

CO-SPONSOR - \$3,000 (3 available) **ONLY 2 LEFT!**

There is no better way to garner support for your business than to throw a party for outfitters. Investment includes the opportunity to place promotional items by bar and food stations.

## Meeting App

**Investment:** \$6,000

Investment includes exclusive recognition in the App, as well as the ability to include a message about your product or service for users in landing pages and banner ads.

## Badge Lanyards **SOLD**

**Investment:** Investment: \$3,000

This is an excellent promotional vehicle to promote your company's Web site, product name, and brand. Lanyards are given to all attendees at check-in.

## Wake Up Coffee Social **ONLY 2 LEFT!**

**Investment:** \$1,350 each (3 available)

Company name or logo displayed on signage near coffee & tea table in the exhibit hall.

## Mobile Charging Stations

**Investment:** EXCLUSIVE - \$4,000 (3 locations)

INDIVIDUAL STATION - \$1,350 each (maximum 3 locations)

Quick charge stations with your branded logo provided for busy conference attendees.

## Photo Booth

**Investment:** \$2,000

Every attendee will walk away with a special keepsake print out with your branding.

# SPONSOR

## Sponsorship Includes:

In addition to the premium exposure explained in the descriptions, you will receive the following benefits based on your level of support.

A listing in all AO pre-conference PRINT materials

Acknowledgement on the AO website

Advertisement in pre-conference booklet

Logo placement on big screen at Welcome Reception

Prominent recognition on conference signage including logo

Recognition from the podium during Keynote Sessions at Conference

Official recognition in your booth







	GOLD	SILVER	BRONZE
	(\$5,001 or more)	(\$2501 - \$5000)	(\$1000- \$2500)
	■	■	■
	■	■	■
FULL-PAGE		HALF-PAGE	LISTING
	■	■	
	■	■	■
	■		
	■	■	■







AMERICA**OUTDOORS**

# 2019 ANNUAL CONFERENCE **AND OUTFITTER EXPO**

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## We will see YOU in Salt Lake!

For additional information please visit our website,

**[www.americaoutdoors.org/opportunities/](http://www.americaoutdoors.org/opportunities/)**.

You may also email Heidi Prior, Business Development Specialist: **[hprior@americaoutdoors.org](mailto:hprior@americaoutdoors.org)**