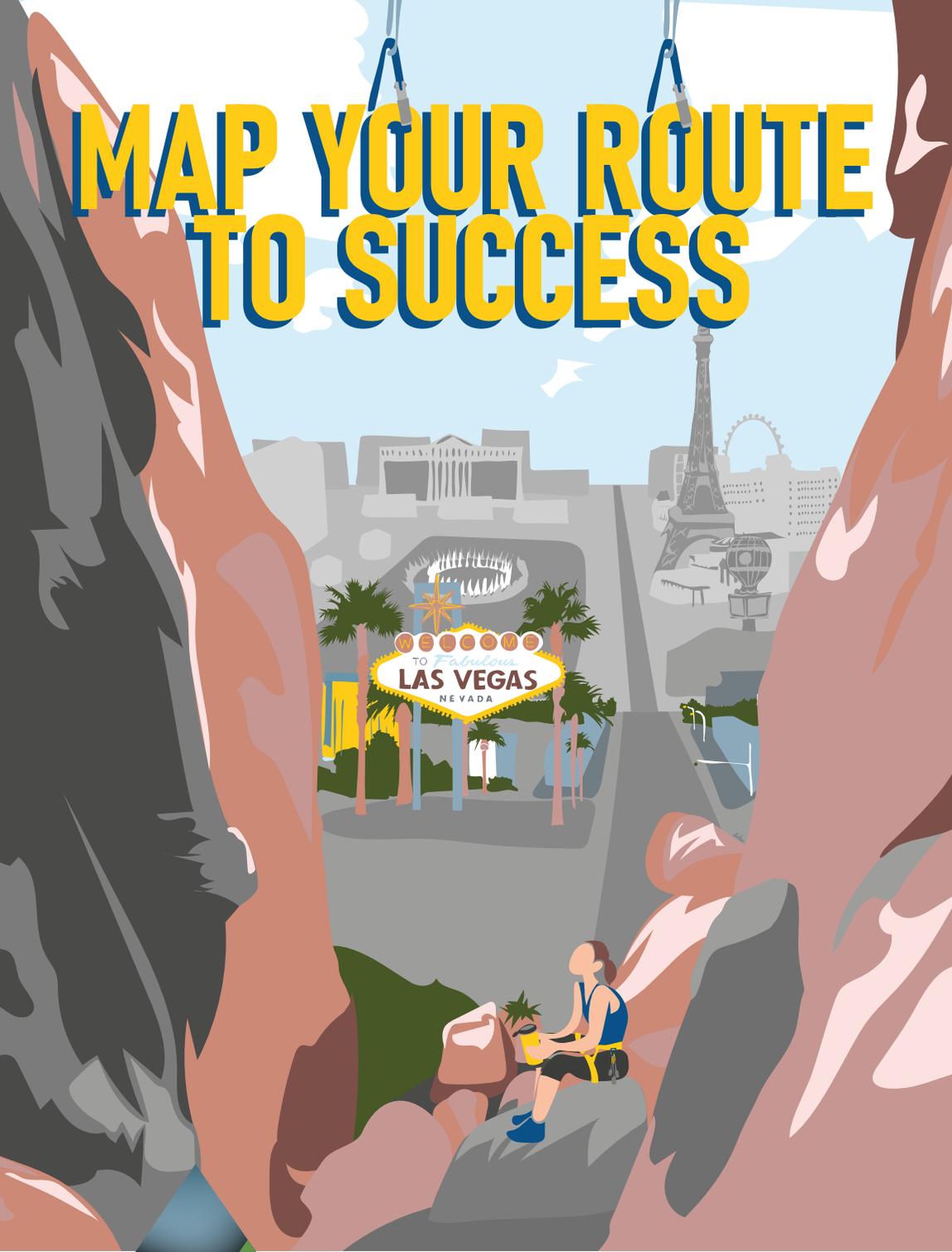


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MAP YOUR ROUTE TO SUCCESS

Our industry is all about people. When we come together, we learn from one another, and we leave inspired and ready to accomplish great things. The America Outdoors team is looking forward to seeing you in Las Vegas. We have prepared a full education schedule to help you map your route to success in 2022 and beyond.

When approaching a climb or scouting a rapid, you must first plan your route. It is no different for your business. When you map your route for your organization, you must be competent in the areas of leadership, risk management, operations, and marketing. At the America Outdoors Conference, we offer a well-rounded schedule to meet the needs of your whole team. With over 20 educational sessions, your team will return home ready to implement new strategies for success in 2022.

When you come to the America Outdoors Conference, you can expect to meet with your current vendors and find new products and services in the Outfitter Expo to help your business succeed. Each day you will end with a drink in your hand as you connect with other operators and vendors, who will soon become lifelong friends.

We look forward to seeing you in Las Vegas. Come early or stay late to enjoy the beautiful Red Rock Canyon, famous for its climbing opportunities, or the fast-paced nightlife of the incomparable "Entertainment Capital of the World".

Sincerely,
The America Outdoors Team

Marketing Tools

Business Operations

Risk Management

Leadership Development



Education Schedule

Times shown in Pacific Standard Time

TUESDAY, DECEMBER 7

- 9:30 am-4:00 pm Women's Workshop: How to Thrive as a Leader through Self-Care, Balance and Boundaries
- 3:00-7:00 pm Registration Open
- 5:00-7:00 pm Welcome Reception

WEDNESDAY, DECEMBER 8

- 8:00-9:00 am Women of AO Connect
- 9:15 -10:30 am **Opening Keynote:** Closing the Generational Gap
- 10:45- 11:45 am Learning Sessions
 - SEO Best Practices and 2021 Updates
 - Develop Your Marketing Strategy: Keep It Simple Not Sexy
 - Evolving the Outdoor Industry: How to Implement Accessible Recreation Practices
 - Determining the Feasibility of a New Product or Service
 - Risk Management Is an Inside Job: Minimum Wage, Overtime & COVID Employment Policies
- 12:00-2:00 pm Lunch Break & Meet with Exhibitors
- 2:15-3:15 pm America Outdoors Annual Meeting
- 3:30- 4:30 pm Learning Sessions
 - OTT and CTV Advertising - What Every Business Needs to Know To Stay Ahead
 - Turn Increasing Payroll Pressures into Profitable Opportunities
 - Building Confidence and Leadership in Female Guides
 - Moving a Case to Trial
- 4:45-5:30 pm CEO & Manager Meetups
- 5:00-8:00 pm Reception in Exhibit Hall

THURSDAY, DECEMBER 9

- 8:00-9:00 am Cracker Barrel
- 9:15 -10:45 am Media Match

- 11:00 am- 12:00 pm Learning Sessions
 - Using Audiences to Unlock ROI in Paid Campaigns
 - How to Attract Top Outdoorsy Talent for your Team
 - Assessment, Treatment, and Evacuation Guidelines for Hypothermia and Drowning
 - America Outdoors Legislative Update
- 12:00-2:00 pm Lunch Break & Meet with Exhibitors
- 2:15-3:15pm General Session: Unity in the Outdoor Community
- 3:30- 4:30 pm Learning Sessions
 - Tools and Content Ideas to Take Control of the Customer Journey
 - Consumer Attitudes & Customer Service: Everybody Is Irrational, and You Should Be Too
 - How to Map Your Company's DEI Route
 - Evaluating Your Company's Critical Incident Response Plan: Will It Work When You Really Need It To?
- 4:30- 6:30 pm Exhibit Hall Open with Snacks
- 7:00- 9:00 pm Social Event

FRIDAY, DECEMBER 10

- 8:00-9:00 am Public Land Agency Recreation Leaders Panel
- 9:15-10:15 am Idea Exchanges
- 10:30-11:30 am Breakouts
 - Unleash the Power of Email Automations for Your Adventure Brand
 - Understanding How the Pandemic Broke our Supply Chain and Tips to Manage Your Gear Needs
 - Demystifying Your Insurance
- 10:30 am- 12:00 pm Workshop:
 - A Real-Time Sampler - Sexual Harassment Training and Management Sharing
- 11:30 am- 1:30 pm Lunch Break & Meet with Exhibitors
- 1:45-2:45 pm **Closing Keynote:** Discover Your Everest
- 2:45 - 3:00 pm Closing Remarks from America Outdoors

Meet the 2021 Keynote Speakers



Raven Solomon, Next Generation Leadership and Professional Development

Closing the Generational Gap

For the first time in history, there are 4, in some cases 5, generations working alongside one another. Differences across these generations can create frustration, tension, and breakdowns in communication.

These problems can stall productivity and create hostile work environments that lead to disengagement and dissatisfaction. Creating a culture where generational differences are understood, welcomed, and even leveraged can result in higher performance, happier employees, and better places to work.



Earl B. Hunter, Jr., Black Folks Camp Too

Unity in the Outdoor Community

Earl B. Hunter, Jr is an authentic storyteller. He guides his audience to think from a solutions point of view. He will present the 3 reasons why Black Folks have been left out of the life-giving power of nature

and discuss the impact this has on our nation's overall psyche. Earl will share ideas on how we can all help to improve the situation. His presentation will focus on how important it is to INVITE Black Folks into the outdoors. In addition, Earl will discuss how the Unity Blaze, which is the campfire in the center of Black Folks Camp Too logo is quickly becoming the symbol of Unity in the outdoors. The Unity Blaze means "treat everyone, everywhere equally."



Luis Benitez, VF Corporation

Discover Your Everest

Luis Benitez has been in the outdoor industry his entire career. Luis got his start conducting mountaineering, climbing, and skiing courses for the international Outward Bound Schools which he advanced to

become the Director of Operations and Chief Guide for Adventure Consultants, a Seven Summits guiding company based in New Zealand made famous via the book Into Thin Air. Luis was the first to lead the Outdoor Recreation Industry Office for the state of Colorado and is now the Vice President for Government Affairs & Global Impact at the VF Corporation. In this riveting Keynote, Luis Benitez takes us on a journey thru his path within the outdoor industry, how the industry has evolved and how our potential for the future is bright.

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Pre-conference Workshop

Women's Workshop: How to Thrive as a Leader through Self-Care, Balance and Boundaries

Cost: \$150

Speaker: **Anna Levesque, Mind Body Paddle**

You're an accomplished leader in your organization, but you find yourself struggling to set boundaries, lead with vulnerability and strength, and effectively create the change you want to see. In this day-long workshop you'll learn and practice strategies that will help you be more effective as a leader and prioritize the important work you want to accomplish in your organization with confidence and courage. The cool thing is that you're not alone, and one of the best ways to know and discover this is by spending time and sharing with other leaders in the industry who experience the same struggles.

Session Highlight

Media Match

Facilitated by: **Chez Chesak, Outdoor Writers Association of America**

Back by popular demand, America Outdoors is facilitating the Media Match event. This 90-minute event offers conference attendees the opportunity to meet with key members of the media working in the outdoor industry to pitch stories related to their business. To prepare for the Media Match, attendees should research the individuals they wish to meet and prepare a 3-minute pitch. The list can be found on the registration website. On the day of the event, each journalist will be stationed at a table; attendees will wait in line to speak with them. No advance scheduling will be required. This event takes place during the conference.



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Take a Closer Look

Operations Sessions



Turn Workforce Pressures into Profitable Opportunities

Speaker: **Zeb Smith, Zebulon LLC**

Level: **Intermediate**

There is a lot of disruption impacting the industry's workforce right now. Across the nation outfitters face labor shortages, federal and state law changes, nation-wide worker mobility and relocation trends, an increasingly competitive benefits landscape, record high living costs, and shrinking housing options for seasonal employees in tourism rich communities –to name a few.

In this session Zeb lays-out creative and proven ways to turn these pressures into profitable opportunities. Already adopted by forward-thinking outfitters just like you, these initiatives have helped outfitters pay higher wages, improve retention, earn team-wide buy-in for their outfit's financial health, and of course grow bottom lines.

How to Attract Top Outdoorsy Talent for your Team

Speakers: **Jenna Celmer & Ali Carr, Basecamp**

Level: **Foundational**

Everyone knows the team you hire is the number one determinate of a company's success or failure. PEOPLE are the difference. Your brand values and workplace ethos – and how they are communicated – will directly impact the talent you attract when hiring. Conversely, the way you go about hiring will directly impact how people view your brand going forward. Basecamp, using insights directly from our community of tens of thousands of outdoor industry veterans and leaders will highlight how to attract a top tier workforce through 360 branding efforts (that will also help your overall bottom line), as well as tactical information on providing a great hiring experience: from writing inclusive job descriptions to finding diverse candidates to performing interviews that don't leave candidates sour (and badmouthing your brand).

Understanding How the Pandemic Broke our Supply Chain and Tips to Manage Your Gear Needs

Speaker: **Phil Walczynski, Down River Equipment**

Level: **All**

Covid interrupted our ability to obtain many of the products we take for granted in our daily lives, gear was no exception. This session will focus on understanding the supply chain better as well as what challenges we will continue to face. Your business, in part, depends on having the right equipment to operate. That gear has had quite the journey before your team puts it to use. From the manufacturing of raw materials to the finished product arriving at your door, we'll follow the path your gear takes. We'll also discuss ways to navigate the current supply chain challenges. This session will be presented from the perspective of a rafting manufacturer, but the tips and takeaways will help all outfitters now and after the supply chain becomes more stable.

Evolving the Outdoor Industry: How to Implement Accessible Recreation Practices

Speakers: **Dan Glasser & Tracy Meier, National Ability Center**

Level: **Advanced**

Imagine an outdoor space, event or excursion, accessible to people of all abilities. What does it look like? ADA parking? Easily paved trails and viewpoints? These modifications are just the starting point for adventure. When it comes to true inclusion for people of all abilities, we can go far beyond the Americans with Disabilities Act (ADA) and accommodations at trailheads. Danny Glasser, CEO, and Tracy Meier, Program Director, of the National Ability Center encourage you to rethink what it means to make the outdoors "accessible." Then, through examples of firsthand accounts of community, government and corporate alliances, Glasser and Meier will show you how you too can adapt to become an ally for people of all abilities at your organization or out on the trail!

Consumer Attitudes & Customer Service: Everybody Is Irrational, and You Should Be Too

Speaker: **Scott Papich, Outside Intelligence LLC**

Level: **Intermediate**

Companies want to know what messaging resonates and what characteristics of customer service result in strong customer reviews and lasting customer loyalty. What makes consumers commit and actually spend their money on particular brands, products and services?

In this session, we will apply the findings of consumer behavior studies to customer services practices, with real-life examples you can use to enhance your service to improve the consumer experience & keep your customers coming back year after year.

Marketing Sessions



Using Audiences to Unlock ROI in Paid Campaigns

Speaker: **Navah Hopkins, Adzooma**

Level: **Intermediate & Advanced**

In this data-driven and action item-oriented session, attendees will learn how to build and get the most use out of first-party data compliant audiences that can be the target or be used as the basis for lookalike/similar audiences, how to translate customization in creative to landing pages and how this can improve conversion rates and quality scores and which audience automation tactics should be amplified and which should be retired as we move into a first-party data and privacy compliant world.

OTT and CTV Advertising - What Every Business Needs to Know to Stay Ahead

Speakers: **Klint Rudolph & Michael Klabon, The Xcite Group**

Level: **Intermediate**

Audiences interact with media in more ways and on more devices than ever before. While this fragmented media consumption can create challenges for advertisers, it also brings big opportunities. In today's quickly shifting media landscape, the impact of shifting CTV (Connected Television), OTT (Over the Top) and VOD (Video on Demand) viewership is changing how companies need to approach their advertising strategies. We'll discuss ad targeting strategies in the CTV era, solving the audience vs. contextual debate, and what advertisers can expect to come in the future.

SEO Best Practices and 2021 Updates

Speaker: **Peter Ross, 829 Studios**

Level: **Intermediate**

There have been several major updates to search engine optimization (SEO) in 2021 with the advent of Core Web Vitals. In this session, we'll review a few of the most important changes that you'll want to incorporate into your digital strategy and how exactly to execute them.

Tools and Content Ideas to Take Control of the Customer Journey

Speaker: **Brandon Lake, Western River Expeditions/ Moab Adventure Center**

Level: **Intermediate**

Discover how email, content, and customer service should work together throughout the customer journey. In this session we will give first-hand examples to demonstrate how to create and map key customer touchpoints, discover automation that will reduce costs and exponentially improve customer service, and get ideas to better manage customer expectations and drive 5-star reviews.

Unleash the Power of Email Automations for Your Adventure Brand

Speaker: **Julie Thorner, Liquid Spark**

Level: **Intermediate**

Email automations let you deliver existing information to your customers & prospects 24/7 - at their request and frees your team to focus on personalized touch points later in the buying stage with high value customer leads. In this workshop you will learn what kinds of content delivers successful automations and how to build these automations for your adventure brand.

Develop Your Marketing Strategy: Keep It Simple Not Sexy

Speaker: **Trey Barnett, Wildwater, Ltd.**

Level: **Foundational**

Effective marketing is about prioritizing the 20% of opportunities that give 80% of returns. Many of the "glittery" strategies that we get distracted by fall into the 20% of return on investment. While these strategies can be both effective and useful, more often than not they prove to be distractions. After all, "Marketing is telling the right people at the right time in the right way about the right product to meet their need." In this session, you will get a chance to hear from an established outfitter to get an example of an effective marketing strategy.

Risk Management Sessions

Risk Management Is an Inside Job: Minimum Wage, Overtime & COVID Employment Policies

Speaker: **Tracey Knutson, Knutson and Associates**

Level: **Intermediate/Advanced**

Often, risk management is an 'inside job.' In other words – we so often focus our risk management energies 'outwards' on policies and procedures for producing the activities that our clients come to enjoy. And yet – some of the real risks to a commercial recreation provider are actually the things that happen internal to the organization. Do you know when and why you need to call OSHA? Do you know what the Fair Labor Standards Act says about wage rates and overtime? Do you know when and why the EEOC would set out to sue your business and what you will need to show to be able to defend your operation? Can you force employees to have the COVID vaccination before being employed by your business? These are the things we want to talk about in this session. Let's get into the internal risks of running our businesses and address and update some of these policies.

Assessment, Treatment, and Evacuation Guidelines for Hypothermia and Drowning

Speaker: **Nadia Kimmel, Desert Mountain Medicine**

Level: **ALL**

During this session we will introduce the latest wilderness medicine guidelines and recommendations for hypothermia and drowning and discuss "best practices" and tips that outfitters can implement to minimize cold water shock and drowning.

Demystifying Your Insurance Program

Speaker: **Ruthie Lile, Granite Insurance**

Level: **Intermediate**

We will discuss the different types of insurance policies all outdoor adventure operators need to know, including general liability, property, worker's compensation and more. Our key take-aways will be to understand the different types of policies and what types of accidents they might provide coverage for, the ways the same policy types can differ from one another, and how various types of policies are priced by carriers.

Moving a Case to Trial

Speaker: **Tracey Knutson, Knutson and Associate**

Level: **Intermediate**

This is not a mock jury session but rather a more advanced look at what happens as you evaluate the choice to move to trial as well as how and why the decisions you make early on (in documenting an incident, in purchasing certain insurance products, in creating risk management practices, etc.) will affect your defensibility. It's time to take the plunge and understand what the most comprehensive type of defense really looks like and when you, and your entity and your insurer, should engage the courts.

Evaluating Your Company's Critical Incident Response Plan: Will It Work When You Really Need It To?

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

Level: **Intermediate**

Leadership Sessions

Sexual Harassment Training and Management Sharing: A Real-time Sampler

Speakers: **Maria Blevins, Ph.D., Utah Valley University, Emily Ambrose, MS, Engage Coaching & Consulting, Jim Miller & Gina McClard, JD, Respect Outside, and Risa Shimoda, River Management Society**

Level: **Intermediate**

This is a training workshop for organization influencers who are prepared to change the culture and conversation around sexual harassment with their organization. Participants will have an opportunity to consider common vocabulary and contexts that undermine working environments; develop tools for preparation, prevention, mitigation, and follow-up for sexual harassment policy, practices, and procedures; and update reporting processes on-site and in remote experiences to help ensure their accessibility, transparency, and effectiveness.

Determining the Feasibility of a New Product or Service

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

Level: **Advanced**

In this session we explore adding a new service line to capture the customers' "wallet share." Many recreation companies have looked at adding retail, campgrounds, ziplines, etc., but should you do it? In the session we explore the strategy and math that goes into making these key decisions for growth.

How to Map Your Company's DEI Route

Speaker: **Annie Kao, Ascent Inclusion Consulting**

Level: **Foundational**

Many company leaders have listened and learned about DEI since Summer 2020 but feel lost on how to actually make their company more Diverse, Equitable, and Inclusive. Fortunately, any organization can make DEI progress once a route is well-mapped. This session will explain how to identify the relevant facts and data needed to assess a DEI landscape at an organizational level. This session will also provide practical tips on how to use company-specific metrics to start building a meaningful, data-based DEI Action Plan tailored for the organization.

Building Confidence and Leadership in Female Guides

Speaker: **Kailee Hutchison, Rafting Magazine**

Level: **Foundational**

In this session, Team Paddler Kailee will lead a panel discussion to explore how to help develop confidence and leadership skills in female guides by looking at ways to establish female role models, emphasizing skills over strength, and building support systems to set women up for success.

Legislative Sessions

America Outdoors 2021 Legislative Update

Speaker: **Aaron Bannon, America Outdoors**

Level: **ALL**

Join America Outdoors Executive Director Aaron Bannon to learn about our legislative efforts in 2021 as well as plans moving into 2022. Bring your questions and learn how to push your own priorities into the national agenda.

Public Land Agency Recreation Leaders Panel

Level: **ALL**

A panel-style discussion with representatives from the National Park Service, the U.S. Forest Service, and the Bureau of Land Management. Learn what leaders in permitting and recreation at U.S. public land agencies see on the horizon that is consequential to outfitters, guides, and outdoor experience providers.



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Outfitter Expo Hours

TUESDAY, DECEMBER 7

3:00-7:00 pm - Exhibit Hall Open

5:00- 7:00 pm- Opening Reception in Exhibit Hall

WEDNESDAY, DECEMBER 8

10:30am-8:00 pm- Exhibit Hall Open

12:00 -2:00 pm - Lunch in Exhibit Hall

5:00-8:00pm - Exhibit Hall Reception

THURSDAY, DECEMBER 9

9:00am-6:30pm- Exhibit Hall Open

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4:30-6:30 pm - Exhibit Hall Mingle with Snacks

FRIDAY, DECEMBER 10

9:00am-1:30 pm - Exhibit Hall Open

11:30am - 1:30 pm - Lunch in Exhibit Hall





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Activities & Tours Mktg by TRK Creative Group www.trkcreative.com

Digital Marketing focused on partnering with activity and tour business owners and operators to drive increases in guest counts and revenue at an acquisition cost that makes sense.

Adventure Office www.AdventureOffice.com

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The Flybook

www.theflybook.com

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Gear Lifestyle Brands

www.gearforsports.com

Gear Lifestyle Brands as part of Hanesbrands Inc., is the industry leader in custom decorated apparel and sells its products under some of the most powerful brands in sportswear including Champion, Under Armour, Alternative Apparel, Comfort Wash and Gear for Sports.

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Building bomber rafts, kayaks and catarafts for outfitters worldwide since 1982.

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.

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Jyoti Foods

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www.laidbackusa.com

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Selway Fabrication, LLC

www.selwayfab.com

Riverbank Toilet System and Minibank Toilet Systems.

Signature Research

www.nature-outfitters.com

Signature is a global full-service design/build Aerial Adventure company serving clients since 1979 and Professional Vendor Members of the Association for Challenge Course Technology. A full line of outdoor equipment sales is provided through our Outdoor Outfitter store, "Nature Outfitters."

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www.sotar.com

Selling custom whitewater rafts, cats, inflatable kayaks and frames handmade one at a time. All our rafts, catarafts, and kayaks are made in the United States.

Steamboat Sticker

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Swan Mountain Consulting Group

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Consulting Services for the outdoor recreation industry

TGT Stickers

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Thompson - Gusic Insurance Group

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Property & casualty insurance programs for outfitters and guides and the outdoor recreation industry.

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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.

Vanguard

www.vangaurdinflatables.com

Inflatable rafts and kayaks.

Wholesum Food Calculator

www.whlsum.com

Wholesum is a tool designed for outfitters to streamline menu planning or groups: Manage dietary restrictions and scale to group size.

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.

Zebulon, LLC

www.zebulonllc.com

Zebulon, LLC provides Person-to-Person Consulting for businesses and individuals in the adventure industry, turning big visions into profitable realities. Referred to as “the guides’ guide,” Zeb Smith helps clients achieve an alignment of success in their professional and personal worlds.



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Hotel & Travel

Explore Las Vegas

We are excited to welcome you to fabulous Las Vegas, Nevada this December! There are hundreds of opportunities for fun in Las Vegas. Make sure to give yourself time to check out shows, museums, golf, casinos, or head outside of town to climb, mountain bike, or hike in the beautiful Red Rock Canyon or kayak in Lake Mead. Your options are practically endless!

Stay at the Bally's Hotel & Casino

Please be sure to book your accommodation at our host hotel, the Bally's Hotel & Casino, located in the heart of town. America Outdoors has secured a discounted rate with a waived resort fee for you and your team. Help support the association by securing your accommodation at the Bally's and enjoy staying in the same building as the conference and expo to be where the action is.



BALLY'S HOTEL & CASINO

3645 Las Vegas Blvd South, Las Vegas, NV 89109

Phone: 800-358-8777, AOA Annual Meeting 2021

Room Rate: \$119 • Resort fee: WAIVED • Rate deadline: November 15, 2021

Health & Safety at the America Outdoors Conference

America Outdoors is committed to following local, state, and federal regulations related to the COVID-19 pandemic. Currently, consistent with Nevada’s statewide mandate, all attendees will be required to wear masks indoors at the conference. As the situation evolves, we will keep attendees in the know. We understand that each member must decide what is best for your team. To better understand how you can protect yourself while at the AO conference, please review CDC guidelines.

Our host hotel and conference center, Bally’s Las Vegas has also addressed the COVID-19 pandemic with the following protocols: enhanced cleaning and disinfecting, mask wearing, hand washing and other protocols that allow for more distancing.



Register by October 29 to **SAVE**

Online: americaoutdoors.org/conference-info/

Phone: **865-558-3595, ext. 2**

| | Early Bird by October 29 | | October 30-Onsite | |
|------------------------------------|--------------------------|------------|-------------------|------------|
| | Member | Non Member | Member | Non Member |
| Outfitter Registration | \$535 | \$735 | \$635 | \$835 |
| Trade Show Only, Per Day | \$150 | \$150 | \$150 | \$150 |
| Social Guest (5+ years old) | \$125 | \$125 | \$125 | \$125 |

Team Discount- Save \$50 on your 4th team member and each additional individual

To receive the member rate, please check your email for your \$200 discount code.

Additional Items

Pre-conference workshop

Women’s Workshop: How to Thrive as a Leader through Self-Care, Balance and Boundaries **\$150**

Social Event

Join your friends, peers, and industry colleagues for an evening of food, drink, and fun- Location TBD! **\$30**

