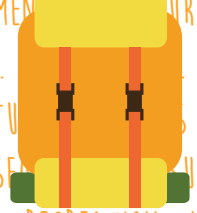
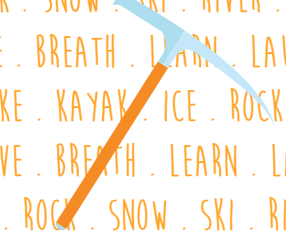
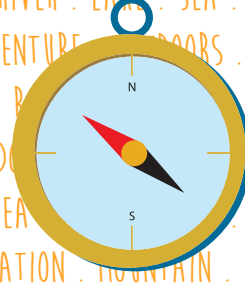
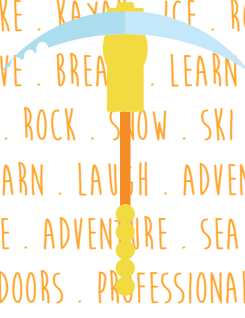
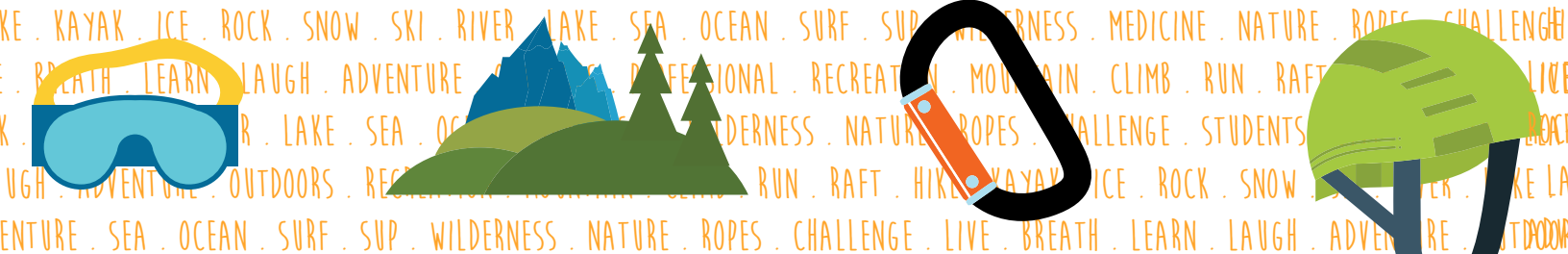




Association of
Outdoor Recreation
and Education

vendor membership guide 2016





AORE

About

The Association of Outdoor Recreation and Education (AORE) is an organization of members who are committed to the field of outdoor recreation and education. It is the definitive resource for current and emerging outdoor recreation professionals in the university, military, municipal and the not-for-profit sectors.

Mission

The mission of the Association is to provide opportunities for professionals and students in the field of outdoor recreation and education to exchange information, promote the preservation and conservation of the natural environment, and address issues common to college, university, community, military, and other not-for-profit outdoor recreation and education programs.

Vision

The Association of Outdoor Recreation and Education is the premier Association in the outdoor profession. By bringing together individuals and organizations, AORE contributes to a global community that fosters a culture of professionalism, collaboration and environmental stewardship. Through our Association, we actively engage in and impact the issues and policies that affect our membership and industry.

Members

AORE members are programmers, teachers, leaders, and students involved in outdoor programs. These include: college and university non-credit recreational programs and degree granting programs, military recreation, community recreation, and private outdoor schools.

AORE members enjoy networking and communication opportunities through the Association newsletter, conference proceedings, and several publications.

Any person or organization whose interests are consistent with the mission of the Association may become a member upon application and payment of dues.

**HOW CAN AORE MAKE SURE YOU'RE
KNOWLEDGEABLE AND SUCCESSFUL?**

Contact the AORE National Office at nationaloffice@aore.org or 810.299.2782



VENDOR MEMBERSHIP BENEFITS

An AORE Membership provides Vendor members a year-long opportunity to showcase your products and services through direct contact with the largest group of outdoor recreation and education administrators, leaders, and instructors in the world.

Developing Partnerships

- Discount on an Exhibitor Booth at the AORE Annual Conference
- Ability to present at the Annual Conference
- Connect members posting to the Listserv with your product and services
- Opportunity to become an AORE Corporate Partner

Branding and Marketing

- 2 quarterly Listserv advertisements per quarter
- 2 event postings on the AORE Events Calendar per quarter
- Company name in Association News, our quarterly newsletter
- Featured logo and link on our website
- Annual Vendor Spotlight in the Association News
- Inclusion in the AORE Buyer's Guide
- Member-only discounts and pro-deals
- Complimentary electronic copy of the AORE Membership Directory

Publications

- Discount on AORE publications like the *Journal of Outdoor Recreation and Education* (JOREL)
- Opportunity to submit an article to the Association News
- Purchase ad space in the Association News
- Complimentary electronic copy of the AORE Membership Directory
- Complimentary electronic copy of the AORE Annual Conference attendee directory with purchase of Exhibitor Booth

Consider your impact. Invest in the future by investing in AORE. A Vendor Membership is **\$750**. We are delighted with our capacity to increase programming, visibility and exposure to AORE Vendors.



MAXIMIZE YOUR EXPOSURE

Don't Miss the AORE Annual Conference

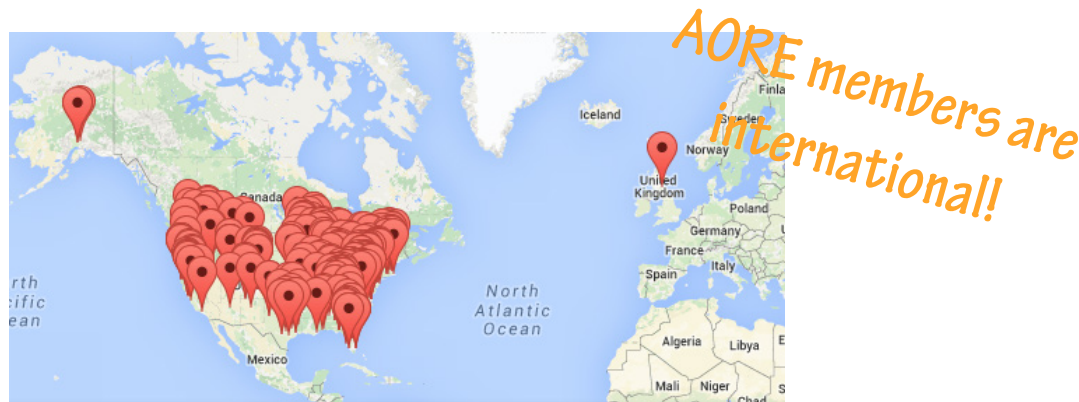
The best way to develop your network with the AORE membership is being on-site at the AORE Annual Conference. Build connections in one week that will last for years! We have been told by exhibitors that the power of personal connection, brand placement and recognition, and their support of the field of outdoor recreation and education is helping their company develop meaningful and productive relationships.

The AORE Annual Conference is a great event at a fantastic venue. Don't miss your opportunity to build relationships and interact with AORE's membership and conference attendees including hundreds of professionals, students, and member programs.

As the AORE Annual Conference engages in new initiatives, new opportunities for increased Sponsorship emerge. Conference Sponsorships are a great way to show your support for the advancement of outdoor recreation and education. It also offers additional incentives, such as:

- Increased visibility and exposure: AORE conference attendance has grown 48% since 2009
- Targeted marketing; reaching out to your core demographic
- Supporting and cultivating future leaders in the outdoor field
- All Conference Sponsors and Exhibitors get direct marketing exposure and personal interaction with influential outdoor recreation and education professionals who manage university, college, community, and military outdoor programs.
- AORE programs spend over 6.5 million dollars annually with vendors
- With a conference retention rate of 35%, vendors build new relationships each year

If you are ready to develop a sponsorship package that best meets your company or non-profits needs, please contact the AORE National Office at nationaloffice@aore.org.





BE ACTIVE

There are many things to do as an AORE member. Have you:

- Filled out your membership profile?
- Looked at the Member Benefit “How-To’s”?
- Read the Association News in your member portal?
- Purchased equipment from a vendor member?
- Looked at the discounts on certifications, equipment, and conference fees in your member portal?
- Posted an advertisement to the Listserv?
- Read the Listserv response summaries posted in your member portal?
- Looked into the *Journal of Outdoor Recreation Education and Leadership* (JOREL)?
- Recommended AORE to your friends?
- Written an article for the Association News or submitted a Vendor Spotlight?
- Talked to a Board or Committee member about getting more involved?
- Submitted a presentation proposal for the Annual Conference?
- Registered for the Annual Conference?
- Sent an email to the National Office about your ideas for AORE?

LOGO USE POLICY

Copying, reprinting or dissemination, electronic or otherwise, for any use requires prior written permission from the Association of Outdoor Recreation and Education. Permission to copy or disseminate the AORE Logo may be given only if the following requirements are met:

- The AORE logo may only be used by members of AORE
- The AORE logo must always be used in its standard form in two tones that are clearly visible
- The AORE logo it cannot be overlapped by other logos and text and must be kept in a clear and visible format
- The AORE logo cannot be used by any of AORE's members to indicate sponsorship or endorsement of any products or services
- Uses of a logo similar or identical to the AORE logo by any non-member of AORE should be called to the attention of the Executive Director for appropriate action
- Copies of the AORE logo are not to be made or distributed for commercial advantage.



GET INVOLVED

Every year, AORE looks to its membership for service on committees. These leadership opportunities allow members to have a strong impact on the future of AORE. Join a committee by emailing or calling the committee chair. Have an idea for a new committee? Email nationaloffice@aore.org and tell us why you think it's important.

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