

*discover* THE NEW



OUTDOOR  
RETAILER

2023 EXHIBITOR PROSPECTUS





## **CHALLENGE** *accepted*

The world has changed, your market has transformed — and so has Outdoor Retailer. North America's largest trade show for the outdoor industry has evolved to help you navigate this new terrain and continue on the path to increased revenue.

## **OUTDOOR RETAILER** *reimagined*

With a reorganized show floor focusing on buyer interest and shopping behavior, plus a schedule that aligns with critical times in buying cycles, Outdoor Retailer brings qualified purchasing professionals to you at the exact moments they're looking to place orders.



*discover* REAL ROI

# ONE COMMUNITY *three opportunities*

In addition to the Outdoor Retailer heritage trade shows for summer and winter, we have added an adventure festival where you can interact directly with consumers. Each event has unique sponsor and exhibitor opportunities.



**November 14-16, 2023**

SALT PALACE CONVENTION  
CENTER SALT LAKE CITY, UT

Now in line with the sales cycle  
— join us in November for a winter-  
focused show!

[outdoorretailer.com/winter](https://outdoorretailer.com/winter)

[Exhibitor Portal](#)



**June 2024**

SNOW BASIN RESORT,  
HUNTSVILLE, UT

A mountain festival for the outdoor  
adventurer in all of us.

[outdooradventurex.com](https://outdooradventurex.com)

[Exhibitor Portal](#)



**June 2024**

SALT PALACE CONVENTION  
CENTER SALT LAKE CITY, UT

Launch the summer outdoor season  
and connect with the community.

[outdoorretailer.com/summer](https://outdoorretailer.com/summer)

[Exhibitor Portal](#)

# OUTDOOR RETAILER

## *at a glance*

This is the event with the history, the scope and the breadth to help you reach your sales goals.



**The largest outdoor show in North America**



Building the outdoor community since 1982



**Keystone to the \$862 billion outdoor industry**



1000s of retail buyers looking to discover new brands and products



**The broadest and most diverse makeup of outdoor attendees**



100s of working media looking for stories



**100s of designers coming to source the latest raw materials**

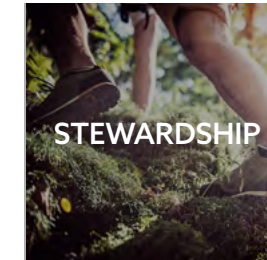
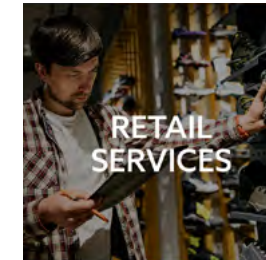
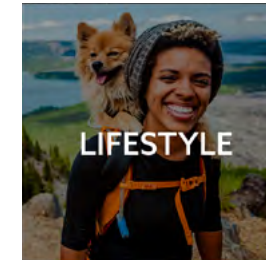
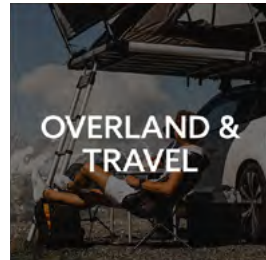
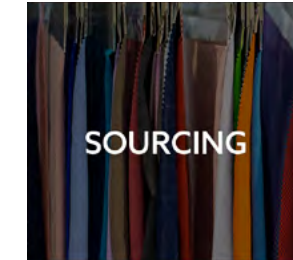
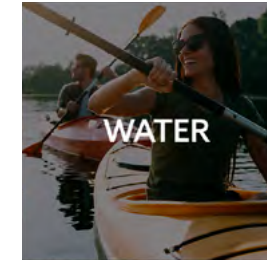
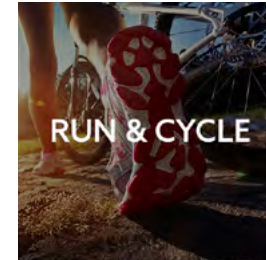
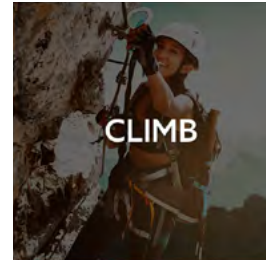
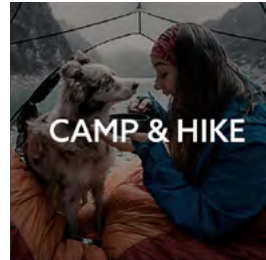
ABOUT OUTDOOR  
RETAILER

# WE HEARD *you*

## A Trade Show Reconfigured

This year, we have made adjustments to the schedules and show floors to enhance the experience for exhibitors and attendees alike.

Outdoor Retailer has been reorganized to reflect industry segments and standards, minimize decision fatigue for the attendees and maximize impact for everyone.



## SPECIALTY AREAS

VENTURE OUT

THE HUB

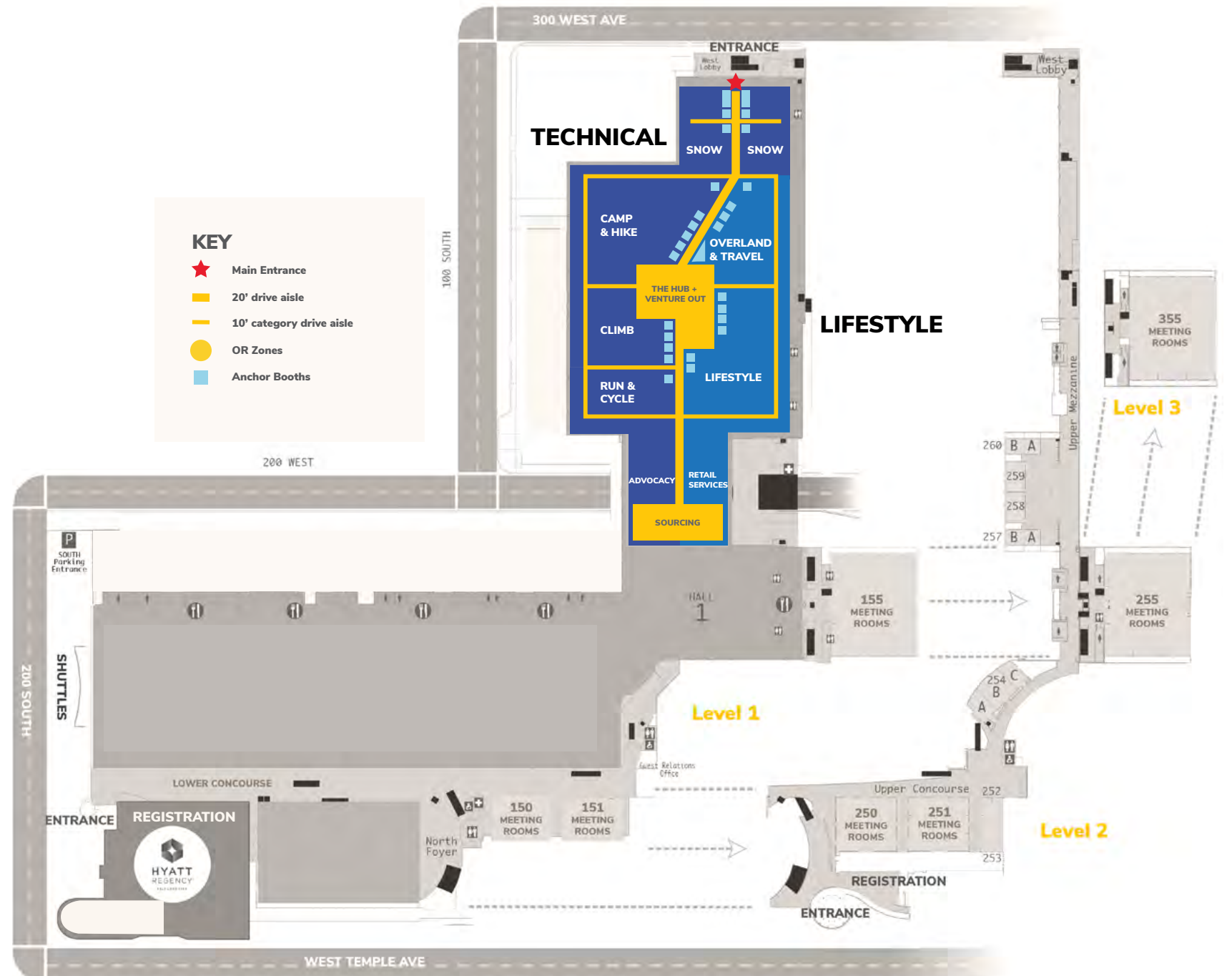
THE CAMP STAGE

# EVERYTHING IN ITS PLACE:

## *winter show*

A collection of all the brands that make life on the edge possible.

Brands that get us to go outside and explore, plus companies that keep the planet healthy and keep your business running.



Featured areas and show floor area subject to change.

# EVERYTHING IN ITS PLACE:

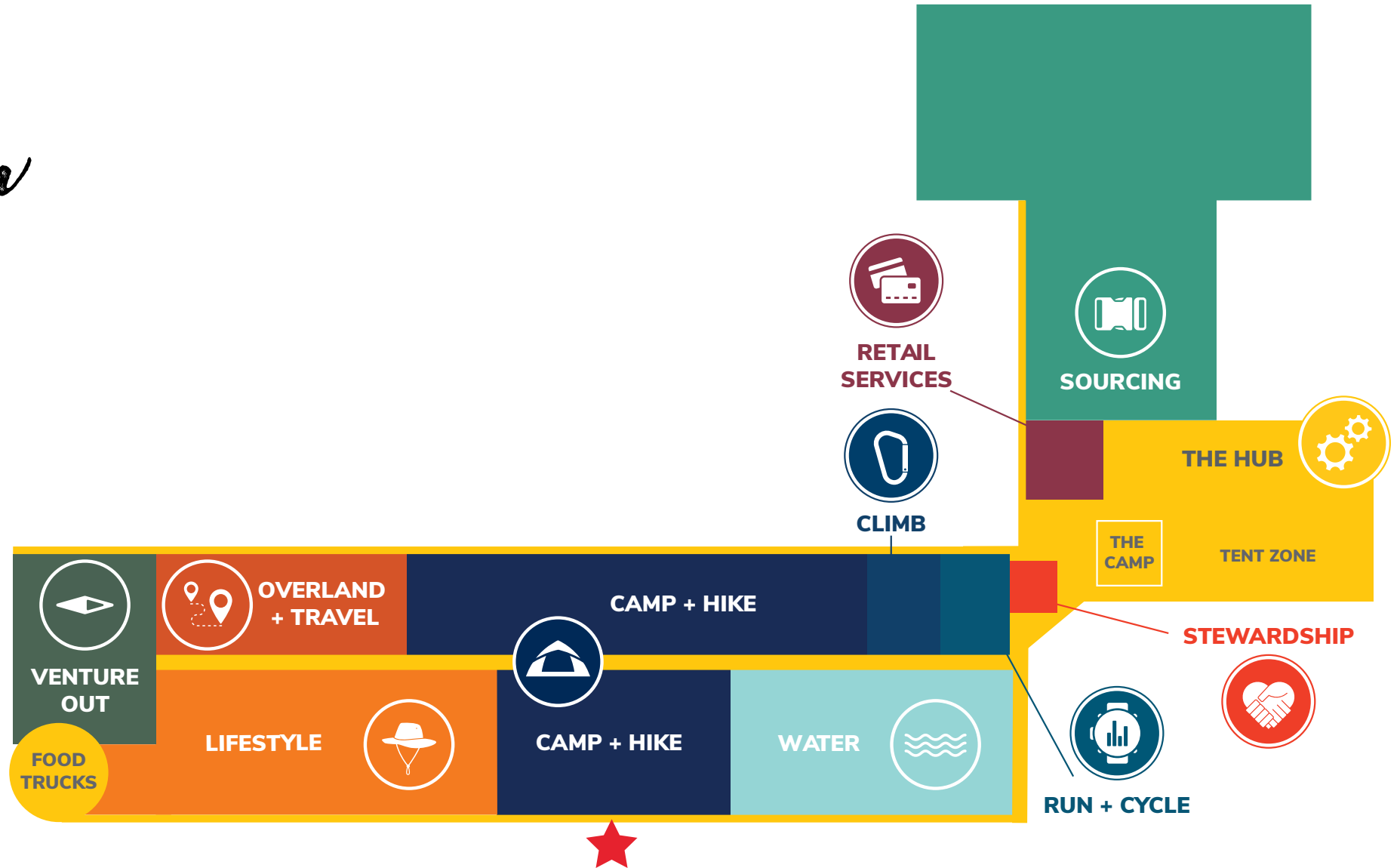
## *summer show*

A collection of all the brands that make life on the edge possible.

Brands that get us to go outside and explore, plus companies that keep the planet healthy and keep your business running.

### Brand Immersion Meeting Spaces

Do you want to build something all your own? Here is the expo-adjacent space to do it.



Featured areas and show floor area subject to change.



## CAMP & HIKE

Debut your latest products and pitch your current programs to an audience eager to get ahead of emerging hiking and camping trends and find products like:

- Tents
- Sleeping bags
- Hammocks
- Camping furniture
- Cooking equipment
- Lighting
- Health and safety gear
- Hiking apparel
- Hiking boots
- Day packs / backpacks
- Water bottles / hydration packs
- Trekking poles
- Snacks and nutrition

## CLIMB

Launch your latest products in front of an audience actively seeking the next big thing in climbing. Buyers are looking for products in these categories:

- Apparel
- Packs
- Harnesses
- Belay device
- Ropes and slings
- Safety gear

## RUN & CYCLE

You provide the products that empower athletes to discover their true potential. At Outdoor Retailer, you'll discover yours. Buyers in this segment are looking for products in these categories:

- Apparel
- Insoles
- Hydration packs and belts
- Electronics (heart rate monitors, fitness trackers, lights)
- Nutrition
- Strollers / joggers
- Bikes
- Helmets
- Pedals
- Bike components
- Racks

## WATER

Feel the rush when you showcase your water sports products in front of buyers looking for the must-have items for the season, including:

- Kayaks
- Paddle boards / SUPs
- Canoes
- Rafts / tubes
- Apparel
- Footwear
- Personal Floating devices
- Eyewear / sunglasses
- Packrafts
- Life vests

## SOURCING

Help turn ideas into tomorrow's best-selling outdoor products. The sourcing audience is looking for materials and services to realize their visions, including:

- Fabrics
- Raw materials
- Metals (carbon, steel, titanium, aluminum)
- Technologies
- Industrial design
- Trend forecasting
- Materials innovation

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## SNOW

If you have gear for downhill, backcountry and cross-country skiing; snowboarding; snowshoeing and other associated activities, this is where you'll find your target audience. Buyers are looking for products like:

- Skis
- Snowboards
- Boots
- Helmets
- Apparel
- Goggles
- Snowshoes
- Poles

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## LIFESTYLE

Set up in this section to highlight the latest trends in non-technical apparel, injury prevention equipment, sport nutrition, fitness technology and associated categories. These are some of the products buyers are looking for:

- Light workout clothing
- Non-technical outerwear
- Foam rollers / massagers
- Stretching equipment
- Resistance bands
- Support braces and tape
- Nutrition
- Water bottles
- Gym bags
- Fitness trackers
- Portable speakers

## OVERLAND & TRAVEL

Your audience is always looking to discover new terrain. Bring your latest products for going off course and showcase your expertise in associated categories, including:

- Tents
- Light systems
- Safety and repair gear
- Two-way radios
- Digital maps / GPS
- Storage
- Day bags
- Luggage
- Laptop bags
- Packing organizers
- Travel accessories
- Light sleep gear

## RETAIL SERVICES

Retailers are looking for solutions to elevate their customer experience and move more inventory. At Outdoor Retailer, you'll connect with buyers who are actively searching for products and technology like yours, including:

- Financing options
- Extended warranty services
- Merchandising solutions
- Inventory management
- Website services

## STEWARDSHIP

Outdoor Retailer works with the Outdoor Industry Association (OIA), the Outdoor Foundation and Snowsports Industries America (SIA) to ensure the growth and success of the outdoor industry and to inspire future generations of outdoor enthusiasts.

## THE HUB

[APPLY TO SPEAK](#)

This central location will provide the backdrop for attendees to get reenergized. They can sit back with a refreshing beverage, snag a hangout spot for informal networking and get inspired by presentations on the Camp Stage.

## VENTURE OUT

[APPLY TO JOIN](#)

This curated section is a basecamp for brands who go beyond the status quo, and it's where retailers can discover what's next. Venture Out is guided by the pillars of design, community and culture.



*discover* **BIGGER OPPORTUNITIES**

# BEYOND A *booth*

## Our online portal

We offer extensive opportunities for sponsorship at all our shows. Visit our online tool to learn more and find the visibility platform that fits your needs and budget.

BOOST YOUR  
VISIBILITY





*discover* OUR COMMUNITY

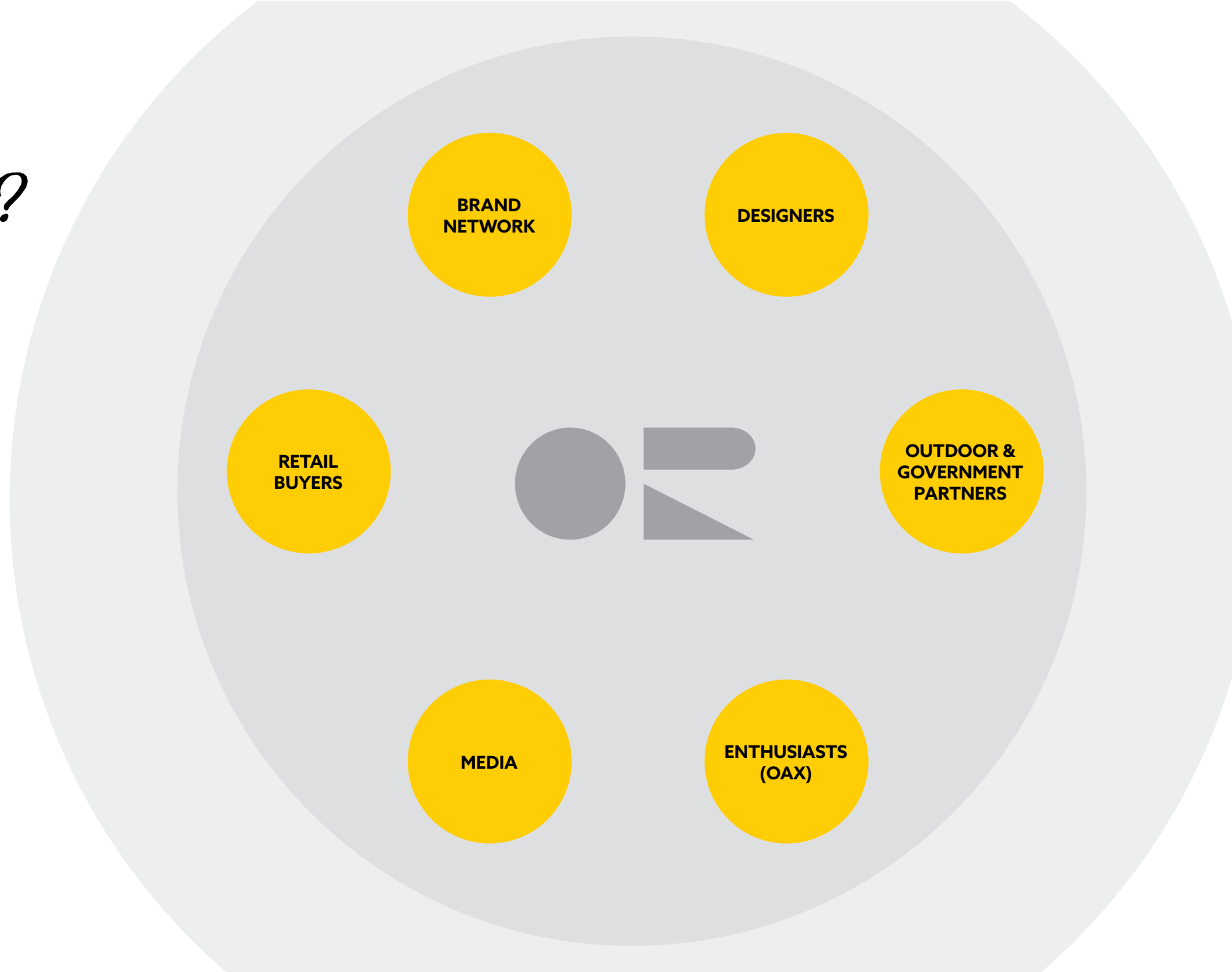
# WHO ATTENDS *outdoor retailer?*

Thousands of retail buyers attend Outdoor Retailer in search of new brands and products to attract customers.

Product designers and R&D and sourcing teams from across the industry come to find raw materials, fasteners and inspiration.

Journalists come to learn about new products and uncover story ideas.

Association partners and nonprofit organizations participate in Outdoor Retailer as advocates, thought leaders and exhibitors.



# PARTNER *highlights*

Only at Outdoor Retailer can you find the range of retailers, quality of media outlets and friends and colleagues from across the industry, in one place, at one time.

## BRANDS & RETAILERS



## MEDIA & PARTNERS





# RETAIL BUYERS

Our attending retailers range from national chain stores with multibillion dollars in sales and military to independent retailers with under \$500,000 in sales.

Showcase your latest products to buyers who represent a wide array of stores and businesses, including specialty outdoor, ski shops, regional and national chains, big box, online, resorts and outfitters from the U.S. and international.

*“One of the best professional experiences I've had.”*

- Brittany Katz  
Terra Running Company

## NATIONAL AND REGIONAL RETAILERS

Academy Sports + Outdoors  
Beal's  
Bass Pro Shop  
Big 5  
Camping World  
Costco  
Dick's Sporting Goods  
Eddie Bauer  
L.L. Bean  
Macy's  
Moosejaw  
Nordstrom  
Public Lands  
Scheels  
Sierra Trading Post  
Tilly's  
Urban Outfitters  
Walmart

ATTENDING STORES

## INDEPENDENT RETAILERS

Alpine Shop  
Alpenglow Sports  
Bill & Paul's Sporthaus  
Bob Wards  
Christy Sports  
EVO  
Gear COOP  
Fin & Feather  
Hansen's Surfboards  
Jax Outdoor  
Kittery Trading Post  
Next Adventure  
Nomad Ventures  
Sturtevant's of Sun Valley  
Sun & Ski  
Ute Mountaineer

## GLOBAL RETAILERS

Canadian Tire  
Valhalla Outfitters  
Wild Earth AUS  
Adventure Point  
Sail Plein Air

## ONLINE AND CATALOG RETAILERS

Athleta  
Amazon  
Backcountry.com  
Huckberry  
Sundance  
Title Nine  
Zappos

## RESORTS

Alterra Mountain Company  
Aspen Skiing Company  
Boyer Resorts  
Deer Valley Resorts  
Jackson Hole Resorts  
Mammoth Mountain  
Mount Hood  
Ober Gatlinburg Resorts  
Powdr Corp  
Sipapu Resorts  
Stratton Mountain  
Sun Valley Company  
Vail Resorts

# DESIGNERS

Bring your raw materials, fabrics, manufacturing technology, metals and industrial design services to connect with designers, R&D professionals and sourcing teams from around the world.

*“There was excitement around our launches and new lines.”*

- Laurel Bisonette  
Tilley Endurables

## DESIGNERS

Brilliant Grey  
Carhartt  
Columbia Sportswear  
Cotopaxi  
Deckers  
Dick's Sporting Goods  
Fabletics  
Free People  
Hanes  
Harley Davidson  
JanSport

Land's End  
Leatherman Tool Group  
Lululemon  
melin  
Nike  
Oakley  
Old Navy  
Orvis  
PEARL iZUMi  
Polo Ralph Lauren  
Rivian

Scott USA  
Smartwool  
Target  
The Apparel Group  
The North Face  
The ZaneRay Group  
Travis Mathew  
Volcom  
and more!

# MEDIA

Launch your products and gain exposure for your brand in front of the hundreds of editorial media members who attend and cover the shows. Attending media represent a variety of news topics, including outdoor, technology, business, fashion, fitness and local news.

*“Outdoor Retailer continues to inspire with every show.”*

- Megan Kellin  
Lake and Company

## ENDEMIC MEDIA

Adventure Journal  
Backpacker Magazine  
Climbing Magazine  
Freeskier  
Gear Junkie  
Gear Patrol  
Hunting Life  
National Geographic  
Outside

Overland Journal  
Peloton Magazine  
SGB Media  
Shop-Eat-Surf  
SKI Magazine  
Snowboarder Magazine  
Women's Running  
Yoga Journal

## NON-ENDEMIC MEDIA

Associated Press  
Axios  
Business Insider  
ESPN  
Footwear News  
Forbes  
HiConsumption  
Men's Journal  
New York Times

Runner's World  
Popular Mechanics  
SELF  
SHAPE  
Sourcing Journal  
Sunset Magazine  
Wall Street Journal  
WIRED

DISCOVER  
RECENT STORIES

# GOVERNMENT & OUTDOOR PARTNERS

Find the associations, organizations and government partners you can collaborate with for conservation, advocacy and engagement.

*“Hearing from so many industry professionals with unique perspectives was the highlight of the show for me.”*

- Lindsey Mildner  
L.L.Bean

## ASSOCIATION PARTNERS

Outdoor Industry Association (OIA)  
Snowsports Industries America (SIA)

## ORGANIZATIONS

American Alpine Club  
Access Fund  
Big City Mountaineers  
Camber Outdoors  
Fabriclink  
Leave No Trace  
National Forest Foundation  
Promostyl  
Protect Our Winters  
Sierra Club  
The Conservation Alliance  
The NPD Group  
Winter Sports Market and more!

## GOVERNMENT AGENCIES

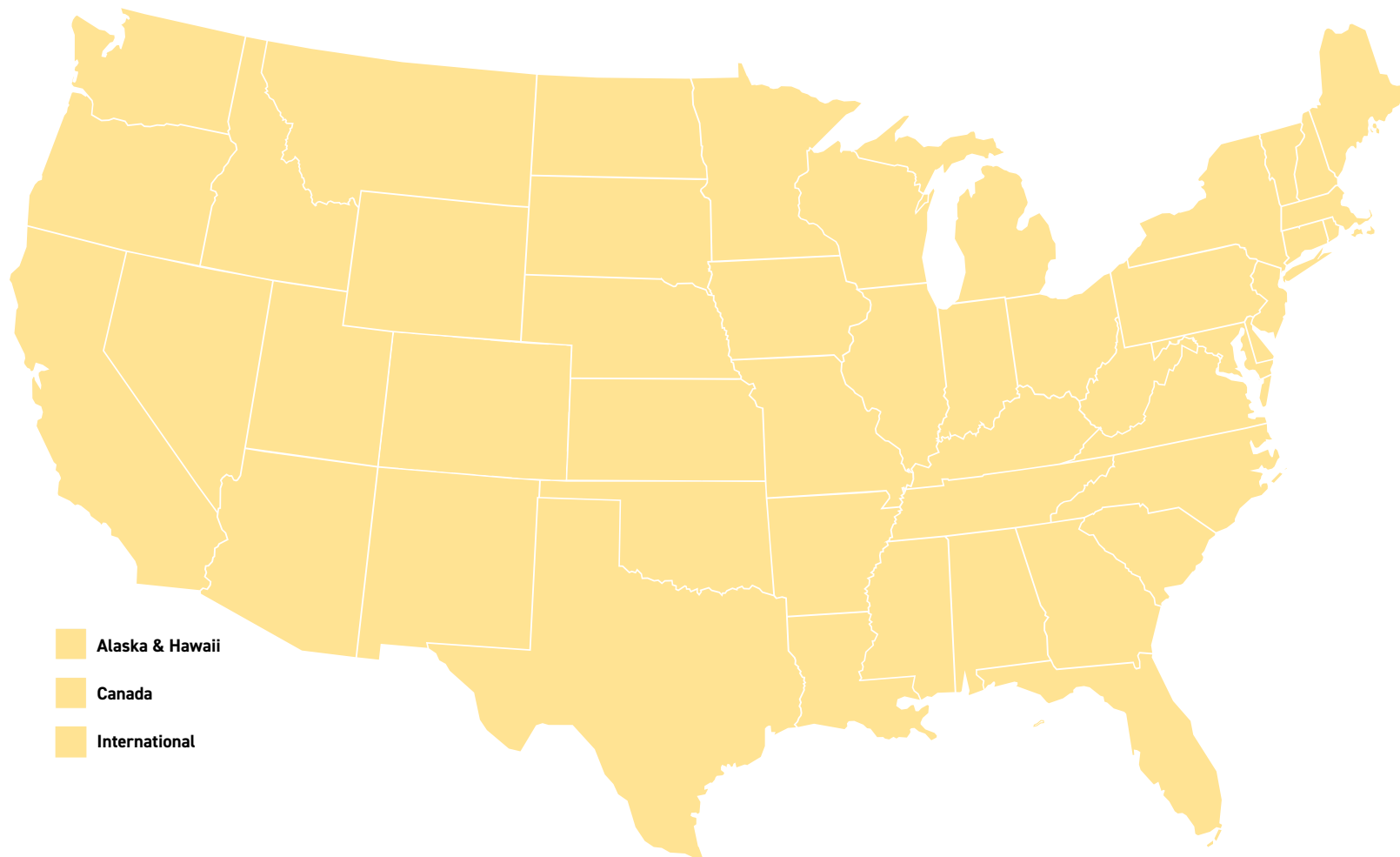
National Park Service  
AAFES  
NASA  
US Army  
19th Special Forces Group  
Navy Exchange Service Command  
Nellis Air Force Base  
Outdoor Recreation  
US Department of Commerce

[LEARN MORE](#)



*discover* HOW TO GET STARTED

**LET'S GET**  
*started*



- Alaska & Hawaii
- Canada
- International



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