



Where Outfitters *Thrive*

AMERICAOUTDOORS

2018 ANNUAL CONFERENCE AND OUTFITTER EXPO

• DECEMBER 4-7 • DAYTONA BEACH, FLORIDA •



OPPORTUNITIES GUIDE

Welcome to the AO Annual Conference!

The America Outdoors Annual Conference is the place where the outdoor industry meets. This is the only meeting in the industry focused on outfitters. Attendees, including business owners, marketers, buyers and operations managers, leave the conference with new strategies, ideas, 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!

This guide will walk you through your opportunities to exhibit, advertise, and sponsor this unique event in the outdoor industry. You will see that 2018 brings more opportunities than ever to get your brand in front of the decision makers- and your future customers.

INCREASE YOUR INFLUENCE

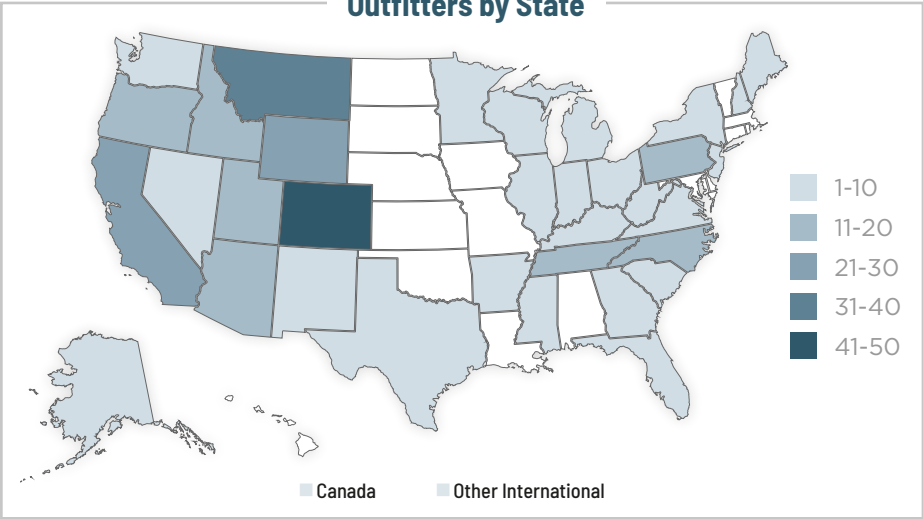
To help you reach your sales goals, AO is offering you more marketing opportunities to get your products and your brand in front of our members, maximize your budget, and expand your footprint in the outfitter community with these options:

- Annual Meeting Tiered-Level Sponsor Support – Our new tiers will offer greater benefits for your sponsorship and outstanding recognition of your proper placement among the best of the best.
- Affordable Advertising – Our affordable advertising rates allow your company to take advantage of our marketing platforms' reach – without breaking your budget.



ABOUT AMERICA OUTDOORS

Outfitters by State



73.8%

of members
go to the
conference



71.4%

of members
read the
quarterly
newsletter



96.9%

of outfitters
feel the
conference is
a worthwhile
investment



76%

of outfitters
attend the
conference
to meet with
suppliers



100%

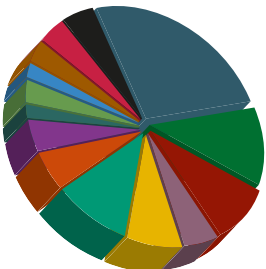
of conference
attendees
said they
attended the
Trade Show



Services provided by A0 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

EXHIBIT AT THE ONLY CONFERENCE FOR OUTFITTERS

Every year, hundreds of outdoor professionals from around the country gather for 4 days to learn, buy and connect in one place: the America Outdoors Annual Conference.

An attentive audience ready to engage with YOUR programs, products and services is waiting for you this December in Daytona Beach. Our strength rests in our ability to bring together all the key players in the outfitting industry.

STATS:

70% of 2017 Exhibitors reported making sales to NEW customers at the AO Trade Show.

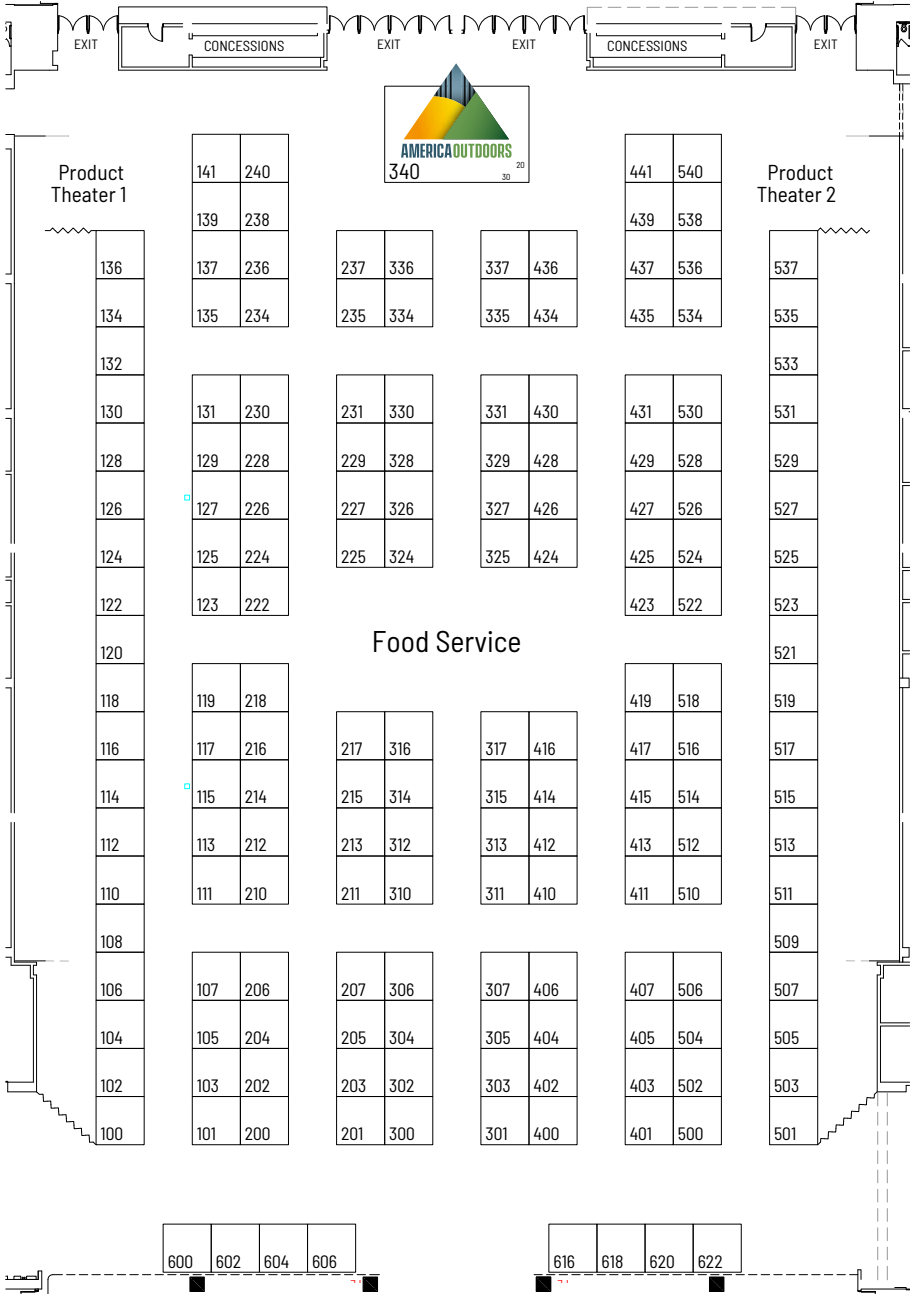
The AO Annual Conference includes **19 hours** of exhibit hall time this year to give you and your customers ample opportunities to meet and make sales!

With your exhibit booth purchase you will receive:

- Contact list of conference attendees before & after conference
- Your company name listed on the website

	AO Member Price	Non Member Price
Booth Package: 10' x 10'*** includes pipe, drape, 1 skirted table, 2 chairs, waste can, ID sign	\$995 each	\$1,325 each
Additional 10' x 10' includes pipe and drape only	\$965 each	\$1,290 each

EXHIBIT HALL



As of June 2018, 60% of booth space is sold for the 2018 AO Trade Show. Don't wait to reserve your spot!

ADVERTISE

With new brands emerging all the time, it is getting 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.

DIRECT MAIL OPPORTUNITIES

America Outdoors Email Cost: \$200

The America Outdoors email list is full of the most engaged outfitters in the outdoor industry. This cost-effective way to notify your future customers about your attendance at the AO Annual Conference will be sure to build trust in your brand. Simply supply us with a .pdf that we can attach to an email, and we'll send it on your behalf.

America Outdoors Mailing Cost: \$250 + Required Postage

Although we are now living in a very digital world, we all value having something tangible in our hands. Direct mail through America Outdoors allows you to target your future customers and will add to your multichannel approach to marketing.

To send your AO Annual Conference Announcement to all AO member companies, simply send **450** pieces of mail to the AO HQ office.



WEBSITE ADVERTISING

AO has redesigned its website – www.americaoutdoors.org. The new site offers a fresh new look and easier navigation. Our website is a critical resource for AO members for education, news updates, and business development. Website advertising will give you the opportunity to interact with your target audience in our easy-to-use format.

Plan NOW to take advantage of this new opportunity to get your name out there!

AO ADVERTISING RATES

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

Your banner will be displayed on the home page or Conference page of the NEW America Outdoors website.



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

A listing in all AO pre-conference PRINT materials

- Listing will include **your logo**

A listing in all AO pre-conference DIGITAL materials

- Listing will include **your logo**

Acknowledgement on the AO website

- Acknowledgment **will include click-thru to your site**

AD in Conference Program Book

Logo placement on big screen at Welcome Reception

Prominent recognition on conference signage including logo

Recognition from the podium during Keynote Sessions at Conference



NEW!!

AO has reorganized our sponsorship opportunities to allow those companies with a more significant commitment to receive greater pre-event and on-site recognition for their support.

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



CREATIVE OPPORTUNITIES!

Welcome Reception

Investment: EXCLUSIVE - \$9000

CO-SPONSOR - \$4,500 (2 available)

The party is on you! Kick off the conference by showing A0 outfitters a great time. Your brand will be recognized in print &/or digital signage at the event. Investment includes the opportunity to place promotional items by bar and food stations.

Keynote Speakers

Investment: \$3,000 (3 available)

These sessions have the highest attendance. Your investment includes recognition on event signage, in marketing materials, and in the onsite program, as well as the opportunity to introduce session speaker(s). Please note: A0 is solely responsible for speaker selection.

Exhibit Hall Reception

Investment: EXCLUSIVE - \$15,000

CO-SPONSOR - \$7,500 (2 available)

Beverage Cart - \$3500

This is the biggest social event of the conference. There is no better way to garner support for your business than to throw a party for A0 outfitters. As an exclusive or co-sponsor of the event, your brand will be recognized in print &/or digital signage at the event. You will also have the opportunity to place promotional items by the bar and food stations.

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

Investment: \$5,000

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. Please note: AO is solely responsible for mobile app selection.

Badge Lanyards

Investment: \$1,000 (YOU supply the lanyards) OR
\$3,000 (AO supplies lanyards)

Lanyards with your name or logo are given to all attendees at registration.

Wake Up Social

Investment: \$1,200 each (3 available)

Company name or logo displayed on signage near coffee & tea table.

Mobile Charging Station

Investment: EXCLUSIVE - \$4000 (THREE locations)
INDIVIDUAL STATION - \$1350

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

Education Sessions

Investment: \$500 each

Your investment includes recognition on break-out session signage as well as the opportunity to introduce session speaker(s). Please note: AO is solely responsible for speaker selection.



www.americaoutdoors.org



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**OCEAN CENTER
DAYTONA BEACH, FLORIDA**



We will see YOU in Daytona Beach!