Outdoor Writers Association of America
90th Annual Conference

Duluth, Minnesota
June 24-26, 2017

Outdoor Group, Agency and Business Opportunities
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Table of Contents

Invitation from Paul Queneau ................................................................. 3
Participation Opportunities ..................................................................... 4
  Digital Literature Room ........................................................................ 5
  3-Day Displays ...................................................................................... 6
  Breakout Day ....................................................................................... 7
  Hospitality Suites ................................................................................ 8
  Advertise in the Conference Program .................................................. 9
  Additional Opportunities ...................................................................... 10
Sponsorships .......................................................................................... 11
Conference Registration Forms .............................................................. 15
  3-Day Displays ...................................................................................... 16
  Breakout Day ....................................................................................... 18
  Benefit Auction Donation .................................................................... 19
  Conference Registration ..................................................................... 20

In addition to the opportunities presented, we welcome partial sponsorships and alternative proposals. To discuss your individual needs and interests, contact Jessica Seitz, conference director, at 406-552-4047 or jseitz@owaa.org.
There are at least 90 reasons to attend the OWAA conference in Duluth this June. But you only need one. It’s an event not to be missed.

On behalf of the Outdoor Writers Association of America, consider yourself invited to our 90th annual conference June 24-26, 2017, in Duluth, Minnesota.

Duluth is a place founded in outdoor adventure, first as a portage for birch-bark canoeists half a millennia ago, and now as the spot Outside magazine called its 2014 “Best Town in America.” It’s home to 6,834 acres of parks, 178 miles of forest trails, 16 designated trout streams, and is well on its way to having one of the largest urban mountain-bike trail systems in the world—all within the city limits.

Did I mention it’s right on Lake Superior, the world’s largest freshwater lake? Duluth is also within striking distance of the Boundary Waters Canoe Area Wilderness, Voyageurs National Park, and sits perched on a stunning coast defined by rocky cliffs and pristine forests laced with hundreds of miles of trails to explore, waters to fish and woods to hunt.

It’s also a thriving community teeming with hip restaurants, microbreweries and outdoors-related museums and industry. It perhaps the greatest outdoor hub of the Great Lakes region, brimming with opportunities for adventure and conservation stories yet to be told.

As an outdoor group, agency or business, you play a vital role at OWAA conferences. It is our organization’s “main event” for getting face-to-face with our professional membership—where connections are made, new stories are seeded and OWAA’s unbridled enthusiasm is constantly rekindled. The outdoor gear, programs, conservation initiatives and travel locations you share with us are a central highlight of conference year in and year out.

Our combined Demo and Shooting Day (Breakout Day) on Sunday morning this year will take place at United Northern Sportsmens Club on Island Lake Reservoir, just a 20-minute drive from the conference center. It features rifle, pistol, archery and shotgun ranges, dirt roads to demo vehicles, scenic boat launches and fishing docks—as well as plenty of room for product demos and booths for companies, vacation destinations and non-profit groups to display.

Billings this past summer was a great conference with more than 300 members in attendance, and Duluth looks primed to match or exceed those numbers. Our conference offers many other ways to connect with attendees as well. Consider a conference sponsorship. By sponsoring a meal or an event, you get prime podium-time to present your message to all attendees without distraction.

Or host a hospitality suite to entertain conference attendees in a less formal environment. Share your videos, pamphlets and business cards throughout the evening event.

We also encourage you to provide media materials at a 3-day booth or on the OWAA digital literature thumb drive in our member’s conference welcome packets. Details on this and all conference opportunities are outlined in this packet.

If you have questions or would like help matching your conference involvement with your goals, please contact Jessica Seitz at OWAA headquarters, 406-552-4047, jseitz@owaa.org. Also, feel free to contact me (406-370-5275 or pqueneau@rmef.org) with any questions. If I don’t know the answers, I will find someone who does. We look forward to seeing you in Minnesota in June!

Best wishes,
Paul Queneau
OWAA Second Vice President, 2016 Conference Program Chair
Outdoor Writers Association of America
90th Annual Conference

Duluth, Minnesota
June 24-26, 2017

Participation Opportunities
The digital literature room reduces printing and shipping costs for groups, agencies and businesses. We have two options for information distribution:

**Option 1:**

**OWAA USB Drive:**

You can send your digital press materials to OWAA. We will load that information onto a USB drive and place the drive into the registration packet for all media attendees. The USB drive will contain only press materials. All press/media materials that you send to our office will be placed in your own folder on the drive, labeled with your company name. A business card box will also be available for attendees to request additional information after the event.

**Cost:**

- OWAA Digital Literature Room + Attendee Mailing List: $75
- OWAA Digital Literature Room only: $50

**Requirements:**

- Maximum Total File Size per company: 40MB
- All press material must be received by June 9, 2017

**Option 2:**

**Group/Agency/Business USB Drive:**

You may choose to bring your own flash drives with preloaded content of any size. If you would like these flash drives placed in registration packets, please ship the drives to the conference center. Ship the drives to arrive after June 15 but no later than June 22. **Please provide no more than 200 flash drives for distribution.** A business card box will also be available for attendees to request additional information after the event.

**Shipping Address:**

DECC
Deliver to Door 9
Attn: Jessica Seitz, OWAA
Hold for: OWAA 2017 Conference Literature Room
350 Harbor Drive
Duluth, MN 55802-2698

**PLEASE NOTE!** Shipping labels are extremely important! Proper labeling is essential to ensure that your shipment gets to where you need it! Also, bring all package tracking numbers with you to conference in the event your package doesn’t show up. Additional information for over-sized shipments of your display materials will accompany your conference registration confirmation packet.

If you would like to handout print material, you may register for a 3-day display booth. (See page 6)
OWAA Annual Conference  
DULUTH, MINNESOTA – JUNE 24 – 26, 2017  
Opportunities for Outdoor Groups, Agencies & Businesses

3-DAY DISPLAY BOOTH

Network with outdoor media, hand out informational pamphlets, and display information about your products, programs, travel locations and/or conservation efforts

3-Day display booths will be near the registration area and can remain setup for the duration of the conference. These booths are meant to provide information only - NO PRODUCT DEMOS ARE ALLOWED AT 3-DAY BOOTHS.

For additional booth space or if you would like to display products/equipment, register for Breakout Day on Sunday, June 25. (See page 7)

- Booth setup begins on the afternoon of Friday, June 23. Your material can remain on the table throughout the conference.

- At the conclusion of the conference, you are responsible for taking any promotional materials back with you. Booths must be cleared by 9 p.m. on Monday, June 26.

- The cost is $100, which includes one covered table and two chairs. Electricity is available for an additional $40.

- Booth locations are assigned on a first come-first serve basis and are subject to change. We will do everything in our power to assign you to one of your choices. After your registration and payment has been received, you’ll receive a confirmation with a map of the display area including your assigned table location.

- Outdoor groups, agencies and businesses may offer gifts such as pens, pads, apparel, etc. at their 3-day booth.

- Deadline for registration is June 9. To register, return the enclosed form on pg. 16. For more information, contact Jessica Seitz at 406-552-4047, jseitz@owaa.org.

SHIPPING:
Materials may be shipped directly to the DECC Harbor Side Convention Center. Materials handling forms will be provided with your confirmation information. Ship to arrive after June 16 but no later than June 23.

Shipping Address:
DECC
Deliver to Door 9
Attn: Your Name, Your Company, Booth #
Hold for: OWAA 2017 Conference
350 Harbor Drive
Duluth, MN  55802-2698

PLEASE NOTE! Shipping labels are extremely important! Be sure your company and name appears on all shipping labels. Proper labeling is essential to ensure that your shipment gets to where you need it! Also, bring all package tracking numbers with you to conference in the event your package doesn’t show up. Additional information for over-sized shipments of your display materials will accompany your conference registration confirmation packet.
BREAKOUT DAY (DEMO, WATER & SHOOTING DAY)

Get your products in front of the media by allowing hands-on experiences trying out new products

This year our previously named Demo Day, Water Day and Shooting Day events will be held together at the same time. Lake access is available to showcase your fishing, watercraft and other water-based product demonstrations. A full shooting range offers areas for handgun, rifle, shotgun, airgun or archery demonstrations. Ample off-road and paved road space is available for driving demonstrations.

Please make your displays as interactive as possible. To engage individual members and add excitement to your display, we encourage you to create a competition or activity for our Outdoor Skills Contest using your products. Participants in the Outdoor Skills Contest go from booth to booth trying products or participating in games, then score points based on how well they’ve done. Winners receive certificates and prizes.

All Breakout Day registrants can also request a 3-Day display booth for the reduced rate of $75 (for information distribution only, no product demos.)

- Breakout Day will be held 8:30 a.m. – 12:30 p.m. on Sunday, June 25, at the United Northern Sportsmen Club. Setup can begin at 6:30 a.m. Sunday morning and the range will be available for sighting-in Friday or Saturday with prior arrangement.
- The display fee is $200 which includes (1) 8-foot table and (2) chairs. Extra tables ($15 each) and chairs ($3 each) are available. Also, tent canopies are available for an additional $100.
- Deadline for registration is June 9. To register, return the form on pg. 18, along with the $200 fee and certificate of insurance. For more information, contact Jessica Seitz at 406-552-4047, jseitz@owaa.org.
- Materials may be shipped to Visit Duluth and will be transported from there to United Northern Sportsmen Club on Sunday morning. If an FFL location is needed for a firearms shipments, please contact Jessica at jseitz@owaa.org or 406-552-4047 for recommendations.

SHIPPING:
Materials may be shipped to Visit Duluth and will be transported from there to United Northern Sportsmen Club on Sunday morning. Ship to arrive after June 16 but no later than June 23.

Visit Duluth
Attn: Your Name, Your Company
Hold for: OWAA 2017 Conference
21 West Superior St.
Suite 100
Duluth, MN 55802

PLEASE NOTE! Shipping labels are extremely important! Be sure your company and name appears on all shipping labels. Proper labeling is essential to ensure that your shipment gets to where you need it! Also, bring all package tracking numbers with you to conference in the event your package doesn’t show up. Additional information for over-sized shipments of your display materials will accompany your conference registration confirmation packet.
HOSPITALITY SUITES

Network face-to-face with OWAA members in a relaxing atmosphere

Suites are available at the Holiday Inn Hotel & Suites Duluth-Downtown, where outdoor groups, agencies and businesses can host and entertain members of the media on Saturday and/or Sunday evenings.

- Hospitalities are available Saturday and Sunday evenings; traditional hours are 9:00 to 11:30 p.m.
- Costs for hospitality suites are $250/night for the room and must be arranged through OWAA.
- Light snacks are generally served, while wine, beer and liquor are optional. OWAA asks groups to limit their liabilities by encouraging responsible alcohol consumption.
- You do not have to purchase food and beverage from the Holiday Inn, though menus and bar service are available. A list of local stores will be included with your confirmation packet if you choose to purchase outside food or beverage.
- Space is limited and subject to first come, first served reservations.
- **Deadline to reserve your suite is May 22.** To reserve a room, indicate the day(s) you wish to host your hospitality on your registration form, pg. 21.
- Once hospitality suite arrangements have been made, your space information will be added to conference schedule and program. For more information, contact Jessica Seitz at 406-552-4047, jsfeit@owaa.org.

SHIPPING:

Materials may be shipped directly to Holiday Inn Hotel & Suites Duluth-Downtown. Ship to arrive after June 16 but no later than June 24.

**Shipping Address:**

Holiday Inn Hotel & Suites Duluth-Downtown  
Attn: Your Name, Your Company  
Hold for: OWAA 2017 Conference Hospitality Suite  
200 W. First St.  
Duluth, MN, 55802

**PLEASE NOTE!** Shipping labels are extremely important! **Be sure your company and name appears on all shipping labels.** Proper labeling is essential to ensure that your shipment gets to where you need it! Also, bring all package tracking numbers with you to conference in the event your package doesn’t show up. Additional information for over-sized shipments of your display materials will accompany your conference registration confirmation packet.
Advertise in the OWAA Conference Program

Reach hundreds of OWAA media members and supporting groups by featuring your products, programs, promotions and messages in the 2017 Annual Conference program.

OWAA is pleased to offer advertising opportunities to all outdoor groups, agencies and businesses. This is a great, low-cost way to let the nation’s best-known outdoor communicators know about your company or agency. Approximately 350+ - 8.5" x 5.5" conference programs will be printed. The estimated conference attendance is 300. Ad samples available upon request.

Deadline for Submission: May 15, 2017

Advertising Prices
* indicates only one space available

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<tr>
<td>Half-page ad (5&quot; x 4&quot;, landscape)</td>
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<tr>
<td>Two-page centerfold spread*</td>
<td>$900</td>
</tr>
<tr>
<td>(11&quot; x 8½&quot;, landscape)</td>
<td></td>
</tr>
</tbody>
</table>

For more information about conference advertising, please contact Jessica Seitz at 406-552-4047, jseitz@owaa.org.
OWAA Annual Conference
DULUTH, MINNESOTA – JUNE 24 – 26, 2017
Opportunities for Outdoor Groups, Agencies & Businesses

ADDITIONAL OPPORTUNITIES

BENEFIT AUCTION ITEM DONATION
If you would like to donate products/services to be auctioned off at conference, please fill out the form on pg. 19 and bring items with you to Duluth.

Shipping Address:
DECC
Deliver to Door 9
Attn: Jessica Seitz, OWAA
Hold for: OWAA 2017 Benefit Auction
350 Harbor Drive
Duluth, MN  55802-2698

Proceeds will benefit OWAA outreach and member education programs. You can also avoid return shipping costs by donating demonstrated products brought on-site for Breakout Day to the OWAA fundraising auction! On-site items can be brought to the conference registration desk.

MAILING LISTS
If you wish to contact members of the outdoor media who are pre-registered for the OWAA conference – for extending invitations, passing along pre-conference information, etc. – mailing lists will be available after June 5, 2017, at the cost of $60 or at the discount rate of $15 when paired with the Digital Literature Room (see pg. 5). You will also receive an updated list post-conference to reflect any last-minute or on-site registrations. Check the box on your registration form or contact Jessica Seitz at 406-552-4047, jseitz@owaa.org.

ROUNDTABLE DISCUSSION LUNCH
Our brown bag discussion lunch on Saturday, June 24, allows our attendees to participate in small group discussions on a variety of topics and be actively involved in the topic conversation. Our roundtables cover local and national issues, including conservation and outdoor news, as well as general interest topics. Some tables will have their hosts present information prior to opening for discussion; others may jump right in with discussion questions. We would recommend that table hosts at least come prepared with some discussion questions, though they are certainly not required to be used. There is no cost for groups that would like to suggest a topic and host a table. If you would like to host a table, please contact Jessica Seitz, jseitz@owaa.org to reserve your space. To try to garner the best participation, we will be limiting the number of topics this year to approx. 12 tables.

SUPPORTER BUSINESS MEETING
OWAA Supporting Groups, Agencies and Businesses traditionally meet during conference to discuss a variety of issues. This year, the business meeting will be held from 4:30 to 5:30 p.m. on Sunday, June 25. Supporter Liaison Katie McKalip will conduct the meeting in conjunction with OWAA’s Executive Director. An open forum for general discussion by outdoor groups, agencies and businesses is welcome. To suggest a topic for the meeting agenda, email membership@owaa.org.

In addition to the opportunities presented, we welcome partial sponsorships and alternative proposals. To discuss your individual needs and interests, contact Jessica Seitz, conference director, at 406-552-4047 or jseitz@owaa.org.

An OWAA board of directors’ policy prohibits groups, agencies and businesses from initiating alternative activities that conflict with the official conference agenda. Generally, the conference program consumes June 24-26, from 7:30 a.m. to 9:30 p.m.
Outdoor Writers Association of America
90th Annual Conference

Duluth, Minnesota
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Sponsorships
SPONSORSHIPS

FOOD/BEVERAGE

Gain valuable podium time during a sponsored meal and grab the attention of hundreds of media “hungry” for your information. Each year, outdoor groups, businesses and agencies can present information to the outdoor media for up to 15-20 minutes during a chosen meal. Available opportunities include:

- Breakfast Sponsorship ($3,000-4000): Available dates include Sunday, June 25 and Monday, June 26
- Roundtable Discussion Lunch Sponsorship ($4,000-5,000): On Saturday, June 24

Benefits for all breakfast and lunch sponsorships include:

- (2) free conference registrations
- 15-20 minutes of podium time at the meal
- The opportunity to display a banner at your sponsored meal
- Recognition and an ad in the conference program
- Your logo and a link on the OWAA website
- A free copy of the conference attendee list
- Free press material upload onto thumb drives
- An insert opportunity for our attendee giveaway bags

In addition, one dinner sponsorship exists, the Honorary Awards Banquet Sponsorship ($6,500-8,000) on Monday, June 26, which includes the following benefits:

- (4) free conference registrations
- 15-20 minutes of podium time at the meal
- The opportunity to display a banner at your sponsored event
- Full-page, full-color ad in the conference program
- Complimentary Breakout Day (Demo, Water & Shooting Day) booth
- Your logo and a link on the OWAA website
- A free copy of the conference attendee list
- Free press material upload onto thumb drives
- An insert opportunity for our attendee giveaway bags
- One-year supporting group dues within OWAA

Additional Food/Beverage sponsorships are available for a wide range of conference events (e.g. coffee stations) and are available at a variety of price points. Co-sponsorships and partial sponsorships are also welcome. For more information about these, contact Jessica Seitz at 406-552-4047, jseitz@owaa.org
KEYNOTE SPONSORSHIP
*Gain podium time in front of hundreds of attentive outdoor communicators.* Share your company’s most important messages in front of conference attendees while helping to bring world-class speakers to the OWAA conference stage. Cost is $1,000. Our keynote sponsors receive:

- The opportunity to display a banner at the keynote presentation
- Recognition in the conference program
- Complimentary 3-Day Display booth
- Your logo and a link on the OWAA website
- Free press material upload onto thumb drives

SESSION FILMING SPONSORSHIP
*Share your company’s information in a visual way and carry on a brand presence after the conference ends.* Conference session recordings are made available on the OWAA after the conference ends to share the news, skills and ideas from our sessions beyond our attendees and to our membership as a whole. Gain additional exposure not only at conference, but year-round. Cost is $4,000. Our session recording sponsor receives:

- A 30-second commercial at the start of the videos and branding on the conference video website
- (2) free conference registrations
- Full-page, full-color ad in the conference program
- Complimentary Breakout Day (Demo, Water & Shooting Day) booth
- Your logo and a link on the OWAA website
- A free copy of the conference attendee list
- Free press material upload onto thumb drives

BREAKOUT DAY SPONSORSHIP
*Gain additional exposure during one of the OWAA’s conference most anticipated event.* All individual members are encouraged to enter this entertaining contest pitting attending photographers to submit just one frame for five designated subjects. An entertaining critique and light-hearted roast of scavenger hunt entries by two of OWAA’s top photographers follows, helping everyone improve their photography skills. Cost is $750. Our breakout day sponsors receive:

- Recognition in the conference program
- Your logo and a link on the OWAA conference website
- The opportunity to display a banner at Breakout Day
- Free press material upload onto thumb drives
- An insert opportunity for our attendee giveaway bags

PHOTO SCAVENGER HUNT SPONSORSHIP
*Gain exposure during one of the OWAA’s conference most anticipated event.* All individual members are encouraged to enter this entertaining contest pitting attending photographers to submit just one frame for five designated subjects. An entertaining critique and light-hearted roast of scavenger hunt entries by two of OWAA’s top photographers follows, helping everyone improve their photography skills. Cost is $600. Our photo contest sponsor receives:

- Recognition in the conference program
- Your logo and a link on the OWAA conference website
- The opportunity to display a banner and distribute materials at the Photo Scavenger Hunt Critique session
- Free press material upload onto thumb drives
- An insert opportunity for our attendee giveaway bags

For more information about these sponsorships and to reserve, please contact Jessica Seitz at 406-552-4047, jseitz@owaa.org.
**Women in Outdoor Media Summit Sponsorship**

*Show your support for increasing women’s participation in outdoor media-related occupations and pursuits.*

A panel of seasoned outdoor journalists will kick-off a conversation not only about the challenges of working in a traditionally male-dominated field but also the growing demand for female perspectives in outdoor publications. A networking happy hour will follow the panel discussion. Cost is $500. Our Women in Outdoor Media Summit sponsor receives:

- Recognition and an ad in the conference program
- Your logo and a link on the OWAA conference website
- The opportunity to display a banner at your sponsored event
- Free press material upload onto thumb drives
- An insert opportunity for our attendee giveaway bags

**Transportation Sponsorship**

*Showcase your brand on the transport buses shuttling conference attendees between the conference facilities and hotel.* Cost is $4,000. Our transportation sponsor receives:

- Your logo on the transport buses and the opportunity to display a banner at the event facilities
- (2) free conference registrations
- Full-page, full-color ad in the conference program
- Complimentary Breakout Day (Demo, Water & Shooting Day) booth
- Your logo and a link on the OWAA website
- A free copy of the conference attendee list
- Free press material upload onto thumb drives

**Internet Sponsorship**

*Showcase your brand on the hotel’s internet landing site during the conference.* When not in conference sessions or activities, our communicators might spend time on the internet researching and submitting stories, press releases, etc. and connecting with their audiences. When they log in, they’ll see your logo! Cost is $1,000. Our internet sponsor receives:

- Your logo and branding on the internet landing site during the conference (full three days)
- Recognition in the conference program
- Complimentary 3-Day Display booth to display banner and distribute materials
- Your logo and a link on the OWAA website
- A free copy of the conference attendee list
- Free press material upload onto thumb drives

**Registration Sponsorship**

*Get your brand in front of outdoor media at the conference registration desk.* The registration desk acts as the hub of all conference activities. Outdoor communicators pick up their registration materials, consult OWAA staff with questions, and sign up for various conference activities. Cost is $750. Our registration sponsor receives:

- The opportunity to display a banner at the registration desk for the duration of the conference
- Recognition in the conference program
- Complimentary 3-Day Display booth to distribute materials
- Your logo and a link on the OWAA website
- An insert opportunity for our attendee giveaway bags

*For more information about these sponsorship and to reserve, please contact Jessica Seitz at 406-552-4047, jseitz@owaa.org.*
Outdoor Writers Association of America
90th Annual Conference

Duluth, Minnesota
June 24-26, 2017

Outdoor Group, Agency and Business
Registration Forms
3-DAY DISPLAY BOOTH REGISTRATION FORM

2017 OWAA ANNUAL CONFERENCE
DECC HARBOR SIDE CONVENTION CENTER – JUNE 24 – 26, 2017

Product demonstrations WILL NOT be allowed at 3-day booth displays.
All product demos must be conducted at Breakout Day on Sunday, June 25.

Company/Organization/Agency Name: ___________________________________________
Contact Name: ___________________________ Title: __________________________
Telephone: __________________ Fax: __________ Email: ________________________

3-Day Display Location Choices (map on reverse): _____ First _____ Second _____ Third
Booth locations are assigned on a first come-first serve basis and are subject to change.
We will do everything in our power to assign you to one of your choices.
For companies requiring electricity, electric-accessible booths are marked on the map.
Check here if you require electricity, and include an additional $40 fee. _____

I have enclosed the $100 display fee (all displays include a table and two chairs). $100.00
Electricity (if needed, an additional $40 fee) $______
TOTAL 3-DAY DISPLAY BOOTH CHARGES: $______

3-Day Hallway Displays: Booths will be located near the OWAA Registration Desk and session rooms. An 8-foot
skirted table and two chairs will be provided. Space is limited and assigned on a first-come, first served basis.

PAYMENT INFORMATION: Please include payment information on Attendee Registration Form.

registrations must be made by mail, email or fax. Registrations cannot be made over the phone.

Refund Policy:
❖ Registration fees are fully refundable if cancelled prior to June 9, 2017
❖ Cancellations after June 9 are subject to a $50 surcharge
❖ Refunds will not be issued for no-shows
❖ Send cancellations by email to: jseitz@owaa.org, or fax to 406-728-7445

16
3-DAY DISPLAY BOOTH MAP

Lower Level

Upper Level

Harborside Ballroom
Company/Organization/Agency Name: __________________________________________________
Contact Name: ___________________________ Title: ________________________________
Telephone: __________________ Fax: __________________ Email: _______________________
Outdoor Skills Contest Activity: __________________________________________________

What products do you plan to demonstrate? __________________________________________

Booth Location: Please note any special requirements or requests regarding your booth space. (ex. near another company, need electricity) Booth locations are assigned on a first come-first serve basis and are subject to change.

Shooting Displays: What portion(s) of the range do you anticipate using?

   _____ Shotgun (# of Lanes)   _____ Rifle (# of Lanes)   _____ Handgun (# of Lanes)
   _____ Archery (# of Lanes)   _____ Airguns (# of Lanes)   _____ Other: __________________________

We would like to have the following materials or types of targets for our demonstration. (This must be provided by Monday, May 29, to make sure to have materials available.)

Additional Needs

   _____ Check here if tables/chairs are not needed.
   _____ Check here if you plan to do a driving demonstration.

I have enclosed the $200 display fee (all displays include a table and two chairs).  $200.00
Tent or Canopy Rental ($100)
   $_________
Please reserve additional tables and chairs:  _____ Extra tables at $15 each $_________
    _____ Extra chairs at $3 each  $_________
TOTAL BREAKOUT DAY PROGRAM CHARGES: $_________

PAYMENT INFORMATION: Please include payment information on Attendee Registration Form.

❖ You must provide a Certificate of Insurance prior to the conference
❖ Registrations must be made by mail, email or fax. Registrations cannot be made over the phone.

Refund Policy:
❖ Registration fees are fully refundable if cancelled prior to June 9, 2017
❖ Refunds will not be issued for no-shows
❖ Cancellations after June 9 are subject to a $50 surcharge
❖ Send cancellations by email to: jseitz@owaa.org, or fax to 406-728-7445

18
**Benefit Auction Donation Form**

**2017 OWAA Annual Conference Auction**

**Duluth, Minnesota**

Contact: ____________________________________________  Title: ____________________________________________

Company: __________________________________________________________________________________________

Phone: ________________________________  Fax: ________________________________

Email: ____________________________________________

___ I need a receipt for tax purposes   ___ I do not require a receipt for tax purposes

<table>
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<tr>
<th>Description of Item(s) Donated:</th>
<th>Estimated Retail Value:</th>
</tr>
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<tbody>
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<tr>
<td></td>
<td>$___________________</td>
</tr>
<tr>
<td></td>
<td>$___________________</td>
</tr>
</tbody>
</table>

Note: If your item or package has a value of $500.00 or more, we ask that you provide a brief statement about your company and a short “sales pitch” for the item. The auctioneer will use this information during the bidding process.

**Ship Items To:**

**DECC**

Deliver to Door 9  
Attn: Jessica Seitz, OWAA

Hold for: OWAA 2017 Conference Benefit Auction

350 Harbor Drive

Duluth, MN  55802-2698

Ship after June 16 to arrive no later than June 23.

Donations may also be brought to the conference registration desk at the DECC no later than June 25.

Note: “OWAA Benefit Auction” MUST be on address label to insure proper delivery!

If you plan to bring your auction donations to the conference, please return this completed form to:

OWAA Conference Services  
615 Oak St, Suite 201  
Missoula, MT 59801  
FAX: 406-728-7445  
jseitz@owaa.org

All donations must be received at the DECC Harbor Side Convention Center no later than June 25.
FOR OUTDOOR GROUP, AGENCY AND BUSINESS ATTENDEES

2017 OWAA CONFERENCE REGISTRATION FORM
DULUTH, MINNESOTA – JUNE 24 – 26, 2017

Please Check:  ____ OWAA Supporting Group  ____ Other Outdoor Group, Business or Agency (non-OWAA Supporting Group)
  ____ Partner/Spouse  ____ First Time Attendee

Criteria to register and attend:

👥 Spouses must register as a company representative to attend conference activities, sessions and meals.

Company/Agency Name: ___________________________________________________________

Address: ____________________________ City, State Zip: _____________________________

Contact Person: ____________________________ Title: ________________________________

Phone: ____________________________ Email: ________________________________

Name(s) of company representatives and/or spouses (as they should appear on badges)

Name: ____________________________ Title: ____________________________ Email: ____________________________

Name: ____________________________ Title: ____________________________ Email: ____________________________

<table>
<thead>
<tr>
<th>Categories &amp; Fees per Person</th>
<th>Early Bird! Until April 28</th>
<th>April 29 – June 24</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supporting Group (Full 3 Days)</td>
<td>$225</td>
<td>$249</td>
</tr>
<tr>
<td>Supporting Group (Single Day)</td>
<td>$85/day</td>
<td>$100/day</td>
</tr>
<tr>
<td>Non Supporter (Full 3 Days)</td>
<td>$425*</td>
<td>$449*</td>
</tr>
</tbody>
</table>

* “Non Supporter Full 3 Day” registration includes cost of Supporting Group affiliation for the second half of 2017

Meals (for planning purposes, indicate which meals you wish to participate in, and how many will attend)

___ Saturday Keynote Breakfast  ___ Saturday Lunch  ___ Saturday Welcome Dinner

___ Sunday Breakfast  ___ Sunday Lunch (at Breakout Day)  ___ Sunday EIC Awards Party

___ Monday Breakfast  ___ Monday Lunch  ___ Monday Honorary Awards Banquet (coat and tie recommended)

Please indicate any dietary restrictions. We will make every effort to accommodate your needs.

___ Vegetarian  ___ Kosher: ____________________________  ___ Other: ____________________________

What else would you like to participate in? (for planning purposes only)

___ Food/Beverage Sponsorship  ___ Supporting Group Business Meeting

___ Digital Literature Room (OWAA flash drive)  ___ Digital Literature Room (company flash drive)
Please calculate your fees and return completed forms to OWAA

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of people</th>
<th>Fee</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration – Supporter (Full 3 Days)</td>
<td>See Chart: $225 / $249 per person</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Registration – Supporter (Single Day) **</td>
<td>See Chart: $85 / $100 per person</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Registration – Non-Supporter (Full 3 Days)</td>
<td>See Chart: $425 / $449 per person</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Conference Attendee Mailing List (available after June 5, 2017)</td>
<td></td>
<td>$60</td>
<td>$</td>
</tr>
<tr>
<td>Digital Literature Contribution (OWAA flash drive)</td>
<td></td>
<td>$50</td>
<td>$</td>
</tr>
<tr>
<td>Digital Literature Contribution AND Conference Attendee Mailing List Package</td>
<td></td>
<td>$75 package price</td>
<td>$</td>
</tr>
<tr>
<td>Hospitality Suite (please mark all days you wish to host a hospitality suite):</td>
<td></td>
<td>$250/night</td>
<td>$</td>
</tr>
<tr>
<td>___ Saturday _____ Sunday</td>
<td></td>
<td>$100/booth</td>
<td>$</td>
</tr>
<tr>
<td>Three-Day Hallway Display (complete &amp; return enclosed form)</td>
<td></td>
<td>($40 additional for electric)</td>
<td></td>
</tr>
<tr>
<td>Breakout Day Booth (complete &amp; return enclosed form)</td>
<td></td>
<td>$200/booth</td>
<td>$</td>
</tr>
<tr>
<td>Breakout Day Booth &amp; Three-Day Hallway Display (complete &amp; return enclosed forms)</td>
<td></td>
<td>$275 package price</td>
<td></td>
</tr>
<tr>
<td>Conference Program Advertising Indicate size: ¼ page ½ page Full page</td>
<td></td>
<td>See insert, page 9, for pricing information</td>
<td></td>
</tr>
<tr>
<td>TOTAL ENCLOSED:</td>
<td></td>
<td></td>
<td>$</td>
</tr>
</tbody>
</table>

** Please Indicate days attending:  ___ Saturday, June 24  ___ Sunday, June 25  ___ Monday, June 26

Make checks payable to OWAA Send to:

OWAA Conference Services
615 Oak Street, Suite 201
Missoula, MT 59801
Fax: 406-728-7445
(Tax ID #43-0794723)

Or charge to:  ___ Visa  ___ American Express  ___ Master Card  ___ Discover

Please Note: A $2 fee charged for all credit card transactions

Name on Card: ________________________________
Card Number: ________________________________
Exp. Date: ________  Security Code: ________  Billing ZIP Code: ________
Authorized Signature: ________________________

Refund Policy:

registrations are fully refundable if cancelled prior to June 9, 2017
registrations after June 9 are subject to a $50 surcharge
registrations will not be issued for no-shows
Send cancellations by email to: jsieutz@owaa.org, or fax to 406-728-7445

21