2020 MARKETING & VIRTUAL ENGAGEMENT OPPORTUNITIES

MAKE CONNECTIONS AND GROW WITH US!
WHO IS AORE?

The Association of Outdoor Recreation and Education (AORE) is the premier association in the outdoor profession, with more than 25 years of demonstrated leadership excellence. We support thousands of members and industry decision-makers annually in four key areas: professional development, networking, career advancement, and advocacy. Programs and services are offered throughout the year, with deep dive sessions, interactive experiences, and expanded access to resources and 1:1 feedback available for members during AORE’s greatly anticipated annual conference, which convenes nearly 700 individuals from across the U.S. for three days of education, idea-sharing, innovation, and community.

AORE’s membership represents a diverse mix of students, emerging professionals, and established experts in the field as well as vendors and organizations that serve a high volume of outdoor recreation ambassadors and enthusiasts. Through the programs they deliver each year, AORE’s individual and organizational members serve over 1.5 million participants across the country. These offerings take place in a variety of settings and engage people from all walks of life, connecting them to experiences that foster a deeper appreciation for the outdoors.

As the outdoor industry evolves and we begin to see an increased interest from the general public, there is a need to expand and diversify the workforce, opening up new opportunities for AORE to engage and collaborate.

Contact our team at nationaloffice@aore.org to get started!
We are advancing the growing outdoor industry by providing our members—who possess a wide range of insights and perspectives—with access to the professional connections, tools, experiences, and brands that will enhance their impact with the people they influence and serve.

More than half of our members have a direct influence on the buying decisions of their departments and programs. These individuals maintain brand loyalty, knowing from personal experience how important it is to be able to count on the clothing and gear they take on their adventures.

Additionally, AORE’s student members and those who are just entering the workforce after graduation represent the next generation of brand loyalists as they build expertise and start leveraging their own spending power to design and deliver engaging programs for their future participants.

Contact our team at nationaloffice@aore.org to get started!
In May 2020, as a result of the COVID-19 global pandemic, AORE made the decision to pivot the annual conference to a virtual learning and networking experience. While AORE understands how disappointing this is for members and partners who look forward to connecting in-person with friends, peers, and like-minded professionals, it was necessary to preserve the safety of our attendees.

The good news is that we found an alternative option to not only deliver the highly-sought-after educational content, but to also connect companies with buyers and industry influencers through an interactive virtual tradeshow. The overall event will continue to offer the opportunity for outdoor programmers and educators to engage with vendors and make decisions about their programs, while investing in leadership development, building core competencies, exchanging best practices and research, and broadening awareness of challenges and opportunities the industry is facing in the current COVID-19 environment.

**BENEFITS OF A VIRTUAL EXPO:**

- **More flexibility for exhibitors.** Different exhibiting options to suit every budget and engagement level.
- **Extended expo days/times.** Pivoting to a virtual format allows more flexibility and therefore we are able to extend the expo days and hours at no additional investment.
- **No staff travel expenses.** Affordable virtual programming means significantly reducing your investment.
- **Make up for lost time.** We know it’s been a challenge to connect with professionals, especially with the number of canceled events. Use this chance to make up that critical sales time.
- **Engage additional staff.** By eliminating travel, and the expenses, you can have more staff participating as booth personnel and engaging with customers.
- **Our members need you more than ever.** They are trying to navigate the next normal and need you to guide them.
- **This is NOT another static webinar.** The AORE conference will be hosted on a robust virtual event platform to ensure a dynamic experience for attendees and exhibitors with live one-on-one meetings, interactive activities to encourage attendees to visit your exhibit, and many more features that allow you to engage with attendees.

Contact our team at nationaloffice@aore.org to get started!
EXHIBITOR REGISTRATION INFORMATION

ALL EXHIBITOR VIRTUAL BOOTHS INCLUDE:

- Immediate exposure on our exhibitor listing page
- Five (5) days of exposure (Oct. 26-30, 2020)
- At least two (2) scheduled presentations/demonstrations
- Unlimited "available" hours throughout conference days
- Ability to schedule 1-1 meetings using conference platform

* Register and pay for a GOLD Exhibitor Package by July 15, 2020, and be part of our July Exhibit Hall Preview!

Vendor Members | $999 and up
Non-Members | $1,400 and up

IMPORTANT EXHIBITOR DATES / TIMES
* This is preliminary information and is subject to change.

**July 15**
Register and pay in full by this date to be included in the July Exhibit Hall Preview!

**September 1**
Presentation / Demonstration Schedule Submitted for Approval

**September 15**
Presentation / Demonstration Schedule Finalized by AORE

**October 1**
Additional available times and 1-1 schedules submitted to AORE

**October 26 - 30**
Virtual Booth accessible by attendees 24/7!

Contact our team at nationaloffice@aore.org to get started!
## 2020 Virtual Conference Exhibitor Packages

<table>
<thead>
<tr>
<th></th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Member Pricing</strong></td>
<td>$1,999</td>
<td>$1,199</td>
<td>$999</td>
</tr>
<tr>
<td><strong>Non-Member Pricing</strong></td>
<td>$2,999</td>
<td>$1,799</td>
<td>$1,400</td>
</tr>
<tr>
<td>Summer show preview live/recorded 20-minute presentation (to be viewable through duration of summer &amp; fall event) *</td>
<td>✔️</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Virtual booth for all days of the event (Oct.26-30)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Company Overview Listing</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Ability to add videos, product presentations, etc</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Ability to add product brochures, documents, etc</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Platform for 1:1 meetings during event</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Live presentations/product demonstrations (exhibitor to determine schedule)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Company logo featured on AORE website</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Company logo featured on AORE mobile app</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Ask an expert - live chat features</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Participate in virtual scavenger hunt/game</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Access to conference attendee mailing list</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Two (2) conference registrations</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>

Contact our team at nationaloffice@aore.org to get started!
Elevate Your Brand – Become an Event Sponsor
The uniqueness and flexibility of a virtual conference provides new opportunities for exhibitors and sponsors to gain added exposure to their buyers.

AORE has worked to transform the sponsorship opportunities to maximize the benefits and deliverables for all sponsors in this new virtual environment. The opportunities below provide different levels of investment to allow vendors to choose a sponsorship level that fits their marketing needs and budget.

All sponsorships offer these rights and benefits:

- Sponsor logo/recognition on the conference mobile app
- Sponsor logo/recognition on the membership mobile app
- Sponsor logo/recognition on the AORE conference website
- Sponsor logo/recognition throughout the virtual conference
- Sponsor recognition in at least one AORE Weekly Digest – delivered electronically to AORE members (*total number of issues depends on sponsor level*)

*Additional benefits apply depending on sponsorship level.*

Customized Sponsorship Opportunities
AORE is ready and willing to work with vendors to build a custom sponsorship package to meet their specific needs. Some opportunities may include, product demonstrations, cooking demos during a social hour, virtual background sponsor, photo and selfie virtual frame sponsors to share on social media...the possibilities are endless!

Contact our team at nationaloffice@aore.org to get started!
Get your logo and clickable link in front of key outdoor professionals. Use this opportunity to drive traffic to your booth, keep your name in front of professionals after the conference, or to simply show your commitment to the industry. Choose the frequency that works best for you!

**Conference Newsletter (6,000+ impressions)**

Webinars have become a popular resource for AORE members and offers another marketing opportunity for vendors. AORE offers two different types of sponsorable webinars:

**Conference Newsletter (6,000+ impressions)**

This e-newsletter is sent to AORE contacts twice a month leading up to the virtual conference in October. Get your logo and clickable link featured at the top of this digital communication piece and connect with 5,000+ people in the outdoor industry.

- Monthly placement (2 newsletters per month) - $700
- Single placement (1 newsletter) - $350

**AORE Weekly Digest (700+ impressions)**

This e-newsletter is sent to 700+ AORE members every Friday. Get your logo and clickable link in front of these members at any point during the year. Choose the timing and frequency that works best for you:

- Annual placement (52 weeks) - $9,600
- Monthly placement (4 weeks) - $800
- Weekly placement (1 week) - $250

Contact our team at nationaloffice@aore.org to get started!
Vendor members are able to showcase products and services to AORE’s membership, which represents the largest association of outdoor recreation and education professionals in the world. When vendors maintain a strong presence within our community, they foster authentic connections with members and build loyalty for their brand over time.

**INVESTMENT: $800 PER YEAR**

### Advocacy
- Opportunity to impact issues that affect outdoor recreation and education
- Chance to participate in, present, and propose industry research

### Networking
- Access to read and post in message boards
- Discount on annual conference networking sessions and exhibitor booth space

### Career Advancement
- View and post to job boards for free

### Professional Development
- Eligible to submit annual conference session proposal for consideration

### Brand Visibility
- Two event promotions on the AORE Event Calendar per quarter
- Two ad posts per quarter scheduled across AORE’s social media platforms
- Vendor logo placed on AORE website
- Listing in and access to member directory

### Other Vendor Member Perks
- Members-only deals on partner conference registrations, industry products and services, publications, and premium access to job boards
- Volunteer opportunities on board, committees, and action teams

**FOR A FULL LIST OF BENEFITS, VISIT THE MEMBERSHIP TAB AT AORE.ORG**

Contact our team at nationaloffice@aore.org to get started!
AORE 365 ALLIANCE PARTNERSHIP PROGRAM

AORE365 Alliance Partners enjoy special benefits, including a distinctive presence at our annual conference and invaluable access to AORE members throughout the year. This unique opportunity is a two-year commitment designed to help industry leaders develop genuine, lasting relationships with AORE members and the outdoor recreation and education community as a whole. **INVESTMENT: $10,000 PER YEAR**

**CONFERENCE BENEFITS**

- Premier exhibit space at annual conference (virtual or live depending on current format)
- Private partner networking reception for AORE 365 partners and invited customers (virtual or live depending on conference format)
- Opportunity to present educational breakout session (subject to AORE approval)
- Recognition in all annual conference marketing (logo placement)
- On-site recognition signage (virtual or live depending on conference format)

**YEAR-ROUND BENEFITS**

- Sponsored social media posts
- Ad placement in select sponsored broadcast emails
- Access to member information
- Access to AORE Newsroom and Weekly Digest
- One AORE staff visit to organization HQ
- Logo / Link on AORE’s Website and Mobile App
- AORE quotes/content for use in press releases

**THANK YOU TO OUR CURRENT PARTNERS!**

Contact our team at nationaloffice@aore.org to get started!
Virtual Learning & Networking

Webinars have become a popular resource for AORE members and offers another marketing opportunity for vendors. AORE offers two different types of sponsorable webinars:

- **Association Chats** - these are less formal, virtual 1-hour programs for members-only and are free to members. These were started to address outdoor industry issues/concerns amidst COVID-19 and have become a popular benefit to members. This is a great opportunity to get your company in front of our membership with minimal investment.

- **Educational Webinars** - these are more formal educational virtual sessions, covering a variety of relevant topics that are offered to members and non-members. AORE carefully selects topics and presenters and actively promotes the event to increase attendance. Companies may choose to sponsor a pre-selected, scheduled conference offering.

Silent Auction

With the pivot to a virtual conference, AORE will be offering a dynamic online silent and live auction fundraiser. Please consider supporting our efforts with a product donation or service from your company. Your contribution can be something as simple as a gift certificate to your business, a product, or apparel item, or a service. This is another great way to showcase your brand while helping raise money for the association so that we may continue to support programs and education for outdoor professionals and emerging professionals worldwide.

* Vendors will be expected to ship items directly to the winning bidder following the event. AORE suggests gift certificates or online purchasing codes where possible to eliminate shipping costs.

Scholarship Opportunities

Join us in providing opportunities for students and professionals to further their education and careers in the outdoors. Donations are needed in the following areas:

- **Conference Registration**: For $500, sponsor a student or professional conference attendee.
- **Professional Development Scholarship**: If you are a service provider, please consider donating a full or partial scholarship to an educational program provided by your organization (such as a Wilderness First Aid Class).

Contact our team at nationaloffice@aore.org to get started!