



OUTDOOR RETAILER ONLINE | JULY 21-23, 2020

AS OF JUNE 9, 2020

Discover. Learn. Connect.

Since we can't meet in-person this summer, we're reimagining a vital space for our community to strengthen businesses, network, and stay united.

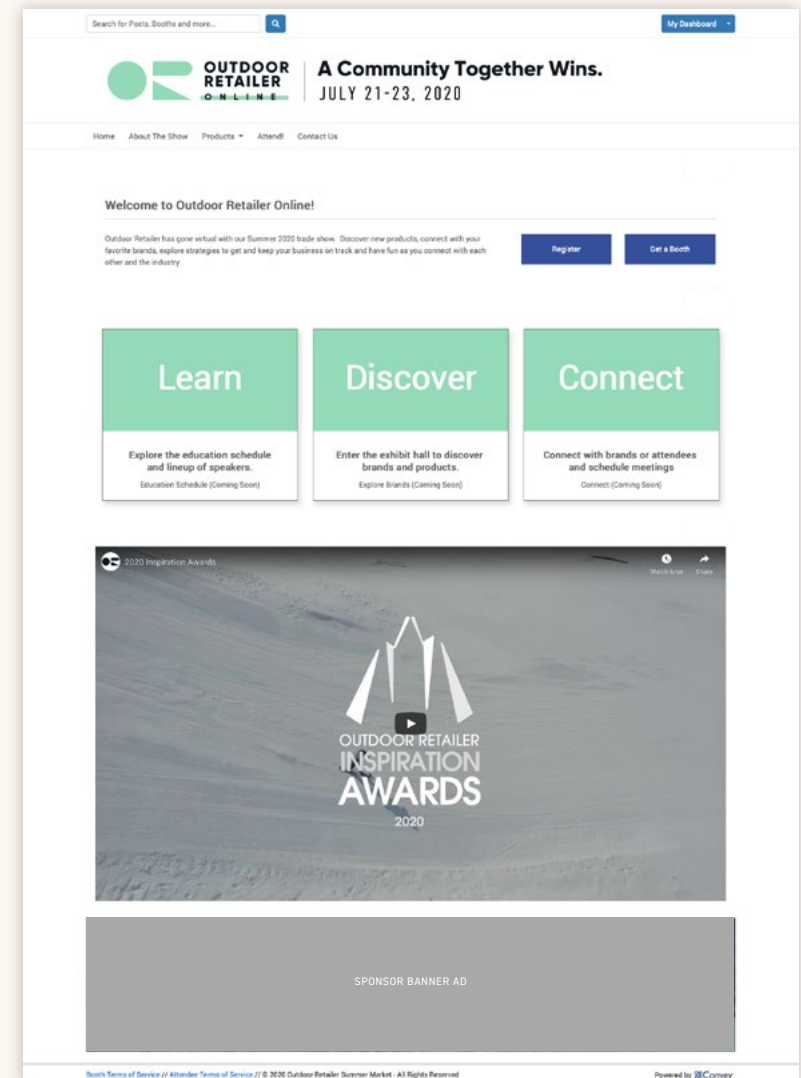
With Outdoor Retailer Online, you'll host the industry in your virtual booth, showcasing your product lines and news on your own customizable page. Retailers, buyers, designers, and media will be able to search and discover what brands have available across all seasons – current inventory, upcoming for fall/winter, and new for spring/summer 2021. Brands will be able to search for retailers, designers and media too.

This online space supports your reimagined sales seasons and gives us all a way to stay connected and to discuss the state of the industry and how we move forward – a space where we can listen, learn, and grow together.

VALUE PROPOSITIONS:

- Connect with retailers, media, reps, and designers
- Get data—see who visits your booth and follow up!
- Engage in face-to-face meetings in your booth via Zoom and live-chat
- Stream video line showings or host live events from your booth
- Promote product specials
- Show your 2020 and/or 2021 lines
- Engage in networking and community events

Join us!




Landing Page

ONLINE BOOTH FEATURES


STANDARD FEATURES FOR ALL EXHIBIT LEVELS (FEATURED, GOLD, PLATINUM)		 \$2,500	 \$3,750	 \$5,000
Exhibitor Staff	Unlimited number of individuals to set up or manage the virtual booth.	✓	✓	✓
Custom Header	Company logo, company description, contact information, social media, website, quick facts.	✓	✓	✓
Keywords	Select from provided keywords to make the booth and it's content more searchable.	✓	✓	✓
Contacts	Page to profile multiple individuals within an organization.	✓	✓	✓
Navigation Bar	Directory of pages including Connect, Products, Live Chat, Live Meetings, About Us etc.	✓	✓	✓
Live Chat	Live chat feature when within booth during the exhibit hall hours.	✓	✓	✓
Content	Upload product images, links, and marketing material within booth homepage.	✓	✓	✓
Live Meetings	Live face-to-face Zoom Room for attendees to visit with company personnel.	✓	✓	✓
Reports	Track activity within the virtual booth: all views, downloads and shares of content.	✓	✓	✓
Banner Ad	Linkable banner ad on booth homepage.		✓	✓
Additional Pages	Additional custom pages in navigation.			Up to 2
Event Calendar	Add events or sessions in booth calendar. Platinum: appears in homepage calendar.		✓	✓+
Meeting Calendars	Personalized staff meeting calendars for attendees to request meetings.		✓	✓
Pre-Scheduled Meetings	Request meetings before the show. Scheduled meetings are added to attendee calendars.		✓	✓
New Product	Product image and description within booth and added to event new products page.		1	2
Booth Visitors	Attendee name, store, location. Platinum: Title, store address		✓	✓+
Live Video Sessions	Host live or on-demand content on booth homepage.			1
Pre-Show	Newsletter to potential attendees Time Sensitive		1 appearance	2 appearances
During-Show	Newsletter to registered attendees		1 appearance	2 appearances
Post-Show	Newsletter to registered attendees		1 appearance	2 appearances



FEATURED ONLINE BOOTH EXAMPLE

MenuQMy Dashboard

Featured Booth Example




Contact: John Smith
Website: <https://www.yourdomain.com>
Email: John.Smith@yourdomain.com
Phone: 555.555.5555
Social: [Twitter](#) [Facebook](#) [LinkedIn](#)

Description

[Home](#) [About Us](#) [Live Chat](#) [Meeting Lounge](#) [Contact Us](#)


Wide Vistas Sports Content



Example Content

Booth Content


[Featured Booth Example](#)



Example Content

Booth Content


[Featured Booth Example](#)



Example Content

Booth Content


[Featured Booth Example](#)



Example Content

Booth Content

[Featured Booth Example](#)



Example Content

Booth Content


[Featured Booth Example](#)

All Posts


+



GOLD ONLINE BOOTH EXAMPLE

MenuQMy Dashboard

Gold Sponsor Booth Example




220px W x 210px H

Contact: John Smith
Website: <https://www.yourdomain.com>
Email: John.Smith@yourdomain.com
Phone: 555.555.5555
Social: [Twitter](#) [Facebook](#) [LinkedIn](#)

Description
Event Calendar


[Home](#) [About Us](#) [Live Chat](#) [Meeting Lounge](#) [Contact Us](#)



Your Banner Here

Up to 6 banners - 1380px W x 285px H


Wide Vistas Sports Content



Example Content

Booth Content


[Gold Sponsor Booth Example](#)



Example Content

Booth Content


[Gold Sponsor Booth Example](#)



Example Content

Booth Content


[Gold Sponsor Booth Example](#)



Example Content

Booth Content

[Gold Sponsor Booth Example](#)



Example Content



Booth Content

[Gold Sponsor Booth Example](#)


All Posts+



PLATINUM ONLINE BOOTH EXAMPLE

Menu  My Dashboard


Platinum Booth Example



Contact: John Smith
Website: <https://www.yourdomain.com>
Email: John.Smith@yourdomain.com
Phone: 555.555.5555
Social: [Twitter](#) [Facebook](#) [LinkedIn](#)

[Description](#)
[Event Calendar](#)
[Quick Facts](#)


[Home](#) [About Us](#) [Live Chat](#) [Meeting Lounge](#) [Schedule A Meeting](#) [Contact Us](#)




Your Banner Here

Up to 6 banners - 1380px W x 285px H


Show Promotions




Enter the Meeting Lounge



Schedule a Meeting




Your Video Here



Your Video


Join us as we interview John Smith about the new sustainable product line... Oh yeah, and did we mention we will be conducting the interview from the top of Mount Kilimanjaro using our new 4k drone with broadcast level quality audio!

Product Catalog




Outdoor Travel large 60L Waterproof...

Booth Content
[Platinum Booth Example](#)




Example Content

Booth Content
[Platinum Booth Example](#)




Create Posts

Softgoods + Apparel
[Platinum Booth Example](#)




Example Content

Booth Content
[Platinum Booth Example](#)




Example Content

Booth Content
[Platinum Booth Example](#)

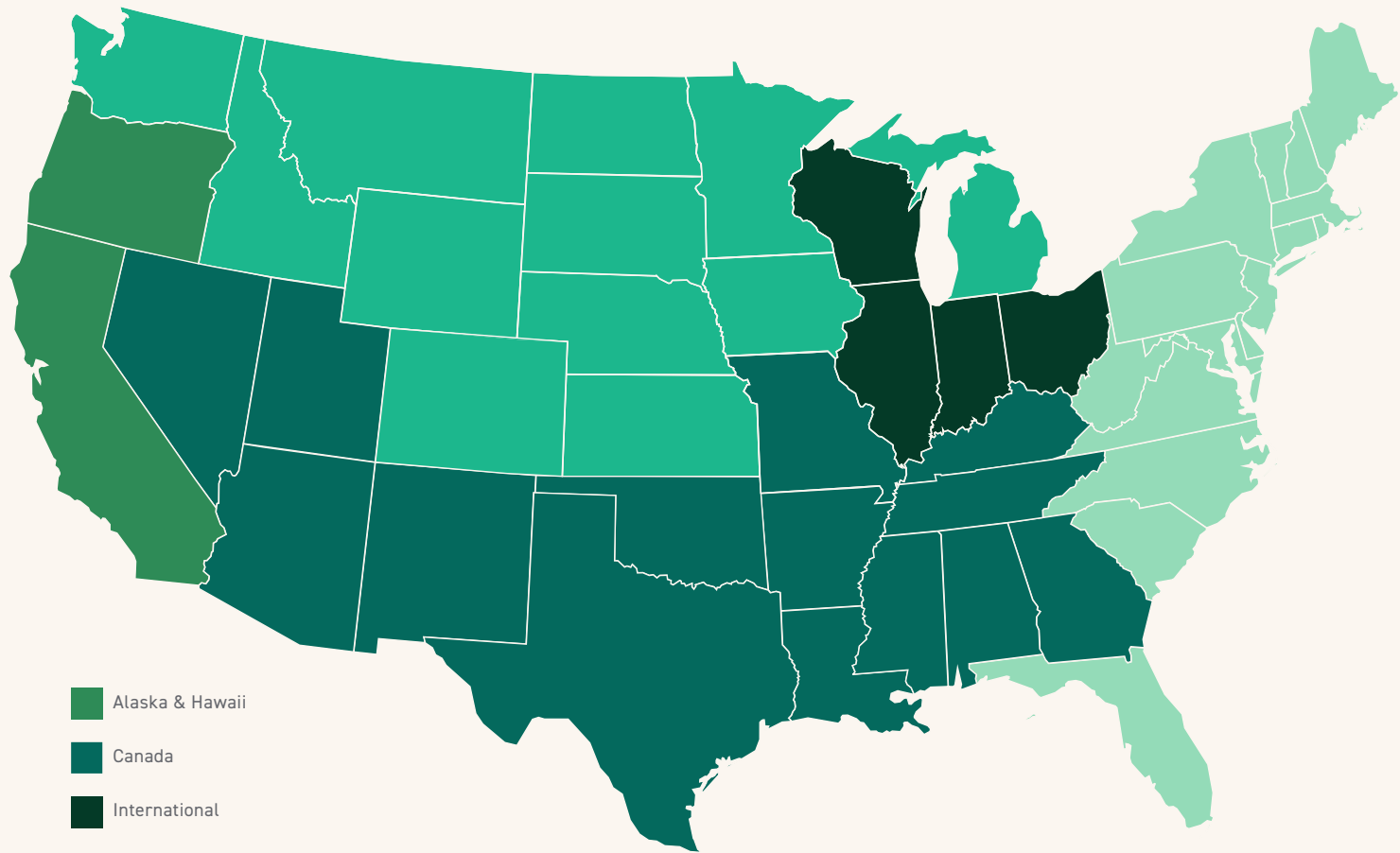
[All Posts](#) 

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