

PRE-CONFERENCE GUIDE

CONNECTING THE *Outdoor Industry*



AMERICA OUTDOORS **ANNUAL CONFERENCE** **AND OUTFITTER EXPO**

DECEMBER 9-12 • SALT LAKE CITY, UTAH

CUSTOM INSURANCE COVERAGE for the Outdoor Recreation Industry



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*Pictured above - XINSURANCE success
story Utah Mountain Adventures*



Why attend the AMERICA OUTDOORS CONFERENCE?

- This is where the outdoor industry connects. Our attendees are owners and managers in the fields of whitewater rafting, ziplining, ranching, paddlesports (canoe, kayak, SUP), mountain biking and cycling, winter sports, hunting, fishing, mountaineering, backpacking, and climbing.
- We bring together the leaders in the areas of marketing, risk management, business operations and leadership in the outdoor industry to help you grow your business.
- The outfitter expo gives you an opportunity to do all your research and buying in one place- come test the newest gear and the valuable services that keep your business running smoothly!
- Attendees have ample opportunities to meet and learn from one another- you can even meet the pioneers of the outfitter industry here!
- Learn about the advocacy initiatives America Outdoors is working on to keep the industry viable and healthy.
- We have FUN! After you spend your days learning and buying, it's time to party! Grab a drink and start connecting!



SCHEDULE

MONDAY, DECEMBER 9

8:30-4:00 pm	Women of AO Mini Retreat: Igniting Innovation
1:00-4:00 pm	Google Analytics Deep Dive Workshop
3:00-7:00 pm	Registration Open
4:30-5:30 pm	New Member Meet Up
5:30-7:00 pm	Welcome Reception

TUESDAY, DECEMBER 10

8:00 am - 7:30 pm	Registration Open
8:00-10:00 am	Wake Up Coffee Social
8:00-9:00 am	AO Women Connect Meet Up
9:15-10:15 am	Opening Keynote - Dare to Achieve
10:30- 11:30 am	■ Outdoor Recreation Offices Directors Panel Discussion
11:45 am-1:00 pm	Annual Business Meeting with Lunch
1:15-2:15 pm	Learning Sessions <ul style="list-style-type: none">■ How to Measure the ROI Performance of your Marketing Initiatives Workshop■ Advocating Effectively for Your Business Interests: Studies and Strategies■ Adaptive Recreation
1:15-3:15 pm	Workshops <ul style="list-style-type: none">■ Marketing SOS: Strategic Outfitter Solutions to Boost Your Revenue■ Media Meet Up
2:30-3:30 pm	Learning Sessions <ul style="list-style-type: none">■ Building for the New Customer Journey■ Pricing & Discounts: Tips for Your Adventure Business■ Working with Federal Agencies: Meet the Leaders
3:30-8:00 pm	Exhibit Hall Open
5:00-8:00 pm	Exhibit Hall Reception

WEDNESDAY, DECEMBER 11

7:00 am-6:30 pm	Registration Open
8:00-10:00 am	Wake Up Coffee Social
8:00-9:00 am	CEO Meet Up

■ LEADERSHIP ■ MARKETING ■ OPERATIONS ■ RISK MANAGEMENT ■ LEGISLATIVE

8:00–9:00 am	Manager Meet Up
9:15–10:15 am	Learning Sessions <ul style="list-style-type: none"> ■ Creating a Culture of Accountability ■ Practical Application of Waivers ■ How to Leverage Recent Changes to Facebook's Ad Platform
9:15–11:15 am	Workshop <ul style="list-style-type: none"> ■ Local SEO Workshop for Outfitters
10:30–11:30 am	Lines of Service Meet Up
10:30–1:30 pm	Lunch in the Exhibit Hall with Blood Drive
1:45–2:45 pm	Keynote: The Future is Digital: How Tech, Innovation and Changing Customer Expectations are Transforming Our Industry
3:00–4:00 pm	Learning Sessions <ul style="list-style-type: none"> ■ Elevating Your Social Content with Analytics Insights ■ Risk Management and Employment Forms: The Must Have's ■ Leave No Trace: Advanced Awareness Discussion ■ How Innovative Technology Can Improve Your Outfitter Operations
4:00–7:00 pm	Exhibit Hall Open with Snacks
7:30–10:00 pm	Social at Dave & Buster's – Sponsored by Xinsurance

THURSDAY, DECEMBER 12

7:30 am – 3:00 pm	Registration Open
8:00–10:00 am	Wake Up Coffee Social
8:00–9:00 am	Eastern Region Meet Up
8:00–9:00 am	Western Region Meet Up
9:15–11:15 am	Workshop <ul style="list-style-type: none"> ■ Prepare for Your Day in Court
9:15 am–10:45 am	Learning Sessions <ul style="list-style-type: none"> ■ Reading the Shifting Water: A Panel about Sexism & Sexual Harassment in the Outdoor Industry ■ How to In-House your Company's SEO ■ Building a Cross-Promotion "Layer Cake" with Your Local CVB & DMO
10:30 am–12:00 pm	Idea Exchanges: Marketing & Operations
10:30 am–2:00 pm	Lunch & Explore Exhibit Hall
12:30–1:30 pm	Learning Sessions <ul style="list-style-type: none"> ■ Skin Care Safety for Healthy Guides ■ How to Manage Company Transitions & Family Successions ■ Retail Best Practices for Outfitters ■ Nurture Leads through Email Automation 201
1:45–2:45 pm	Closing Keynote: Dream, Believe, Achieve!

PRE-CONFERENCE WORKSHOPS

Women of AO Mini Retreat: Igniting Innovation

Cost: \$125

In this full-day workshop for women in the outdoor recreation industry, you will connect with other women and unlock your individual and organizational potential with purpose-driven innovation.

Join a multi-disciplinary group of outdoor experts, business owners and thought leaders in an innovation workshop that will explore current issues, enhance existing leadership, products and services, and unlock areas of future service innovation in the outdoors sector.

You will leave this workshop inspired, ready to bring innovation back to your business and with a close group of women who you can call on in times of need.

Google Analytics Deep Dive Workshop

Cost: \$150

Klint Rudolph and the Xcite team will be working side by side with you in this four-hour session to assist you in creating or improving your Google Analytics environment on your site.

The Xcite Media Group is a digital marketing agency; let them help you get the greatest benefit out of one of the most powerful marketing analytics tools available today. From the basics of standard installation, setup and report interpretation – to advanced implementation utilizing Google Tag Manager and customized reporting – their GA training is constructed to give you the skills that you need to get the full value out of GA. They'll help you tease out business insights and make a real impact on your business.



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KEYNOTE SPEAKERS

Meet the 2019 Keynote Speakers



Laura Adams, Explorer and Innovator

Dare to Achieve

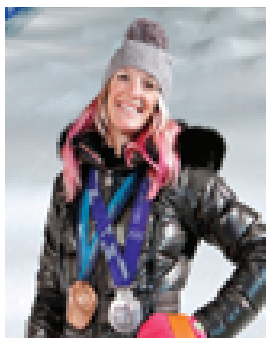
Join international explorer and adventure icon Laura Adams as she shares her personal reflections from her life as an explorer, professional mountain guide, and leader in the international outdoor community. Her compelling stories of vision, human potential, humility and resilience demonstrate that we all can realize our personal, professional and community dreams - if we dare to achieve them.



Douglas Quinby, Co-Founder & CEO of Arival

The Future is Digital: How Tech, Innovation and Changing Customer Expectations Are Transforming Our Industry

Online travel agencies, innovative start-ups, technology advancement and rapidly changing traveler desires continue to bring change across every facet of tours, activities, attractions and experiences. In this talk, Arival Co-Founder & CEO Douglas Quinby walks through the essential trends redefining marketing, distribution, customer engagement and experience delivery.



Shannon Bahrke, Olympic Medalist

Dream, Believe, Achieve!

Shannon Bahrke invites you into her world to take you on her 12-year journey on the U.S. Ski Team and through three Olympics - Salt Lake City, Torino and Vancouver to share how she overcame obstacles, doubts and fear to ultimately win 2 Olympic Medals. She will help you discover how these same ideas and strategies cross over into the outdoor business world and how YOU can execute them to achieve your maximum potential!



TAKE A CLOSER LOOK

Marketing Sessions

Local SEO for your Outfitter Business

Speaker: **Klint Rudolf, XCITE Media**

Level: **Advanced**

Businesses on page 2 of the SERP (Search Engine Results Page) might as well not exist. This means you must focus on local SEO. Local SEO involves both off-page and on-page elements that affect how search engines assess and rank a website. Off-page factors include items like citation building and backlinks, while on-page SEO refers to factors that are part of the business' website, ranging from content to code. Optimizing a local business' website can improve its search engine ranking, draw more organic traffic to the site and increase the percentage of visitors who become new customers. In this workshop, you'll learn the 12 steps required to do a local SEO audit for your business and how to dominate local search results.

Nurturing Leads with Email Automation

Speaker: **Brooke Akansy, 829 Studios**

Level: **Intermediate**

Nurturing leads from the moment they initiate interest to when they make a purchase decision is imperative to increasing top-line growth. So, how does one effectively put this in place? In this session with Brooke Akansy from 829 Studios, you will learn the answer to this question as well as how to strategically approach an automated lead nurturing email campaign and how to track and analyze the success of email marketing.

How to Measure the ROI Performance of Your Marketing Initiatives

Speaker: **Tom Kratsch, Activities and Tours marketing by TRK Creative Group**

Level: **Intermediate & Advanced**

This workshop will teach business owners and managers how to track and measure their online and offline marketing initiatives in terms of the cost of the marketing initiative to tour booking revenue generated. Marketing initiatives reviewed include website performance, paid advertising channel performance (Google Ads, Facebook Ads, partner advertising), print advertising, review sites, referral partner advertising, billboards and more. The workshop will take a deep dive into tracking programs including the use of call tracking.

Elevating Your Social Content with Analytics Insights

Speaker: **Kelly Burns, Geronimo Trail Guest Ranch**

Level: **Intermediate**

Have you ever asked yourself: "What should I be posting?" Do you ever exclaim: "I barely get any likes; I don't have enough followers to make it worth it!" In this session, we will discuss how to use social media data and analytics to inform your social content strategy. Through active participation and facilitated discussions, you will learn how to use your currently available resources to identify not only who your audience is but also what social content resonates with them. It'll be an engaging session packed with tips. The goal is to give you actionable ideas that you can implement immediately.

How to In-House your Company's SEO

Speaker: **Brian Hoban, 829 Studios**

Level: **Advanced**

You are likely aware that a solid Search Engine Optimization strategy is essential to the digital success of your business. If you are managing this in-house, you may know how much goes into this strategy. In this session you will learn how to take your SEO strategy from basic to an efficient, advanced process.

Building for the New Customer Journey

Speaker: **Klint Rudolf, XCITE Media**

Level: **Intermediate & Advanced**

In a world where we have less time and more options, it's crucial for brands to anticipate what consumers need in order to stand out. Just because the customer journey is complex, doesn't mean delivering useful experiences has to be. Whether you're a scrappy entrepreneur or a large company, your marketing goals remains the same: reaching people at the right moments with the right offer.

Marketing SOS: Strategic Outfitter Solutions to Boost Your Revenue

Speaker: **Ron and Lorie Rosenberg, QualityTalks**

Level: **Intermediate**

In this hands-on workshop, you will develop a marketing roadmap that will combine print, email, social-media, and website strategies into a comprehensive marketing system that will help you focus on your core competencies, grow your business, and increase revenue!

Throughout this session we will use examples provided in advance from attendees and others in the industry to illustrate exactly how you can implement these into your own business. You will want to bring a laptop or tablet so you can make changes to your materials right on the spot.

Leverage Recent Changes to Facebook's Ad Platform

Speaker: **Jason Bornfriend, 829 Studios**

Level: **Advanced**

The Facebook Ad platform changes so quickly that it can be hard for outfitters to keep up. Hear what's new in 2019 and learn how to leverage these changes for success in your marketing campaigns for 2020!

Building a Cross-Promotion "Layer Cake" With Your Local CVB & DMO

Speaker: **Sheila Scarborough, Tourism Currents**

Level: **Intermediate**

If you want to get the word out about your tours and experiences, it is hard to do it alone. Cross-promotion gives you the best chance to catch people's attention in a busy and fragmented world, inspiring them to book with you. It also makes you a more effective tourism partner, raising the profile of your entire area.

But what does the power of a strong online presence look like for a tour operator in 2019? It looks like a cake! Working together with others, you can build a marketing "layer cake" that ties together your own individual promotional efforts and packages with those of your fellow tourism partners. Add some yummy icing with social media customer service – plus get found with your listings on services like Google My Business – and you've baked your way to success.

Risk Management Sessions

Skin Care Safety for Healthy Guides

Speaker: **Dr. Glen Bowen, MD**

Level: **ALL**

What are you doing to educate your guides and staff about skin cancer? Individuals involved with outdoor recreation as a vocation are at greater relative risk for skin cancer. In this informative presentation, participants will learn key features of skin cancer, best practices related to sun safety exposure, and how to perform a monthly self-skin cancer screening exam. Educate yourself for a healthy guide staff in 2020.

Risk Management and Employment Forms: The “Must Have’s”

Speaker: **Leah Corrigan, Recreation Law Center**

Level: **Intermediate & Advanced**

Outdoor recreation businesses need to have basic risk management and employment forms in order to protect themselves from liability. It can be difficult for owners and managers to determine what forms are “really important,” versus those forms that are “nice to have.” This session is designed to educate you on the forms that are mandatory from a liability perspective, what purpose they serve, and how to get your hands on them. Attendees should leave this session with either a list of needed forms and an understanding of how to get them, or a comfort level regarding the forms they have in place and what minor adjustments should be made.

Adaptive Recreation

Speaker: **Peter Abele, Erie Canal Boat Company**

Level: **Intermediate and Advanced**

How do you determine when it’s time to expand your customer base? Research and statistics help with determining viability of expanding your business accessibility, but that will only get you so far. We’ll look at the growth of this population and discuss the opportunity areas in adaptive recreation to determine how your business will react and how it will be viewed by the communities it serves.

We will take a closer look at regulations and guidelines to understand who can help with this process. This session will help you understand ADA Compliance versus Universal Access, Inclusive Business Operations compared to Adaptive Programing, and a breakdown of the numbers to help you understand the ins and outs of adaptive recreation and if it’s right for your outfitter business.

Prepare for Your Day in Court

Speaker: **Peter Middleton, Hall and Evans & Leah Corrigan, Recreation Law Center**

Level: **Advanced**

Lights, Camera, Action! Watch lawyers play act in roles you hope you never have to play in real life! Hear examples of lawsuit testimony by outfitters. Observe how your staff, training, policies and procedures might hold up to legal scrutiny and cross-examination. Learn how your company's practices might play in the courtroom. You may discover that you need to learn your lines or do a few more dress rehearsals!

Practical Application of Waivers

Speaker: **Jackson Bender, Partner at Palmer and Cay Risk Management Firm**

Level: **Intermediate**

Business Operations Sessions

Pricing & Discounts: Unlock Potential Revenue in Your Business

Speaker: **Casey Dixon, The Flybook**

Level: **Intermediate**

This dynamic workshop will provide a case study for dramatically affecting revenue and improving profitability in your business by obtaining quality data and applying that information to your pricing. You will leave this session inspired and ready to apply these strategies to your business for immediate results.

How Innovative Technology Can Improve Your Outfitter Operations

Speaker: **Adam Callaway, PATH**

Level: **Intermediate**

Are you wondering how new technology can improve your customer experience, employee satisfaction, and business efficiency? Learn some of the benefits of incorporating technology to streamline your business. This session will cover outfitter pain points such as staff hiring and on-boarding, staff scheduling and communication, streamlined payroll, digital waivers, point of sale systems, reservation systems, and marketing automation software.

Retail Best Practices for Outfitters

Speaker: **Tim Black, Nantahala Outdoor Center**

Level: **Intermediate and Advanced**

Director of Retail for NOC, Tim Black, shares lessons from his 7 years in outdoor industry retail operations. Attendees will get best practices for their retail, no matter how small their selection.

Business Leadership Sessions

Media Meet Up

Facilitator: **Chez Chesak, Chez Connects**

Level: **ALL**

The 2019 AO Media Meet Up will provide one-on-one meeting opportunities with key outdoor media. In this session, attendees can seize the opportunity to connect and pitch story ideas related to their outdoor business. Be sure to do some homework on the attending media before the session as preparation and research are key to your success at the Media Meet Up.

How to Manage Company Transitions: Family Successions

Speaker: **Pat Tabor, Swan Mountain Consulting**

Level: **Advanced**

This session will explore the various options of business transition with a specific focus on developing a succession plan from one generation of a family to the next. The statistics aren't great; many family businesses do not survive succession. In this program Pat will go over several family transition scenarios and identify the keys to developing a successful plan. Upon completion participants will have a keen sense for what gets in the way of family transition plans and will learn the key attributes of a sound plan to ensure their family business does not become part of the statistics.

Reading the Shifting Water: A Panel about Sexism & Sexual Harassment in the Outdoor Industry

Speaker: **Emily Ambrose, Alex Thevenin, Steven Foy, Zack Collier, Emerald Fortune**

Level: **Intermediate and Advanced**

The topics of sexism and sexual harassment impact us all, either directly or indirectly. They can be tricky waters to navigate, with questions of how to proceed or what our roles are in addressing them. Do we ever really talk about them openly? The objective of this session is to do just that - to provide an opportunity for participants to witness outfitters and community members share stories and best practices, explore what has worked, identify missteps, and begin to understand how we can move forward individually and together through these shifting waters.

Leave No Trace: Advanced Awareness Discussion

Speaker: **Adam Tobey**

Level: **ALL**

Learn the best practices and new strategies to engage with families when teaching Leave No Trace Principles. Get examples and resources for fun activities and useful teaching methods that help to mitigate feelings of judgment when educators come upon someone on an outdoor trip who is uninformed about proper environmental ethics.

Creating a Culture of Accountability

Speaker: **Kent Mann, The Mann Group**

Level: **Advanced**

What does a culture of accountability mean? We mean that the environment you develop encourages and demands the responsibility of your employees to perform their jobs well. In a culture of accountability, staff both understand their obligations and that there will be inquiry and analysis—whether via metrics, coaching, or the insight of a leader like yourself—to ensure those obligations are being met at the well-established and business-wide standard.

Advocacy and Legislation Sessions

Outdoor Recreation Offices Directors Panel Discussion

Speakers: **Tom Adams (UT), Nathan Fey (CO), Rachel Vandervoort (MT), Dave Glenn (WY), facilitated by Noah Wilson**

Level: **ALL**

Fifteen states have created outdoor recreation offices in recent years. How will these offices, dedicated to the development of outdoor recreation industry pursuits in their respective states, help outfitters? Learn about the Outdoor Recreation Offices from the state directors in the states near the 2019 Conference to hear how they plan to affect change in their states and include outfitters in their strategies.

Advocating Effectively for Your Business Interests: Studies and Strategies

Facilitator: **Aaron Bannon, America Outdoors**

Level: **ALL**

The Outdoor Industry faces a wide range of policy and permitting issues. Connect with a panel of your peers to hear individual case studies, success stories, and lessons learned to curate best practice strategies for your future outfitter advocacy campaign.

Working with Federal Agencies: Meet the Leaders

Facilitator: **Aaron Bannon, America Outdoors**

Level: **ALL**

This is your opportunity to meet with National Park Service, US Forest Service and other agency representatives from Washington, DC. AO remains committed to helping outfitters stay up to date with the complicated permitting landscape by connecting you with land management agencies. Stay tuned for details about the 2019 special guests!

Idea Exchanges

Outfitter Lines of Service Idea Exchange

Attendees will have an opportunity to meet with their specific lines of service including white water rafting, paddling, zip lining, dude ranches, and more during this facilitated idea exchange. Come ready to discuss the unique challenges you share and hear what others are doing to grow their businesses.

Operations and Marketing Idea Exchange

Choose between marketing and operations during this highly facilitated opportunity to dive deep into the subjects that affect your everyday work life. In each segment, attendees will be divided into small groups to discuss challenges related to operations or marketing in the outdoor industry.

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OUTFITTER EXPO HOURS

TUESDAY, DECEMBER 10

Exhibit Hall Open.....	3:30-8:00 pm
Exhibit Hall Reception	5:00pm

WEDNESDAY, DECEMBER 11

Appointment Only Hours	8:00-10:00 am
Wake Up Social	8:00-10:00 am
Show Floor Open	10:00am-7:15 pm
Lunch & Blood Drive	10:30am-3:30 pm
Exhibitor Reception	4:00-7:00pm

THURSDAY, DECEMBER 12

Appointment Only Hours	8:00-10:00am
Wake Up Social	8:00-10:00am
Show Floor Open	10:00am-2:00pm
Lunch.....	10:30am-2:00pm





EXHIBITORS

(as of 11/12/2019)

865it

www.865it.com

IT Technology- Voice Over Internet Protocol Telephone Systems. Cyber Security, Office 354 Email, Web Hosting, & Managed IT Services.

829 Studios

829ilc.com

Digital Marketing.

Activities & Tours Mktg by TRK Creative Group

www.trkcreative.com

Digital marketing and consulting company focused 100% on Activity and Tour businesses.

Adventure Office

www.AdventureOffice.com

Guiding Adventure Operators through the technology paradigms, resulting in more effective, efficient and profitable businesses.

Adventure Res

www.adventureres.com

Reservation management, by outfitters, for outfitters.

AIRE, Inc.

www.aire.com

Aire Rafts, Inflatable Kayaks and Cataracts. Tributary Rafts & Inflatable Kayaks.

Alps Mountaineering

www.alpsmountaineering.com

High-quality, affordable performance gear.

Aqua Case

www.aquacase.net

Aqua Case floating, 100% waterproof pouch for mobile devices.

Arctic Reservations - SILVER SPONSOR

www.arcticreservations.com

Reservation management designed for and by adventure outfitters.

Bendetti Optics

www.benedettioptics.com

Sunglasses - polarized, non-polarized, and juniors.

Big Agnes

www.bigagnes.com

Award-winning sleeping bags, pads, tents, insulated apparel, and camp accessories.

Cataract Oars

www.cataractoars.com

Manufacturing composite oars and paddles for river recreation.

CBIZ Sattler Adventure Sports - BRONZE SPONSOR

www.cbizsattler.com

Outfitter and Guides Insurance including: Liability, Property, Inland Marine, Commercial Auto, and Life Insurance.

Challenge Design Innovations

www.challengedesign.com

Adventure parks, ziplines, climbing towers & challenge courses.

Conesta Wagon Co.

conestogawagonco.com

Luxury glamping wagons.

Coolworks

www.coolworks.com

CoolWorks.com is a website dedicated to jobs in great places.

Demaree Inflatable Boats, Inc.

www.dibboats.com

We manufacture inflatables in the USA at our plant located at the take out to the Upper Yough.

Down River Equipment

www.downriverequip.com

Distributing Sawyer, Carlisle, Advanced Composite, Extrasport, Engel and our own line of rafting Cargo Gear. Specializing in custom aluminum fabrication; rowing frames, kitchen boxes, camp tables and more.

Eagle Products

www.eagletshirts.com

Apparel, screen printing, embroidery, T-Shirts.

East-West Printing, Inc.

www.eastwestprinting.com

Best-selling river maps, high performance staff wear, and retail t-shirts and hats.

EMI Sportswear

www.emisportswear.com

Resort Apparel, T-shirts, Apparel, Caps/Hats, Resort wear.

Esquif International, Inc.

www.esquif.com

T-Formex canoes and Esquif canoes.

FareHarbor

www.fareharbor.com

The most trusted software for tours, activities and attractions, with a focus on online conversion, driving revenue and 24/7 support.

Fireside Lodge Furniture and Wooded River Bedding

www.firesidelodgefurniture.com

www.woodedriver.com

Rustic furniture for your modern world. Made in the USA.

The Flybook

www.theflybook.com

Reservation Management and Booking Software.

Gattuso Distributing, Inc.

www.gattusodistributing.com

Necessity products, suntan lotion, waterproof cameras, footwear, water toys, eyeglass retainers, custom items, camping & rafting items and much more!

Geckobrand

www.geckobrand.com

Waterproof phone dry bags, dry bags, backpacks, coolers and more!

High Wind Productions

www.highwindproductions.net

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Hyside Inflatables - SILVER SPONSOR

www.hyside.com

Hyside has manufactured high quality inflatable rafts, kayaks and catarafts, paddle and helmets for outfitters worldwide, since 1982.

Huge Brands

www.hugebrands.com

Creative design and custom apparel agency.

Image One

www.image1one.com

Screen-printed t-shirts.

Immersion Research

www.immersionresearch.com

Designer and manufacturer of paddling gear.

Inflatable Technologies

www.raftrepair.com

Whitewater raft fleet maintenance and repair. Warranty repairs, Inflatable SUP repair. Customized urethane logos. Repair and logo work can be performed on Hypalon, PVC, Neoprene and Urethane.

InnStyle

www.innstyle.com

All bedding needs including mattresses, sheets, pillows, blankets, top of bed covers, bath products including towels, shower curtains, bath rugs, amenities and bath accessories plus other hospitality supplies.

Jacks Plastic Welding

www.jpwinc.com

Paco Pads, Dry Bags, Catarafts, Rafts. Branding and customization of all our products and custom prototypes.

Jackson Kayak

www.jacksonkayak.com

100% USA Made Kayaks & Orion Coolers.

Johnson Outdoors Watercraft

www.johnsonoutdoors.com

Old Town Canoes & Kayaks, Ocean Kayaks, Carlisle Paddles & accessories.

Laid-Back by High Range Designs

www.laidbackusa.com

Screen printed garments, hats, and gift items.

Leave No Trace

www.lnt.org

Leave No Trace hang tags, information booklets and membership information.

Landway

www.landway.com

Mens, Ladies, and Youth decorated outerwear such as fleece, soft shells, vests, windbreakers, rainwear and moisture wicking shirts.

Legacy

www.L2brands.com

Screen printed garments.

Liberty Graphics

www.lgtees.com

Screen printed apparel - hiking, paddling, rafting designs and more.

Lone Rock

www.lonerockclothing.com

Screen-printed apparel.

Man of Rubber River Gear - BRONZE SPONSOR

www.rivergear.com

MoR River Gear offers equipment and retail products, including lifejackets, raft inflators, Chums and more.

Maravia

www.maravia.com

Custom rafts made to fit your outfitting needs- rafts, catarafts, sleeping pads, tush cushes and tabletop pads.

Maxxon/Evergoing Products

www.maxxonoutfitters.com

Inflatable boats & fishing gear.

Nomadics Tipi Makers

www.tipi.com

We offer standard or glamping models with lockable zipper door, critter guard, rain catcher and beautiful artwork.

NRS

www.nrsb2b.com

Your one stop source for: inflatable rafts, catarafts, kayaks, - wetsuits, PFDs, paddles, oars, drybags, straps, safety equipment and more.

Ohiopyle Prints- OPI

www.ohiopyleprints.com

Screen printed and embroidered apparel.

Only Sky

<https://theonlysky.com/>

Online activity booking and management platform.

Ouray Sportswear

www.ouraysportswear.com

Men's, women's and youth decorated sportswear and head wear.

Pacuare Outdoor Center

www.pacuareoutdoorcenter.com

Business consulting for outfitters.

Paddlesports Warehouse

www.paddlesportswarehouse.com

Life vests, tubes, paddles, shoes and more.

Paluski Boats

www.paluski.com

100% Canadian manufactured canoes, kayaks and paddles.

PATH

www.pathpayments.com

Business solutions for the outfitter - merchant services, digital waivers, staff and guide scheduling, payroll, POS solutions and more!

Peek Pro - SILVER SPONSOR

www.peek.com/pro

Online reservation system used to drive outfitter sales.

PicThrive

www.picthrive.com

Photo solutions for outfitters.

Podium

www.podium.com

Through Podium's interaction management platform, businesses can message leads and customers, get reviews and feedback, and communicate easily with their teams.

Polaris Adventures

www.radpostcard.com

Premium network of ride and drive experiences designed to create safe, memorable adventures for all skill levels and connect families, couples and groups with outfitters.

QuietKat

www.quietkat.com

Electric Mountain Bikes designed for off-road riding. Go further, explore more, quietly and efficiently with the power and capability of QuietKat Electric Bikes.

R2M2 Solutions by Blu3 Management Group

www.r2m2solutions.com

Reservation software, retail POS, Online, In-House complete management solutions for outfitters.

RESMARK

www.resmarksystems.com

So much more than just a reservation system, RESMARK guides your guests through all five stages of travel: Dreaming, planning, booking, experiencing and sharing.

Rocky Mountain Rafts

www.rockymountainrafts.com

The best value rafts and inflatable products in the industry. All welded PVC Rafts, IK's, Cat Tubes, Paddle Cats, Livery Boats, Tubes, & Sleeping Pads.

Sawyer Paddles and Oars

www.paddlesandoars.com

Sawyer paddles, oars and accessories

Selway Fabrication, LLC

www.selwayfab.com

Waste Management products (groovers) for the outdoor industry.

SOTAR

www.sotar.com

More than the best Rafts, Cataracts, Inflatable Kayaks, Frames, and Bomber Outdoor Equipment - SOTAR manufactures Serious Fun!

Steamboat Sticker

www.steamboatsticker.com

Durable, die-cut stickers for the resort market with a Rocky Mountain style.

Stohlquist WaterWare

www.stohlquist.com

Stohlquist PFDs, boots, jackets, neoprene and drywear.

Swan Mountain Consulting Group

www.swanmountainconsulting.com

Consulting Services for the outdoor recreation industry.

Swing Kingdom

www.swingkingdom.com

The largest vinyl swing sets & play set manufacturer in the country, with a proven reputation for premium craftsmanship & service.

The Super Salve Co

www.supersalve.com

Healing lip balms with sunscreen, Original Super Salve, Sun Salve SPF 27, Arnica Muscle Easing Salve, Cal Sierra Madre Sun Cream SPF 30, Creams, lotions, Arnica Liniment, Bug Rebuff and Sting Relief.

TGT Lake shirts

www.tgtstickers.com

Your ultimate source for souvenir stickers and accessories. Stickers, mini stickers, magnets, acrylic magnets, acrylic keychains, bottle opener keychains, patches, pints and shot glasses.

Travelex

www.travelexinsurance.com

Leading provider of travel insurance. Choose a plan with primary coverage, cancellation, emergency medical, evacuation, baggage delay and more.

Utility Supply Group

www.go-usg.com

Nationwide supplier of campground electrical equipment. Includes: RV power outlets & pedestals, metering, panels, wire, lighting, solar lighting, water hydrants, hand dryers, and electrical layout service.

Watershed LLC

www.drybags.com

Waterproof bags.

Wholesum Food Calculator

www.whlsum.com

Online menu planning software for outfitters.

Wilcor International

www.wilcor.net

#1 supplier to the vacation industry, providing family fun, everywhere!

The Xcite Group

www.xcitemediagroup.com

Google certified, full-service marketing group.

XINSURANCE - GOLD SPONSOR

www.xinsurance.com

Full-service excess and surplus lines brokerage providing insurance solutions in the outdoor recreation industry.

HOTEL & TRAVEL

The America Outdoors Conference will be located at the Salt Palace Convention Center, a short 6.5 miles from the airport. Visit slcairport.com/ground-transportation.asp to learn about transportation information from the airport.

Once on site, avoid a commute; stay at the official conference hotel, the Radisson Salt Lake City Downtown.



RADISSON SALT LAKE CITY DOWNTOWN

215 W South Temple, Salt Lake City, Utah 84101

Rate: \$134 King/2 Queens

Cut-off: November 18, 2019

Phone: 801-531-7500, "AOA 2019 Conference"

Online: radisson.com/saltlakecity/aoa

	Early Bird by October 14		October 15- Onsite	
	Member	Non Member	Member	Non Member
Outfitter Registration	\$525	\$725	\$625	\$825
Non-Exhibiting Commercial	\$795	\$895	\$995	\$1,095
Trade Show Only, Per Day	\$125	\$150	\$125	\$150
Social Guest (5+ years old)	\$125	N/A	\$125	N/A

*For information about membership, please contact Hilary Wickes, hwickes@americaoutdoors.org or call 865-558-3595.

PRE-CONFERENCE WORKSHOPS

Women of AO Event - Igniting Innovation \$125

A full-day women-only event designed to help unlock your individual and organizational potential with purpose-driven innovation

Google Analytics Workshop\$150

A 4-hour, hands-on session with XCITE Media Group

SOCIAL EVENT

AO Social Event at Dave & Buster's\$20

Join your friends, peers and industry colleagues for an evening of food, drink, and games

Online: americaoutdoorg.org/conference-info/

Phone: **865-558-3595, option 2 or 3**

Monday-Friday 8:30 am- 5:00 pm EST





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