



Outdoor Retailer

**Education Day | August 18, 2027**

**Exhibit Hall | August 19-20, 2027**

Minneapolis Convention Center, Minneapolis, MN

**EXHIBIT/INQUIRE**



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# Outdoor Retailer Cancels 2020 Summer



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*to offer digital solutions through the season and industry to gather again at winter show in January*

**TRANO, California** – (April 2, 2020) – Due to the ongoing (coronavirus), **Outdoor Retailer** has made the difficult decision to postpone Summer Market, originally scheduled for June 23-25, 2020 at the Convention Center in Denver. Outdoor Retailer is actively designing solutions to provide the outdoor industry with support and solutions for the buying season and moving forward.

"In this unprecedented situation. In a world with so much uncertainty right now, we need to take steps to help mitigate the spread of COVID-19 and support our industry during these challenging times," said Marisa Nicholson, Outdoor Retailer president and show director. "It was a difficult decision to postpone Summer Market, but the market is integral to the business of many and it's the outdoor industry's responsibility to gather as a community, but protecting the health and safety of our attendees is our top priority."

"We have engaged brands, retailers, reps and partners to help them navigate the fast-evolving reality of the impact of COVID-19 on their business. With that information, we are designing digital solutions to serve the industry in ways that best suit these unprecedented times. It's vital for the outdoor community to unite and stay connected, and we are committed to

providing ways to reinforce buyer/seller networks; discover new brands, products and retailers; and access media and marketing tools. It's our goal to help outdoor businesses navigate the path forward and preserve the passion that drives our industry."

Outdoor Retailer is working with the Outdoor Industry Association (OIA) and Snowsports Industries America (SIA) to identify the digital tools and programming that will best support members and the outdoor and snowsports industries.

As the largest network of outdoor business, Outdoor Retailer will bring the industry together again in January 2021. The winter show returns to Denver and the Colorado Convention Center from January 27-29, 2021, providing the opportunity for the outdoor community to gather in-person and do business, learn, and build relationships. Interested exhibitors can contact their **Account Executive** today, and attendee registration will open later this year.



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s, and attendees with existing plans for Summer Market 2020 s and contact information at [outdoorretailer.com](https://outdoorretailer.com).

## etailer

e largest U.S. tradeshow and premier business event for the rings together retailers, manufacturers, industry advocates ct the business of outdoor recreation through trade shows, magazine, product demo events, media events and web-based The Outdoor Retailer trade shows are the premier outdoor North America, providing platforms for critical face-to-face , line previews, innovations, launches, networking and Visit **[outdoorretailer.com](https://outdoorretailer.com)** for more information.

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