

# AMERICA OUTDOORS

## CONFERENCE & OUTFITTER EXPO

2022 OPPORTUNITIES GUIDE

ORLANDO, FLORIDA • November 29 - December 2

### The America Outdoors Conference & Outfitter Expo

is the national gathering for outfitters and outdoor recreation providers and their staff. Our event kicks off with an opening reception in the exhibit hall Tuesday night and wraps up mid-day Friday. Outfitters come from around the country (and the world) to learn from experts during 3 days of educational sessions and to connect with exhibitors in the trade show.

Over 100 companies choose our conference to showcase their products and services. This is the best opportunity to reach outfitter decision-makers in one place.

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*“The America Outdoors Conference is a conference where outfitters from across the nation in many different industries [such as] rafting, lodging, liveries, and guided trips come together to share and to grow with one another every year. We listen to speakers, we meet with vendors, and we collaborate with each other.”*

**-Austin Albers, Buffalo Outdoor Center**

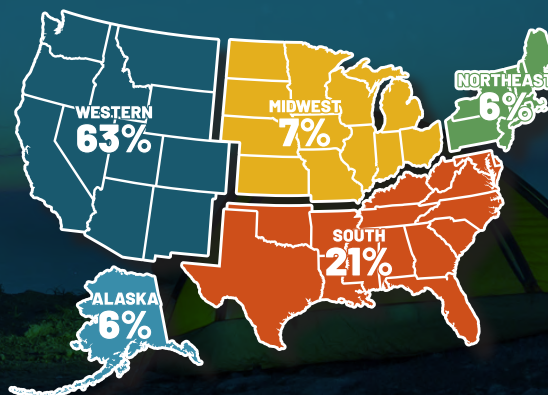
## WHO ATTENDS

## the America Outdoors Conference?

Our conference is designed to educate owners and managers of outdoor recreation companies from across the country and the world. These are the most common job titles:

- Owners & CEOs
- Office Managers
- Operations Managers
- Outpost & Field Managers
- Marketing Managers
- Retail Managers & Buyers

### Where are America Outdoors members?



**417**

outfitter owners and employees attended the America Outdoors Conference & Outfitter Expo in 2021

**80%**

of attendees reported making a purchase in the exhibit hall in 2021

**91%**

of attendees plan to buy from 2021 exhibitors in the future

**90%**

of exhibitors met their customer relationship goals at the conference

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*“The America Outdoors Conference is an incredible place for people in the outdoor industry to come together to solve issues that we all face. The conference is set up in a really unique way to support everyone, with the exhibitors on the show floor who are able to show the services and goods they offer that can help everyone in the industry.”*

**-Amanda Fox, Adventure Treks**



## WHO EXHIBITS at the America Outdoors Conference?

Organizations that provide products and services for outdoor recreation businesses should exhibit at the AO Conference. Our exhibitors fall into the following categories:

**HARD GOODS • SOFT GOODS • SERVICES • TECHNOLOGY & SOFTWARE**

## PAST EXHIBITORS

829 Studios  
Activities & Tours Marketing by TRK Creative Group  
Adventure Office  
Adventure Res  
AIRE  
ALPS Mountaineering  
Aqua Case  
Arctic Reservations  
ATX Afloat  
Benedetti Optics  
Big Agnes  
Canyon Coolers  
Cataract Oars  
CBIZ Sattler Adventure Sports  
Challenge Design Innovations  
Conestoga Wagon Company®  
Connect Me Solutions  
Coolworks  
Demaree Inflatable Boats, Inc.  
Desert Mountain Medicine  
Down River Equipment  
Dragon Fly Tarps  
Eagle Products  
East-West Printing  
EMI Sportswear

FareHarbor  
Fireside Lodge Furniture/  
Wooded River Bedding  
Fotaflo  
Gattuso Distributing, Inc.  
Gear for Sports  
Gecko Brands  
GoTreads  
GPD Insurance Agency, LLC  
Granite Insurance  
Grasshoppers Mermaid  
Guzzle H2O  
Highwind Productions  
HR Outfitter  
Huge Brands  
Hyside Inflatables  
Image One  
Immersion Research  
Inflatable Technologies  
InnStyle  
Intouch Technology Group  
Jack's Plastic Welding  
Jackson Kayak  
Jawku  
Johnson Outdoors  
JYOTI Natural Foods

L2 Brands  
Laid-Back by High Range Designs  
Landway  
Leave No Trace  
Leavitt Recreation & Hospitality Insurance  
Legacy  
Liberty Graphics  
Liquidlogic Kayaks  
Lone Rock  
Lonesome Yurts & Treehouses  
Magnum Bikes  
Man of Rubber River Gear  
Maravia  
Maxxon/Evergoing Products  
Merchants Fleet  
NOLS Risk Services  
Nomadics Tipi Makers  
NRS  
Online Impact Group  
OPI - Ohio Pyle Prints Inc.  
Otter Waiver  
Ouray Sportswear, LLC  
Pacquare Outdoor Center  
Paddlesports Warehouse

Paluski  
PATH  
Peek Pro  
PicThrive  
Podium  
Polaris  
QuietKat  
R2M2 Solutions  
RESMARK  
Rezdy  
Rezsystems  
Rocky Mountain Rafts  
Romeo Bravo Software  
Sawyer Paddles and Oars  
Selway Fabrication, LLC  
Shred Ready  
Signature Research  
Singenuity  
SOL Paddle Boards  
SOTAR Inflatables  
Steamboat Sticker  
Stohlquist WaterWare, Inc.  
Swan Mountain Consulting Group  
Swing Kingdom  
TGT Stickers & Lakeshirts

The Flybook  
The Super Salve Co  
The Xcite Group  
Thompson-Gusic Insurance Group, Inc.  
TOMIS, LLC  
Travelex  
Tree Wise Designs  
TRYTN  
Utility Supply Group  
Vanguard Inflatables  
Visit Baja California  
Watershed LLC  
Western Outdoor Industry MBA / Western CO University  
Wet Dreams River Supply  
Wherewolf  
Wholesum Food Calculator  
Wilcor International  
Wild Tribute  
Wild West Shirt Company  
Xinsurance  
Zebulon, LLC



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

**-Shaun Allumbaugh,  
Hyside Inflatables**

	Member Rate	Non Member Rate
10 x 10 Booth	\$1,195	\$1,695
Corner Booth Add-on	\$100	\$100
Extra Booth Badge	\$200	\$200

To join the association, please visit [americaoutdoors.org/membership/](https://americaoutdoors.org/membership/) or contact the America Outdoors team at 865-558-3595.

## What is included:

- Contact list of conference attendees before & after conference (excluding email)
- Your company name listed on the website
- Table, 2 chairs, pipe, draft, ID sign, waste basket
- 3 badges for the 1st booth purchased + 1 badge for each additional booth
- Daytime meals
- Education Sessions

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*The AO Conference & Expo is so extremely valuable for outfitters and the brands that support them! Not only does this give everyone a chance to meet up and see each other, but it also allows us to continue to create lasting connections with new and existing clients.”*

*-Dan Camp, Adventure Office*



# SPONSORSHIP OPPORTUNITIES

## Welcome Reception

**Investment: \$10,000**

The opening party is on you! Kick off the conference by showing outfitters a great time. The investment includes signage in the food area of the exhibit hall and the opportunity to place promotional items by bar and food stations.

## Closing Social

**Investment: \$15,000**

On the last night of the conference, we go all out. This social event takes us out of the conference center and into a space that will allow fun memories and long-lasting connections to occur. Your investment includes signage at the entrance and the opportunity to place promotional items throughout the event.

## Beer Cart

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

This is the only opportunity for attendees to get a free drink during the conference. As a sponsor of the beer station, you may provide branded materials to be passed out with a drink by the bartender.

## Meeting App Advertisement

**Investment: \$2,000** (4 available)

Get your brand in front of attendees while they plan their conference itineraries and connect with other app users each day.

## Wake Up Coffee

**Investment: \$2,000 each** (3 available)

Your company name and logo will be displayed on signage near the coffee and tea station. The investment includes the opportunity to place promotional items by the coffee station.

## Photo Booth

**Investment: \$3,000**

Every attendee will walk away with a special keepsake printout with your branding on it. The photo booth will be part of the Closing Social event.

## Awards

**Investment: \$2,000**

Your company logo will be displayed on the big screen at the awards presentation during the America Outdoors Annual Business Meeting.

## Get Creative

**Custom sponsorships are available.**

Contact the America Outdoors team to collaborate on your big idea to get your brand in front of outfitters.



# SPONSORSHIP OPPORTUNITIES

In addition to the exposure outlined in the descriptions, sponsors receive the following benefits based on your level of support:

	GOLD (\$5,001 or more)	SILVER (\$3,001- \$5,000)	BRONZE (\$2,000-\$3,000)
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	▲	▲	▲
Invitation to the VIP Reception with America Outdoors highest-paying members	▲		

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*America Outdoors is the premier outdoor recreation association in the world. As an outfitter for 35 years and now a vendor for 8 years, I am still amazed at the great energy and knowledge that the conference generates.*

**-Frank Lukacs, XINSURANCE, GOLD SPONSOR**



## ADVERTISING OPPORTUNITIES

### America Outdoors Direct Email: \$550

This is our most popular advertisement method. A direct email is your chance to get your message to a targeted audience full of engaged and loyal outfitters. **Only 2 spaces available per month.**

### America Outdoors E-Newsletter Advertisement: \$300

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. Advertisements are 650 w x 200 h. **Only 3 spaces available per month.**

### Pre-Conference Booklet Advertising

Stand apart from the long list of exhibitors and let your customers know you will be at the AO Conference in December by placing an advertisement in the pre-conference booklet. This publication is sent to 2,000+ outfitters in the industry. Reserve your spot by August 1st, 2022.

Full-page ad.... \$995

Half-page ad.... \$495

### 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.

1-month banner ad.... \$500



## HOTEL & TRAVEL

This year we are headed to Orlando to soak up the sun & make lasting connections at the Caribe Royale Resort. You can expect gorgeous 70-degree weather during your stay in Orlando—perfect for whatever excursions you prefer. Choose from the famous theme parks and attractions or take advantage of the warm weather by getting out on the waterways in and around Orlando.

America Outdoors will offer all registrants specially priced After 1 PM and After 5 PM Twilight Tickets or a multi-day discount up to 10% off at Disney; so plan to come a few days early or stay late to enjoy this opportunity!

### **Stay at the Caribe Royale**

Please be sure to book your accommodation at our host hotel, the Caribe Royale Resort in the heart of Orlando. America Outdoors has secured a discounted rate for spacious suites with a waived resort fee for you and your team. Help support the association by securing your accommodation at the Caribe Royale and enjoy staying in the same building as the conference and expo to be where the action is.

**Room rate: \$139**

**Resort fee: WAIVED**

**Rate deadline: November 4, 2022**

**Reserve your room.**





## CONNECT WITH THE OUTDOOR INDUSTRY

📞 865-558-3595

✉️ [hwickes@americaoutdoors.org](mailto:hwickes@americaoutdoors.org)

🌐 [www.americaoutdoors.org](http://www.americaoutdoors.org)

# Orlando, Florida

November 29-December 2

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*You have to come to this conference because it's amazing! The networking and the connections you'll make are priceless.”*

**-Emelda Lawson Bekkal, Launch Nautical**

