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Outdoor Retailer Moves Winter Market Forward Two Weeks in January

July 13, 2015



Running traditionally in later January, Emerald Expositions' Outdoor Retailer will move to Jan. 7-10 show dates for next year in response to not only attendee and exhibitor feedback, but also to shift the event away from the nearby Sundance Film Festival in Park City, Utah.

The 2016 show originally was scheduled Jan. 20-23.

Outdoor Retailer Winter Market, which is held in the Salt Palace Convention Center and fills the venue and surrounding hotels, will remain in the earlier timeframe for future Winter market dates as well, with the 2017 show slated for Jan. 7-10 and the 2018 show scheduled for Jan. 6-9.

Outdoor Retailer’s move to an earlier winter date pattern is supported by responses to research conducted and sent to well over 6,000 specialty retailers and exhibitors earlier this year, according to show organizers.

“There are three major reasons the market prefers the new dates,” said Marisa Nicholson, vice president and show director.

She added, “First, the move earlier in the sales cycle benefits specialty retailers looking to finalize or tweak orders before ordering deadlines and see new products and suppliers earlier. Second, we avoid being close to other industry events and away from the important Martin Luther King Jr. holiday. Finally, the new dates allow us to avoid the Sundance Film Festival entirely, which will have a housing benefit.”

The show now will provide a better platform to finalize orders, as well as identify marketing and merchandising collaborations, according to show organizers.

Newer suppliers and products will benefit from being seen and considered earlier in the sales cycle as well, they added.

“We have been listening to customer feedback from both retailers and manufacturers,” said Nicholson. “As a team, we are always looking for ways to improve the value of the show to not only our attendees and exhibitors, but to the industry at large. This adjustment will pave the way for us to increase ROI for our exhibitors while helping specialty retailers shop the show in a timeframe that maximizes their time spent on the show floor.”

The change in show days, now Thursday – Sunday, with the All Mountain Demo scheduled for Wednesday, also has provided Outdoor Retailer the opportunity to secure better housing options within the show’s block of rate-controlled rooms.

“We look forward to Winter Market moving earlier in the season,” said Jennifer Mull, Outdoor Industry Association board chair.

She added, “This shift in dates, while not in front of early deadlines, does give retailers time to see final products at the show (prior to final deadlines) and to be more in front of the season with their business and marketing discussions. This is a positive step toward addressing the timing concerns expressed by some Outdoor Retailer attendees.”

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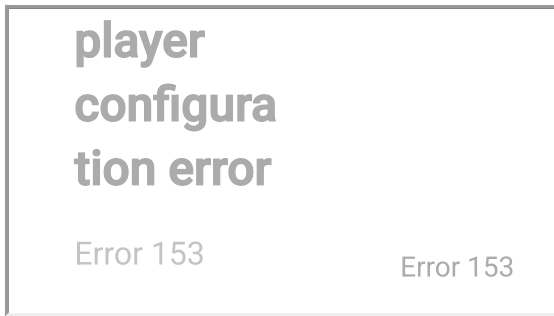
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