pdn Photo District News

OUTDOOR PHOTO EXPO

August 3-4 2012

The Grand America Hotel - Salt Lake City, UT

Open Air Demo Day on August 1st

Become a part of this exciting event for outdoor photographers and enthusiasts.

Combined with Outdoor Retailer, this show offers exhibitors and attendees alike to gain access to the latest and greatest products in the industry.

Photography. Imaging. Video. It's All Here!

The 2nd Annual PDN Outdoor Photo Expo will be packed with two days of exposition, educational training, special events and pre-show sponsorship opportunities including the Outdoor Retailer Open Air Demo Day & Industry Party.

Areas of photography

Adventure
Landscape
Nature
Outdoor
Sports
Travel
Wildlife

Exhibitor Benefits Include:

•Direct Sales Opportunity: Sell on the show floor
•Free company listing and 25% discount for any ads purchased in the Official Show Guide: ***Outdoor Photo Expo Magazine***: Distributed for free to over 65,000 readers as a print and digital edition
•Access to attend the Outdoor Retailer Show and associated events to network with other like-minded businesses and enthusiasts.
•Exclusive sponsorship and marketing upgrades
• Network with customers, industry professionals and media
• Build brand awareness for existing products/services
• Announce and demonstrate your newest products

Pricing - $2,300 per 8'x10' booth
Contact Melissa Kittson with questions or to reserve space.
703-812-2727 melissa.kittson@nielsen.com

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Salt Lake City, UT
Open Air Demo Day on August 1st

Tentative Event Schedule

Wednesday, August 1 – Open Air Demo Day (kick off to the Outdoor Retailer event)

Join 150+ Outdoor Retailer Exhibitors and 5,000+ attendees
Jordanelle Reservoir (37 miles from show site)
Watch an overview of the event: http://bcove.me/ju8j0r8n
Booth Opportunities: 15'wide by 10' deep space for an additional $650.00 to your OPE Booth
Move in: Tuesday from 3-6pm or Wednesday 6-8am
Show Time: Wednesday from 8am-6pm (breakdown until 8pm)

Thursday, August 2

Exhibitor Set Up - 12-4pm
Outdoor Retailer Industry Party 6-8pm (Sponsorship Opportunities Available)

Friday, August 3

Seminar Block #1: 8-10am
Expo Hall Open: 10am-12pm
Keynote: 1-2pm
Expo Hall Open: 2-4pm
Seminar Block #2: 4-6pm

Saturday, August 4

Seminar Block #1: 8-10am
Expo Hall Open: 10am-12pm
Keynote: 1-2pm
Expo Hall Open: 2-4pm (breakdown until 8pm)
Seminar Block #2: 4-6pm

Price: $2,300 per booth (8'x10')
Availability: Only 50 booths

Contact Melissa Kittson at 703-812-2727 or melissa.kittson@nielsen.com today!
www.photoplusexpo.com/ope

Produced By:
nielsen photo group
OutdoorRetailer SUMMER MARKET
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