



Castle Valley, Utah

## POMA's 2011 BUSINESS CONFERENCE CORPORATE PARTNER PLANNER

Anticipation for POMA's 2011 Business Conference in Ogden, Utah, is high.

The combination of

- A myriad of opportunities for companies and journalists to interact and develop content
- The Ogden Welcome Event at the historic Union Station Depot, downtown Ogden
- CP events, including Product Showcase, Shooting Event and POMA Camps
- Incredible speakers and business-building sessions for CPs and media

members has prompted robust early registration numbers and CP support of POMA as event partners and auction donors.

### CP EVENTS & OPPORTUNITIES

**Product Showcase** – Moved to an indoor venue at the Marriott Ogden. This late-afternoon and evening event allows media members to visit with CPs, learn about new products and technologies, develop content and conduct interviews.

Each CP exhibiting is provided a table and chairs for the event.

**Shooting Event** – A morning of product testing – firearms, ammunition, archery and shooting-related optics. No static displays.

**POMA Camps Interactive Event** – An afternoon of hands-on activities and product testing of non-shooting products. Camping, hunting, fishing, birding, cooking, RVing, boating, survival, navigation. No static displays.

**Evening Gatherings** – Casual networking gatherings where all POMA members congregate, build relationships, talk business, have some fun and enjoy a cold beverage.

**CP Business Meeting** – Gather with other CPs to discuss issues of importance.

**CP Business-Enhancement Sessions** – When selecting topics and speakers, CP interests and needs were a major focus. Check out the CP-specific sessions on page 5.

**Conference Partnerships** are available for any CP who would like to garner additional visibility during the conference. See page 8.

### REGISTER NOW TO GET PREMIUM EVENT SPOTS

If you're a conference registration procrastinator, time is running out. POMA needs to receive your registration immediately.

In addition, CP event spots are provided on a first-registered, first-served basis.

Don't miss out!

### GENERAL SCHEDULE

Times Subject to Change

#### Wednesday, Aug. 10

- Board Meetings, 8 a.m. - 3 p.m.
- Registration, 2 - 6 p.m.
- Night Out at Union Station, Welcome Event, 6 - 9 p.m.

#### Thursday, Aug. 11

- Issues & Answers, 8:30 - 11:30 a.m.
- CP Business Sessions, 8:30 - 11:30 a.m.
- General Business Sessions, 8:30 a.m. - 4 p.m.
- CP Meeting, 1 - 2 p.m.
- Product Showcase, Indoors/Table & Chairs, 4 - 7 p.m.
- Networking on the Patio: Eats, Treats & Beverages, 7:30 - 11 p.m.

#### Friday, Aug. 12

- Shooting Event at Lions Club Range, Bountiful, UT, 8 - 10:30 a.m.
- Transport to POMA Camps & NSSF Media Luncheon at Fort Buenaventura, Ogden, UT, 10:30 - 11:30 a.m.
- Media Lunch 11:30 a.m. - 12:30 p.m.
- POMA Camps 12:30 - 3:30 p.m.
- Cocktail Reception, Dinner, Pinnacle Awards & Live Auction, 6:30 - 10 p.m.

#### Saturday, Aug. 13

- Business Sessions 9 a.m. - 5 p.m.
- Adios Dinner & Music 6:30 - 10:30 p.m.

REGISTER FOR CONFERENCE & CP EVENTS ONLINE AT:

[WWW.PROFESSIONALOUTDOORMEDIA.ORG](http://WWW.PROFESSIONALOUTDOORMEDIA.ORG)

• OGDEN, UTAH

• AUG. 10-13, 2011

## REGISTRATION & LODGING

Every individual attending conference on behalf of a CP must be registered. The online registration system allows for inclusion of all company reps on one form.

### CORPORATE PARTNER CONFERENCE FEES FULL CONFERENCE PARTICIPATION

- ▶ Regular (through July 14) \$500
- ▶ Late (July 15 on) \$550
- ▶ Includes the first company representative
- ▶ Additional Company Representatives (through July 14) \$90
- ▶ Additional Company Representatives (July 15 on) \$99

### CONFERENCE FEES INCLUDE

- ▶ 25+ Sessions – three specifically focused on CP members
- ▶ All Sponsored Meals
- ▶ Product Showcase – table, chairs, space
- ▶ Shooting Day – shooting station, table, chairs & media transport
- ▶ POMA Camps – space very limited, first-registered, first-served
- ▶ Inclusion in Corporate Partner Content Guidebook (formerly CP Bible)
- ▶ Attendee Mailing/E-mail Lists
- ▶ Networking Gatherings
- ▶ Issues & Answers – space very limited, first-registered, first-served

**Registration Refund Policy:** Cancellations received by June 15, full refund. Cancellations by July 1, 75-percent refund. Cancellations by July 13, 50-percent refund. Conference no shows & cancellations after July 13, no refund.



Moab, Utah

### OGDEN MARRIOTT

Marriott Ogden  
247 24th Street  
Ogden, Utah 84401 USA  
Phone: 1-801-627-1190

### REGISTER FOR CONFERENCE & BOOK HOTEL ROOMS ON THE POMA WEBSITE

[Online Reservations for POMA Attendees](#) – this link allows you to book online at POMA's special rate of \$95 plus tax.

Mention the POMA conference to ensure getting the rate.

### ROOMS WHILE THEY LAST

Don't miss out on a room at the host hotel. Rooms at the POMA rate, \$95 plus tax, are limited. When the block is sold out, attendees must pay the regular rate (\$189 per Marriott, Orbitz 3/11) or stay at another property.

**If you have difficulty getting a room, contact [Laurie Lee Dovey](#) before booking at another property.**

To receive the \$95 per night rate, you **must mention the POMA conference when making the reservation.**

# CHANGES IN CONFERENCE AFFECTING CPs

The Professional Outdoor Media Association (POMA) announced several additions and changes to events for manufacturers and associations at the organization's annual business conference. The changes provide more opportunity for industry professionals to connect with the media and will be integrated at POMA's 2011 Annual Business Conference in Ogden, Utah, Aug. 10 - 13, 2011.

"In addition to offering new opportunities for companies to network with the media, the changes will save many money and time," said Pete Brownell, POMA Corporate Partner board member. "Two of the elements that make POMA unique are its focus on listening to members needs and meeting them and maintaining the flexibility to change or incorporate programs quickly. These changes are perfect examples."

[Register for conference now](#)  
[to reserve spots at interactive events](#)

## NEW OPPORTUNITIES

See It, Use It

A two-day event that incorporates three events:

- A half-day indoor product display and content gathering event;
- A half-day shooting event; and
- A half-day interactive activities (non-shooting), aka POMA Camps.

Spots at all events are limited and assigned first-come, first-served – based on the date of conference registration.

**See It, Product Showcase:** This afternoon/evening event (Thurs., 4 - 7 p.m.) is a trade-show-style set up during which Corporate Partners show product, discuss technologies/innovations, are interviewed and help the media develop content. All CPs who attend the conference are provided tables (one per brand) for display purposes. Space is limited and assigned on a first-come, first-served basis, based on the date of conference registration.

**Use It, Shooting Event:** This morning event (Fri., 8 - 10:30 a.m.) is for firearms (all segments),

ammunition and archery products. Shooting stations are available for rifle, shotgun, handguns, bows/crossbows and clays. Space is limited and assigned on a first-come, first-served basis, based on date of conference registration.

### Use It, POMA Camps – Interactive Only:

The afternoon event (Fri., 12:30 - 3:30 p.m.) offers three, non-shooting, outdoor activity camps

- Base Camp
- Fishing/Boating Camp
- Field Camp

Each camp is populated by six CPs, who work together to provide an active camp atmosphere and activities that allow media members to test non-firearms-related products shoot photography/video and have some fun. Space is limited and assigned on a first-come, first-served basis, based on the date of conference registration. Reservation request deadline, May 15, 2011. Register for conference now to reserve a spot.

**Issues & Answers:** Informational press conference, which allows organizations such as the American Sportfishing Association, Congressional Sportsmen's Foundation, National Shooting Sports Foundation, National Wild Turkey Federation and others to present information on critical issues facing the traditional outdoor sports industry. Space limited and assigned on a first-come, first-served basis, based on the date of conference registration.

## SCHEDULING CHANGE

Another important change is in scheduling. Now, Product Showcase (See It) and Interactive Shooting & POMA Camps (Use It) are scheduled on back-to-back days (Thursday & Friday). This allows corporate attendees to get into and out of conference quickly and economically when schedules are tight.

## PARTNERSHIP OPPORTUNITIES

A wide range of conference partnerships are available including meals, business sessions, beverage breaks, program, transportation



Union Station, Downtown Ogden

and much more. Partnerships are available on a first-come, first-served basis. When considering partnerships, contact POMA as soon as possible about availability.

## OTHER IMPORTANT INFO

**CP Content Guidebook** (formerly CP Bible): Put your message into the hands of every journalist at conference, whether you're able to speak to every communicator or not.

Each CP participating at conference is entitled to placement of media materials in the CP Content Guidebook at no charge. The Guidebook is a notebook of story ideas, new product lists, company contacts and CD/DVD media kits.

The Guidebook streamlines a CP's efforts, is economical and ensures that every media member at conference receives the press materials of every CP in attendance. If you don't get to visit with a media member face to face, he/she still receives your press materials. The Guidebook truly is a win-win service.

What's required of CPs:

Ship 90, three-hole punched company/product info sheets and 90 CD/DVD press kits on a spindle (**not in separate sleeves**) to POMA at the Marriott Ogden. Label the outside of the box with POMA CP Guidebook.

Sheets/CDs/DVDs must arrive at the hotel between Aug. 3 - 5. CP Guidebooks are collated on-site by staff and presented to media members at the conference registration desk. A box is provided so media members can easily ship the notebook home or place it in their luggage.

All CP Company Product/Info Sheets should utilize the format outlined on page 7 for continuity and ease of review by media members.

# POMA CAMPS INTERACTIVE ONLY

“POMA Camps – Interactive Day.” This is a new half day of hands-on activities and product testing – no tents, tables or chairs, just the great outdoors.

Fort Buenaventura Park, just a few miles from the hotel is an exceptional site and will be the home of the POMA Camps. POMA will have exclusive use of the park for the day, Fri., Aug. 12, 2011.

The NSSF Luncheon, after Shooting Day, will be held at the park and will kick off the POMA Camps activities.

## THE CAMPS

Three camps are offered: the products listed are just examples of those that might be included at each camp

1. **Base Camp** – Camp Cooking/Tents/Navigation/Packs/Accessories/Apparel/Survival/Optics
2. **Fishing/Boating/Water Camp** – Fishing/Boating/Navigation/Tackle/Apparel/Accessories/Footwear/Optics
3. **Field/Hunting Camp** – Vehicles/ATVs/Dogs/Mapping/GPS/Game Calls/Knives/Cases/Optics

Six CPs participate in each camp  
Spots are assigned first-come, first-served, based on conference registration date  
Final reservation deadline is May 15 – however, spots are expected to fill well in advance of the deadline



*Fort*  
**BUENAVENTURA**  
Ogden, UT

Just two miles from the hotel, **Fort Buenaventura Park** is POMA's for the afternoon. The amenities are perfect for a day of outdoor interactive events, content generation and photography.

Thanks Ogden and Weber County for your partnership and support.

## POMA Camps 2011 - Ogden, Utah

### Base Camp

Camp Cooking/Tents/Navigation/Packs/Accessories/Apparel/Survival/Optics



### Fishing & Boating Camp

Fishing/Boating/Navigation/Tackle/Apparel/Accessories/Footwear/Optics



### Field & Hunting Camp

Vehicles/ATVs/Dogs/Mapping/GPS/Game Calls/Knives/Cases/Optics



*Three Camps – Tons of Fun, Learning & Content Generation*

## DETAILS FOR CP PARTICIPANTS

CPs do not select a camp. They are assigned to camps on first-come, first-served basis

It's possible that competing companies will share the same camp environment

Each camp has its own location – but all will be staged or “begin” at the central area of the Fort near/ at the large lawn and shelter area

Each camp will have a camp leader – Steve McGrath (Base Camp), Mike Capps (Field Camp), TBA (Fishing)

CPs work together to present an environment/activities that allow media members to play with products, shoot photography, generate content, etc.

## EXPECTATIONS OF EACH CP PARTICIPANT

1. Follow camp leader's directives, as he/she is the liaison with POMA staff and on-site personnel
2. Participate in three conference calls for

planning (May, June, July)

3. Plan and execute (with other CPs) a hands-on camp experience that allows media to test products, shoot photos and have fun. This is not an event for handing out literature/setting up a table. It's all about activities

4. Bring all product, seating, coolers/beverages needed for the camp to be active

5. See that all product is on site prior to event

6. Set up camp with other CPs. Each camp will be assigned three local volunteers to help with set up, operations and tear down

7. Tear down camp with other CPs. Each camp will be assigned three local volunteers to help with set up, operations and tear down

**SPACE LIMITED**

**REGISTER IMMEDIATELY**

Spots at POMA Camps are limited and assigned on a first-come, first-served basis.

**Final reservation deadline** is May 15 – however, spots are expected to fill well in advance of the deadline

## CP FOCUSED SESSIONS

POMA conferences are heralded for offering cutting-edge and powerful business sessions.

CPs are encouraged to attend all business sessions. However, the CP Advisory Council selected three session subjects focused specifically on CP members and PR and marketing.



### PR & MARKETING TRACK

#### Digital Media ROI –

In today's economy, proving PR's role in driving the bottom line for your organization is the surest route

to obtaining buy-in from your C-suite and key stakeholders. Traditional measurement methods don't translate to social media and digital PR, presenting a new challenge for execu-

tives looking to tie PR to business objectives. This session shows you how to define measurement objectives, use Web and search analytics and how to measure engagement. (Sullivan)

**Cutting Through the Clutter, How to Identify and Engage the Right Influencers** – Developing relationships with online influencers can be the key to getting your PR campaign noticed. But with a plethora of potential influencers — including customers, company critics, employees, traditional and digital media — how do you identify the right ones to champion your cause? Learn tactics to identify key influencers, how to build relationships with them and how to leverage those relationships to advance word-of-mouth and viral PR. (Sullivan)

**Reacting to Analytics** – You've acquired analytics on website traffic and online press

release coverage. You know who's reading what and what influencers are saying about you. Now what? How do you react to the data? What are the next steps? If you don't know, attend. (Burke)



Johna Burke

Additional sessions cover:

- SEO
- Using Video to Market
- Photoshop & Videography
- Multimedia Content Bundles
- Social Media
- Apps for Business
- Work-for-Hire Contracts
- Monetizing Blogs
- Content Generation for E-readers & E-books

## THANK YOU CONFERENCE PARTNERS FOR YOUR GENEROSITY TOGETHER, WE'RE DOING GREAT THINGS!™



To reserve a conference partnership, contact Laurie Lee Dovey, 814-525-6989 or via e-mail at [lldovey@professionaloutdoormedia.org](mailto:lldovey@professionaloutdoormedia.org)

# CP COMMENTS

**Bill Liston**  
**VP Advertising & Promotion, Daiwa**

I can't tell you what a pleasure it is to have joined POMA. The professionalism and enthusiasm are refreshing.



**Judy Brimer**  
**Owner Camo Formal camoformal.com**

The benefits of attending the POMA conference come in many varieties. We think our partnership is going to rock the fashion runway. Thanks POMA.



**Joe Wieczorek**  
**Owner – The Media Group**

POMA is amazing. The responsiveness to member needs is unheralded among professional organizations. POMA listens to our clients' needs and reacts to them. POMA's commitment to the industry shows at every conference. Our clients can't afford to NOT be at the conference each year.



**Kirstie Pike**  
**CEO Prois Hunting and Field Apparel**

Being a POMA Corporate Partner has been extremely beneficial for Prois. Not only are we able to get our gear in front of those who can help promote us, it is a great networking organization!

# CP CONTENT GUIDEBOOK

## REACH EVERY MEDIA MEMBER AT CONFERENCE

Put your message into the hands of every journalist at conference, whether you're able to speak to every communicator or not.

Each CP participating at conference is entitled to placement of media materials in the CPCG. The CPCG is a notebook of story ideas, new product lists, company contacts and CD/DVD media kits.

The CPCG streamlines a CP's efforts, is economical and ensures that every media member at conference receives the press materials of every CP in attendance. If you don't get to visit with a media member face to face, he/she still re-

ceives your press materials. The CPCG truly is a win-win service.

### What's required of CPs:

Ship 90, three-hole punched company/product info sheets and 90 CD/DVD press kits on a spindle (**not in separate sleeves**) to POMA at the Marriott Ogden.

### LABEL THE OUTSIDE OF THE BOX WITH "POMA CP CONTENT GUIDE."

Sheets/CDs/DVDs must arrive at the hotel between Aug. 3 & 5. CP Guidebooks are collated



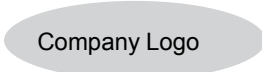
on-site by staff and presented to media members at the conference registration desk. A box is provided so media members can easily ship the notebook home or place it in their luggage.

### Company Product/Info Pages:

All CP Company Product/Info Sheets should utilize the format outlined below for continuity and ease of review by media members.

## LAYOUT OF COMPANY/PRODUCT INFORMATION SHEETS FOR THE CP CONTENT GUIDEBOOK

### Front of CP Content Guidebook Page


<p><b>Story Ideas – A Fresh Angle</b></p> <ul style="list-style-type: none"> <li>• Story idea/angle – Sporting clays, a great choice for a corporate outing. Business/Trade</li> <li>• Story idea/angle – Five most bizarre techniques to catch bass. Fishing/Consumer</li> <li>• Story idea/angle – Pro staffer fends off bear attack because he knew what he needed to do to survive. Survival/Consumer</li> <li>• Story idea/angle – Data shows hunting will be extinct in two decades. How to stop it from happening. Business/Trade/Consumer</li> </ul>
<p><b>Press relations contacts:</b></p> <p>Name, e-mail, phone Name, e-mail, phone</p>
<p><b>Company Mission/Bio:</b></p> <p>This is what we do, how we feel, what we think. This is what we do, how we feel, what we think. This is what we do, how we feel, what we think.</p>
<p><b>Online press room:</b> URL and username/password</p>

### Back of CP Content Guidebook Page

<p><b>Key Company Executives:</b></p> <p>Name, proper title Name, proper title Name, proper title</p>					
<p><b>Focus on New Products</b></p> <table border="1"> <tr> <td> <p><b>Product No. 1</b></p> <p>List features and benefits</p> <p>Specific points Design element User benefit How it's unique New technology Core consumer</p> </td> <td> <p><b>Product No. 2</b></p> <p>List features and benefits</p> <p>Specific points Design element User benefit How it's unique New technology Core consumer</p> </td> </tr> <tr> <td> <p><b>Product No. 3</b></p> <p>List features and benefits</p> <p>Specific points Design element User benefit How it's unique New technology Core consumer</p> </td> <td> <p><b>Product No. 4</b></p> <p>List features and benefits</p> <p>Specific points Design element User benefit How it's unique New technology Core consumer</p> </td> </tr> </table>		<p><b>Product No. 1</b></p> <p>List features and benefits</p> <p>Specific points Design element User benefit How it's unique New technology Core consumer</p>	<p><b>Product No. 2</b></p> <p>List features and benefits</p> <p>Specific points Design element User benefit How it's unique New technology Core consumer</p>	<p><b>Product No. 3</b></p> <p>List features and benefits</p> <p>Specific points Design element User benefit How it's unique New technology Core consumer</p>	<p><b>Product No. 4</b></p> <p>List features and benefits</p> <p>Specific points Design element User benefit How it's unique New technology Core consumer</p>
<p><b>Product No. 1</b></p> <p>List features and benefits</p> <p>Specific points Design element User benefit How it's unique New technology Core consumer</p>	<p><b>Product No. 2</b></p> <p>List features and benefits</p> <p>Specific points Design element User benefit How it's unique New technology Core consumer</p>				
<p><b>Product No. 3</b></p> <p>List features and benefits</p> <p>Specific points Design element User benefit How it's unique New technology Core consumer</p>	<p><b>Product No. 4</b></p> <p>List features and benefits</p> <p>Specific points Design element User benefit How it's unique New technology Core consumer</p>				

# A FEW PARTNERSHIPS STILL AVAILABLE

## ADDED VISIBILITY AND BENEFIT FROM CONFERENCE

POMA has a few great partnership opportunities available. Big bang for the buck.

**1. Product Showcase Beverage/Snack** – Garner the primary spot at Product Showcase with this partnership – cover costs of beverages (no alcohol) and snacks (popcorn/chips/nuts/light cold hors d'oeuvres) – with product table set up adjacent to this area. (Cost depends on food selections and amount of beverages)

**2. Transportation for Interactive Day** – This is a very important partnership for POMA to fulfill. It gives the partner a captive audience (media attendees) for two 40-minute segments – trip to Shooting Day, then all the way to POMA Camps back at Fort Buenaventura. Use the time to make presentations, hold company-related trivia contest, discuss new products, brainstorm some content ideas. With this partnership you could be

really creative and have fun. (\$1,500)

**3. Meal** – Breakfast Sat. a.m. (mostly media – about 65 - 80 people). Price depends on the menu you choose. Modest breakfast is about \$14 plus tax and hotel service fees

**4. Program Partnership** – A full-color page in the conference program. (\$800) Promote story ideas, connections, new products, your clients (who are POMA members)

**5. Session Partnerships** – This is a critical partnership. It helps POMA cover the costs of presenters and audio/video (\$800)

**CALL NOW TO RESERVE**

**814-525-6989**

**Laurie Lee Dovey**



## MAKING AUCTION DONATIONS — ENSURE THE FUTURE!



POMA is accepting donations for the annual business conference fundraising auctions and raffles. These are the **most important fundraising events of the year for POMA**. So, please consider participating — as a donor or bidder — to help ensure POMA's future.

POMA welcomes donations of business products (cameras, scanners, software), outdoor gear, media services (advertising, PR, photography or editorial services/packages) and outdoor-related trips.

- **Donate now online** or
- **E-mail headquarters at [admin@professionalooutdoormedia.org](mailto:admin@professionalooutdoormedia.org) to request an auction donation form**

**YOUR DONATIONS MAKE THE CONFERENCE AUCTIONS POMA'S BIGGEST FUNDRAISERS**

# THANK YOU

## IMPORTANT DEADLINES

- **May 15** — Final deadline for POMA Camp Exhibitor Spot. Register now to reserve your spot. Limited openings
- **June 15** — Final deadline to become a conference partner. To sponsor a meal or event, contact Laurie Lee Dovey at 814-525-6989
- **July 15** — If you're donating auction items, complete the **Conference Auction Donation Form**
- **July 28** — Ensure all CP Content Guidebook materials, auction items and Product Showcase and POMA Camps products arrive at the Ogden Marriott between Aug. 3 - 5
- **July 28** — Ensure all Shooting Day items arrive at the range between Aug. 3 - 5



# LIONS CLUB RANGE SHOOTING EVENT

## SHOOTING RANGE

The shooting range is operated by the Lions Club and located in Bountiful, Utah, a 35-minute drive from Ogden.

Transportation for media members is provided by POMA.

The building facility is modest, but the range offers all shooting venues needed by CPs.

POMA member Gil Horman visited the site and reports as follows:

• Three tiers for handgun, rifle and shotgun. All dirt roads and walking areas. You have

to go up and down a bit to get from area to area, but not too far.

- Rifle: covered, 100 yards, with 11 fixed concrete stations
- Handgun: Three, two-station tables, three three-station tables, 1/2 of range covered
- Shotgun: Three areas, each can handle 3-4 shooters at a time
- Lodge: Green cinder block building that will be open during the day for folks to sit, rest, eat. AC, but no running water.



# RESERVING SITES AT CP EVENTS

Reservations for Product Showcase, the Shooting Event and POMA Camps are required. Reserve sites when [registering for conference online](#).

CPs may request a Shooting Event station, Product Showcase station and/or POMA Camps exhibitor station. What you do is up to you.

During Product Showcase, CPs display products in an indoor, trade-show-style setting. This is the time to discuss and brainstorm story ideas, intro new products and ask media attendees how you can work together. Stations include a long table and two chairs.

The Shooting Event & POMA Camps allow

CPs opportunities to have media members test equipment and shoot photos/video in interactive settings.

At the Shooting Event, concrete benches are available at each shooting station. Some are covered, some are not. CPs should bring eye and ear protection for participants.

At POMA Camps, CP participants within each camp work together to present a fun grouping of activities. This is not an event for tables and chairs or display products. It's all about using the equipment and learning.

Slots are assigned to CPs on a first-registered, first-served basis.

## CP CONFERENCE CHECKLIST

- Register and pay fees online
- Make hotel and travel reservations
- Review the CP Conference Planner
- Reserve sites for Product Showcase, Shooting Event and POMA Camps. Space is limited and assigned based on first-reserved, first-served
- **Make product donations** to the live and silent auctions
- Reserve a conference event partnership, just a few remain
- Send media members a note letting them know you're attending and encourage them to attend also. Membership lists are available on POMA's website
- Produce, print and **three-hole punch** CP Content Guidebook pages
- Pull together the CD/DVD press kit and **spindle all CD/DVDs** for shipping
- Ship CP Content Guidebook materials for arrival at the hotel between Aug. 3 - 5. Items received after Aug. 5 will not be included in the CP Content Guidebook
- Ship auction donations, sponsor banners (sessions, meals, registration, etc.) for arrival at the hotel between Aug. 3 - 5
- Ship Product Showcase items for arrival at the hotel between Aug. 3 - 5
- Ship items for Shooting Day to the range to arrive between Aug. 3 - 5

# SHIPPING INSTRUCTIONS

All boxes shipped to conference **must be clearly marked with the name of the POMA event on the outside of the box** — for instance, POMA Auction, POMA Shooting Day, POMA Product Showcase, POMA Session Sponsor, CP Content Guidebook, etc.

## ALL PACKAGES MUST ARRIVE BETWEEN AUG. 3 - 5

CP Content Guidebook Materials, Product Showcase, POMA Camps Products, CP Kits, Auction Donations, Partner Materials/Banners

Marriott Ogden  
247 24th Street  
Ogden, Utah 84401 USA

Shooting Day Items Only — POMA can not retrieve items improperly shipped to the range

Lions Club Range  
1350 Skyline Drive  
Bountiful, UT 84010

**Return shipping** may be completed at the hotel or range. POMA will schedule pick ups for Mon., Aug. 15, at both locations. **Bring/ship packaging tape and return shipping labels to expedite the process.** POMA suggests shipping with UPS, especially when shipping firearms or ammunition.

# LIONS CLUB RANGE & FORT BUENAVENTURA



Fort Buenaventura Park, Ogden, Utah



Lions Club Range, Bountiful, Utah

**Corporate Partners are responsible for transportation of product samples and displays to and from CP events**

## CREATIVITY SPAWNS EXCITEMENT & COVERAGE GET YOUR PART OF THE \$1.8 MILLION CONFERENCE PIE

During the three days of conference, POMA Media Members generate an average of \$1.8 million in advertising equivalent editorial and broadcast content. And, new media is increasing that amount each year.

Every Corporate Partner in attendance has a chance to get its share of the content pie. But, many won't.

The culprit? The same old, same old. Plop products on a table, stand behind it and nod at media members.

POMA asked media members who attend conference what CPs can do to grab their share of coverage and increase every journalist's ability

to generate ink, images or Internet buzz during the conference. They said:

- ▶ Be creative. Let me test products, not just look at them laying on a table.
- ▶ Set up opportunities that allow me to shoot photography and video.
- ▶ Teach me something. Challenge me to accomplish a task with your product.
- ▶ Ask me what I'm working on or need. Listen and suggest ways to get involved or help out.
- ▶ Get to know me, what I cover and who I work with. I'll tell you.
- ▶ Don't assume a conversation at conference will turn into coverage. Follow up with me, re-

mind me you're available to help with sources, info, etc.

- ▶ Show enthusiasm for your products and services. If you don't, who will?
- ▶ Prepare to talk about the subjects your company pitches in the CP Content Guidebook.
- ▶ Leave the sales pitch at the office. Talk to me honestly about new technology, challenges my readers/viewers face and how your products address those challenges.
- ▶ Brainstorm with me.
- ▶ Stay for the full conference, so we can network throughout. Seeing everyone and developing content in a day or two just isn't possible.

**CONTACT POMA: SHELLY – 814-254-4719 OR LAURIE LEE – 814-525-6989**