

OPPORTUNITIES GUIDE

2020 *VIRTUAL* CONFERENCE AND OUTFITTER EXPO



AMERICAOUTDOORS

DECEMBER 1-4

We are coming to YOU!

**Find your future clients
at the
America Outdoors *Virtual*
Conference & Outfitter Expo**

The America Outdoors Annual Conference is the place where the outdoor industry meets. And while 2020 will be a little different, we remain dedicated to facilitating connections. Our virtual platform will allow you to schedule appointments, share your catalog, and video chat with attendees.

In a world that is now almost entirely digital, it can be difficult to capture the attention of your prospective customers in the outdoor industry in the day-to-day shuffle. Join us for the America Outdoors Virtual Conference & Outfitter Expo this December, where your audience will be tuned in for 3 days of learning, connecting, and product sampling. Don't miss your chance to showcase your company's products and services before this dedicated audience!



EXHIBIT

UPDATED VIRTUAL BOOTH PRICING:

| | Member | Non Member |
|---------------|--------|------------|
| Virtual Booth | \$700 | \$1,025 |

What's Included?

- Contact list of conference attendees before & after conference (excluding email)
- Your company name listed on the website
- Access to Education Sessions
- Access to Happy Hours
- Video Instructions for Virtual Booth Build

In a recent survey,

79%

of outfitter members indicated they plan to attend the America Outdoors Virtual Conference.

ADVERTISE

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 in 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.

CONFERENCE ADVERTISEMENT OPPORTUNITIES

America Outdoors Direct Email: \$400

The most popular advertisement method in 2019, the direct email is your chance to get your message to a targeted audience full of engaged and loyal outfitters. **Only 6 spaces available in 2020.**

Pre-conference Booklet

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 2,000+ individuals in the outfitter industry. All ads must be submitted by September 15, 2020.

Pre-conference Booklet Advertising

| SIZE | COST |
|------------------------------------|--------|
| Full Page Inside Back Cover | \$1195 |
| Full Page Inside Front Cover | \$1195 |
| 1/2 Page Interior..... | \$995 |
| 1/2 Page Inside Front Cover | \$575 |
| 1/2 Page Inside Back Cover | \$575 |
| 1/2 Page Interior..... | \$495 |

YEAR-ROUND ADVERTISEMENT OPPORTUNITIES

America Outdoors E-Newsletter Advertisement: \$200

This is an excellent opportunity to place your brand where outfitters will see it as they engage with America Outdoors content in the monthly e-newsletter. Our members trust these newsletters for important industry updates and business tips. Advertisements are 650 w x 200 h. **Only 2 spaces per month.**

Website Advertising

Our members visit the America Outdoors website to connect with critical business resources and news updates. Meet your future clients where they engage. Banner ads will appear on the left rail of all pages excluding the Home page and Conference page.

WEBSITE ADVERTISING PACKAGE OPTIONS:

| | COST |
|--------------------------|---------|
| 1-month banner ad | \$500 |
| 3-month banner ad..... | \$1,250 |
| 6-month banner ad..... | \$2,400 |
| 9-month banner ad..... | \$3,500 |
| 12-month banner ad | \$4,000 |

SPONSOR

Increase your visibility and drive traffic to your Virtual booth!

This year is different. Outfitters will be doing their annual purchasing online. In an increasingly crowded digital world, how will you stand out? At the America Outdoors Virtual Conference, we are offering you a chance to be seen. Distinguish yourself from the masses with a conference sponsorship. As an official event sponsor, your brand will be seen, and you will make a greater impact on the outfitter community.

SPONSORSHIP OPPORTUNITIES

General & Keynote Session

Investment: \$3,500 (3 available)

As the sponsor of a general session, your message will reach the entire conference audience. Your 2-minute welcome or advertisement message will play at the beginning of the session.

Happy Hour

Investment: \$2,500 (2 available)

The virtual party is on you! As the happy hour sponsor, you will have 2 minutes to address the group- you can even lead us in a toast!

Breakout Session

Investment: Investment: \$1,500 (4 available)

Your 2-minute welcome or advertisement message will play at the beginning of a breakout session for a loyal audience ready to engage and learn.

Want to get creative?

Custom sponsorships are available. Contact the AO team to dream up some big ideas to make an impression with our members.

Sponsorship Includes:

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

| | GOLD | SILVER | BRONZE |
|------------------------|-----------|--------------|----------|
| | \$3,500+ | \$2500+ | \$1,000+ |
| Banner on platform | LOBBY | EXHIBIT HALL | |
| Pre-conference Booklet | FULL-PAGE | HALF-PAGE | LISTING |
| Verbal Recognition | ■ | ■ | ■ |
| Logo on AO Website | ■ | ■ | ■ |





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We will see YOU in December!

For additional information please visit our website,
www.americaoutdoors.org/opportunities/.