



OPPORTUNITIES GUIDE

AMERICA OUTDOORS CONFERENCE AND OUTFITTER EXPO

DECEMBER 7-10 • BALLY'S LAS VEGAS, NV

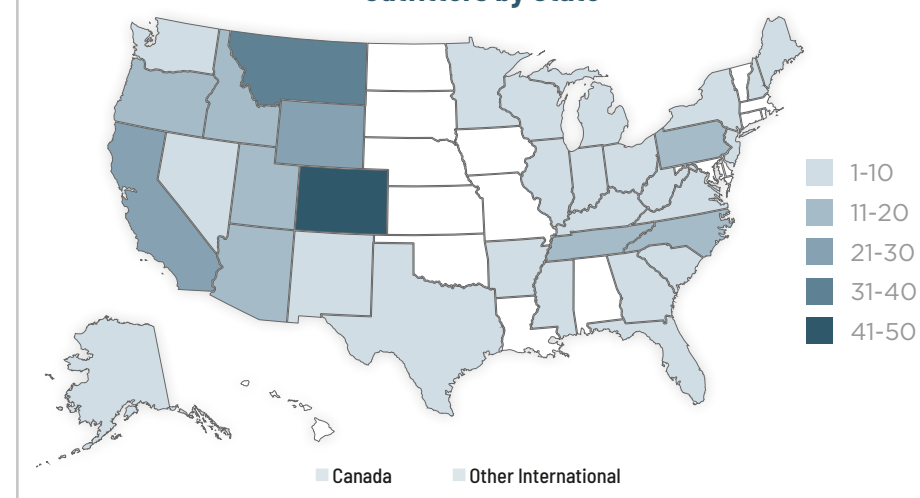


Join us for the America Outdoors Conference and Outfitter Expo

- Showcase your products in front of nearly 150 of the most successful and professional outfitters in America.
- Become part of an intimate community of outdoor-loving outfitters with long-term results (AO memberships last an average of over 14 years).
- Meet 100% of conference attendees on the trade show floor.
- Use your marketing budget towards a targeted, industry-specific niche.
- Save your budget with booth rates starting at \$995.

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



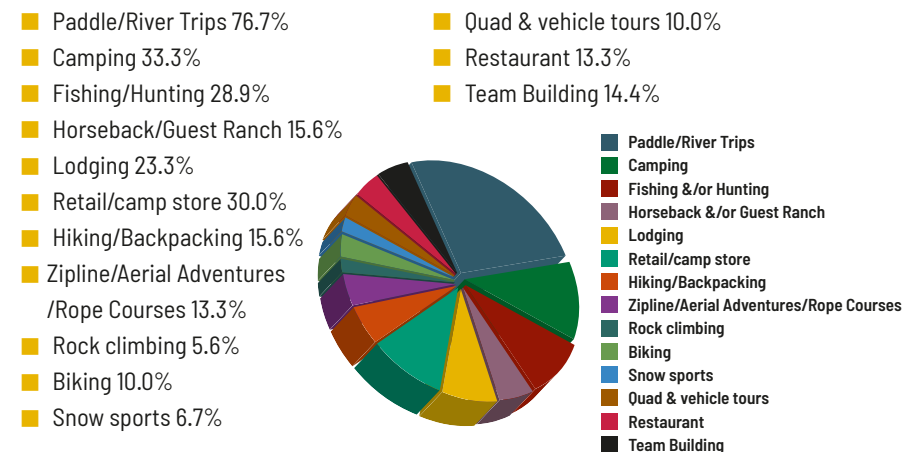
76%
of outfitters
attend the
conference
to meet with
suppliers



100%
of conference
attendees
said they
attended the
Trade Show



Services provided by AO Outfitter Members.



EXHIBIT

Exhibit hall

Early Bird Pricing Expires 9/31/2021

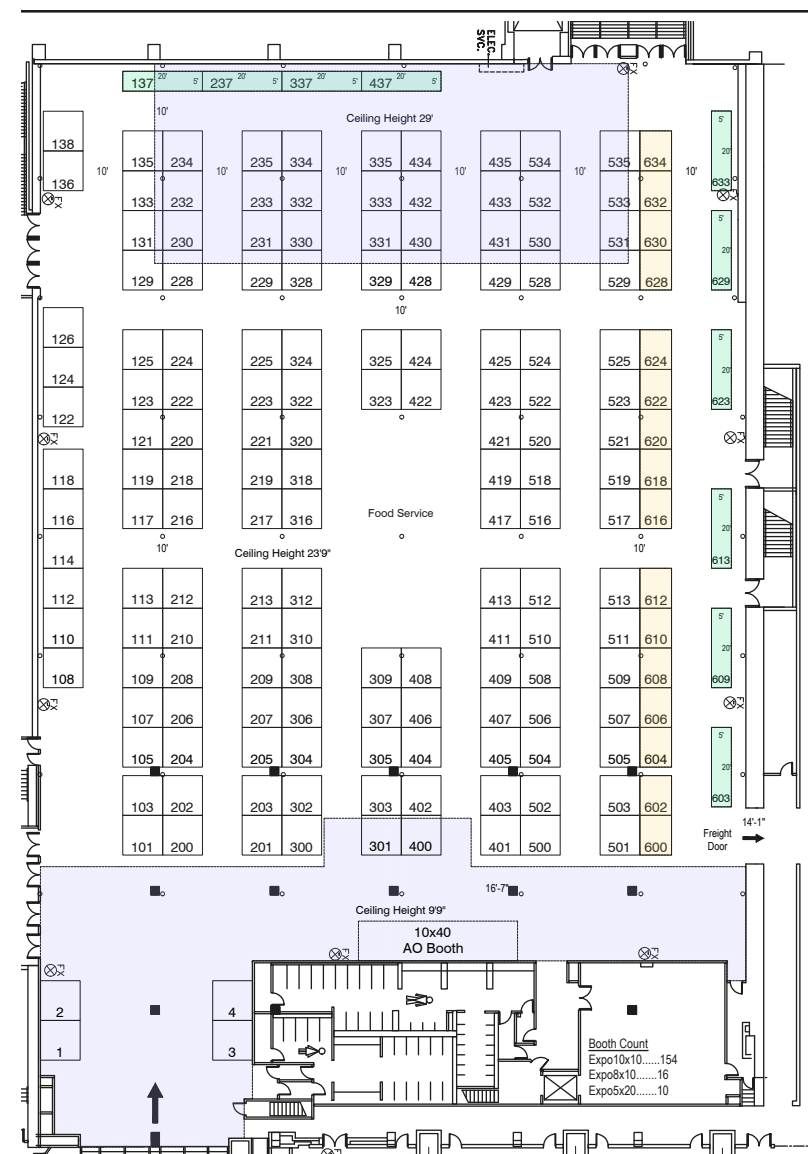
	AO Member Early Bird	AO Member Price	Non Member Early Bird	Non Member Price
Booth Package: 10' x 10'	\$1,045 each	\$1,095 each	\$1,425 each	\$1,595 each
Booth Package: 5' x 20' (Wall booth, limited availability)	\$1,195 each	\$1,295 each	\$1,695 each	\$1,795 each
Booth Package: 8' x 10'		\$995 each		\$1,495 each
Additional cost for corner booth	\$100 each	\$100 each	\$100 each	\$100 each

What's Included?

- Contact list of conference attendees before & after conference (excluding email)
- Your company name listed on the website
- Table, Chairs, pipe, drape, ID sign & waste basket
- 3 badges for the 1st booth purchased + 1 badge for each additional booth
- Daytime meals
- Education Sessions

*"The AO Conference is our best
opportunity to network with outfitters"*

- Shaun Allumbaugh, AIRE



**At our last live show in 2019, 78% of
conference attendees reported making
a purchase in the exhibit hall.**

ADVERTISE

Conference Advertisement Opportunities

America Outdoors Direct Email: \$400

The most popular advertisement method, the direct email is your chance to get your message to a targeted audience full of engaged and loyal outfitters. **Only 6 spaces available.** Choose one of the following dates for your dedicated email: October 22, October 29, Nov. 5, Nov. 12, Nov. 19, Dec. 17

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+ professionals in the outfitter industry. Reserve your spot by August 1, 2021.

Pre-conference Booklet Advertising

SIZE	COST
Full Page Inside Back Cover	\$1195
Full Page Inside Front Cover	\$1195
Full 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: \$250

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 booth!

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!

SPONSORSHIP OPPORTUNITIES

Welcome Reception

Investment: \$9,000 (or co-sponsor for \$4,500)

The opening 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. Sponsorship includes beverage cart.

Beverage Cart

Investment: \$3,500 (2 available)

One available each evening on the trade show floor. Choose your date: Dec 8th or Dec 9th.

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

Meeting App Advertisement

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

There were 400 conference app downloads in 2019. Get your brand in front of attendees while they plan their itinerary and connect with other app users each day.

Badge Lanyards

Investment: Investment: \$3,500

Grow your brand exposure at AO! Lanyards are given to all attendees at check-in.

Wake Up Coffee Social

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

One available each morning. Choose from Dec 8, 9 or 10th.

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

Photo Booth

Investment: \$3,000

The 2019 photo booth was a hit! Every attendee will walk away with a special keepsake print out with your branding on it.

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.



SPONSOR

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

	GOLD (\$5,001 or more)	SILVER (\$2501 - \$5000)	BRONZE (\$1000- \$2500)
Acknowledgement on the AO website	■	■	■
Advertisement in pre-conference booklet	FULL-PAGE	HALF-PAGE	LISTING
Logo placement on big screen at Opening Session	■	■	
Prominent recognition on conference signage including logo	■	■	■
Recognition from the podium during Keynote Sessions at Conference	■		
Official recognition in your booth	■	■	■



Secure your booth at the conference for outfitters!

Choose from the following convenient options:

- @ Email Heidi Prior, hprior@americaoutdoors.org
- 🌐 Visit our website, www.americaoutdoors.org/opportunities/
- 📞 Call 865-558-3595, option 4

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