

The Association

The Association of Outdoor Recreation and Education (AORE) is an organization developed by and for outdoor recreation and education professionals and students. Founded at the International Conference on Outdoor Recreation in 1993, AORE is a grass roots organization dedicated to advancing the field of outdoor recreation and education. AORE is the only organization dedicated to serving the needs of recreation and education professionals in non-profit settings. Through AORE, members have a mechanism to interact with and affect decisions made by public land managers and the human powered outdoor recreation industry. AORE is committed to promoting ecologically sound stewardship of the natural environment and serves as a collective voice for its members regarding topics of regional and national concern.



The AORE membership reaches out to thousands of aspiring outdoor enthusiasts each year.

AORE:

From acquiring new members to fostering relationships within the outdoor recreation community, the Association of Outdoor Recreation and Education (AORE) can provide the ideal marketing platform for reaching college and university students, programmers, teachers, leaders, military recreation, community recreation, and private outdoor schools. Our vendor sponsorship opportunity gives companies the ability to directly market goods and services responsibly to our members.

Market directly to the AORE membership:

- Reaching 900 outdoor recreation programs across the United States
- Impacting program level purchasing decisions
- Enforcing and growing brand awareness
- Demonstrating and selling new products
- Differentiating product from competitors
- Increasing sales
- Collecting market data



2010

AORE 2010 "Summits of Success" Keystone, Colorado

Keystone 2010
Conference

AORE

Association of
Outdoor
Recreation and
Education

SPONSORSHIP OPPORTUNITIES



Keystone Colorado

2010

2010 Exhibitor Booth Rates

November 11-13, 2010 Keystone, CO
 Standard 10' x 8' Booths
 \$709 Early Registration (Prior to 6/1/2010)
 \$840 Regular Registration (6/2/2010)
 \$945 Walk-in Registration (After 8/7/2010)
 \$1500 Premier 15' x 10' Booths (two available)

Maximize Your Conference Exposure

Check out ways to get the most from you AORE 2010 Keystone Conference presence.

Company logo and link on conference registration web site	\$250
Company recognized at the student auction	\$200
Get a 1/4 page ad in conference booklet	\$250
1/2 page ad in conference booklet	\$400
Full page ad in conference booklet	\$600
Get a 1/4 page ad in AORE newsletter	\$100
1/2 page ad in AORE newsletter	\$175
Full page ad in AORE newsletter	\$300
Have your catalog/promo materials placed in every conference welcome bag	\$325
Public recognition at opening and closing ceremonies	\$200
Company banner at the AORE welcome and registration tables	\$150
Get you video shown before awards ceremony and super social (up to five minutes)	\$500
Get mentioned in the daily conference update	\$100
Your banner at the super social	\$150
Sponsor a student scholarship	\$250

Stats

\$13,000,000+
 The AORE estimates that the 900 programs across the US spent over 13 million dollars on program gear in 2007.

400,000+ Contacts
 Each AORE professional member is in face to face contact with thousands of college aged consumers, many of whom are keen on getting into outdoor sports.

Activities

Climbing Wall/Gym
 Ropes Course
 Rafting
 Backpacking
 Special Events
 Canoeing
 Downhill Skiing
 Rock Climbing
 Sailing
 Day Hikes
 Sea Kayaking
 Kayak Instruction
 Cross-Country Skiing
 River Kayaking
 Bicycling
 Canyoneering
 Avalanche Clinics
 Mountaineering

Vendor Membership & Keystone 2010

A vendor membership is for non-profits, associations, or organizations who provide services and products. Vendors choosing to attend AORE 2010 as an exhibitor are required to be current members of AORE. All conference Exhibitor Booth fees listed do not include the annual membership fee. If your company is not a current member, the annual membership fee can be paid when you sign up for a booth. The vendor booth fee includes a 10' x 8' booth space and access to all meals and conference functions for one company representative. Additional fees may apply.

Additional representatives can be registered for \$365 each.



What Vendor Members are saying:

Black Diamond: "We have been involved with AORE for several years and have always found it a very rewarding relationship."

Osprey: "Business has grown and continues to grow exponentially through this affiliation"



Membership

Thee Association of Outdoor Recreation and Education hosts the **leading conference** for university, college, and military outdoor professionals with over 550 members.