



POMA's 2012 BUSINESS CONFERENCE CORPORATE PARTNER PLANNER

CP EVENTS & OPPORTUNITIES

Product Showcase – Held at the Mid-South Convention Center next to the conference headquarters, Veranda Hotel. This late-afternoon event (Thursday) allows media members to visit with CPs, learn about new products and technologies, develop content and conduct interviews. Each CP brand exhibiting is provided a table and chairs for the event.

POMA Camps Interactive Event – A morning (Friday) of hands-on activities and product testing of non-shooting products. Camping, hunting, fishing, birding, cooking, vehicles, boating, survival, navigation. No static displays.

Shooting Event – A morning (Saturday) of product testing – firearms, ammunition, archery and shooting-related optics. 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. CPs will find a wide range of valuable sessions offered.

Conference Partnerships – A few spots remain for CPs interested in garnering additional visibility. 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!

Anticipation for POMA's 2012 Business Conference in Tunica, Miss. is high.

The combination of

- A myriad of opportunities for companies and journalists to interact and develop content
- The Tunica Welcome Event at the River Park along the mighty Mississippi

- 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 event partnerships.

GENERAL SCHEDULE

Times Subject to Change

Wednesday, Aug. 1

Registration, 2 - 6 p.m.

An Evening on the Big River, Welcome Event, 5:30 - 9 p.m.

Thursday, Aug. 2

Business Sessions, 8:30 a.m. - 4 p.m.

CP Meeting, 11 a.m.

Luncheon, 11:50 a.m. Keynote: Future of Communications

CP Session, Content Marketing, 1 p.m.

Product Showcase, Indoors/Table & Chairs, 4 - 6 p.m.

A Night at Founder's Club (Exclusive) 6:30 - 11 p.m.

Friday, Aug. 3

POMA Camps, 8 - 11 a.m., On-site at Willows

Luncheon 12 p.m.

Business Sessions, 2 - 5 p.m.

CP Session, Media Panel Focus on PR, 4 p.m.

Cocktails, Dinner, Pinnacle Awards & Auction, 6:30 - 10 p.m.

Saturday, Aug. 4

Shooting Event, 7:30 - 10:30 a.m., On-site at Willows

Lunch, Followed by Membership Meeting, 11 a.m.

Business Sessions 1:15 - 5 p.m.

Adios Dinner & Music 6:30 - 10:30 p.m.

REGISTER FOR CONFERENCE & CP EVENTS ONLINE

WWW.PROFESSIONALOUTDOORMEDIA.ORG

• TUNICA, Miss.

• AUG. 1 - 4, 2012

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 10) \$525
- ▶ Late (July 11 on) \$550
- ▶ Fee includes company and first company representative attending
- ▶ Additional company representatives (through July 10) \$100
- ▶ Additional company representatives (July 11 on) \$110

CONFERENCE FEES INCLUDE

- ▶ 40+ Sessions – several specifically focused on CP members
- ▶ All Sponsored Meals
- ▶ Product Showcase – table, chairs, space
- ▶ Shooting Day – shooting station, table, chairs & media transport
- ▶ POMA Camps – space limited, first-registered, first-served
- ▶ Inclusion in Corporate Partner Attendee List
- ▶ 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 10, 50-percent refund. Conference no shows & cancellations after July 10, no refund.



VERANDA HOTEL

AT HARRAH'S RESORT TUNICA

13615 Old Highway 61 N.
Robinsonville, MS 38664

**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 \$85 plus tax.

Or call to make reservations.

(866) 635-7095

Use the POMA Group Code S08PMA2

IMPORTANT NOTE: If you're staying in Tunica for more than seven nights, you must call the hotel to make reservations.

ROOMS WHILE THEY LAST

Don't miss out on a room at the host hotel. Rooms at the POMA rate, \$85 plus tax, are limited. When the block is sold out, attendees must pay the regular rate (up to \$179 per night) or stay at another property. Other properties require ground transportation to get to and from conference headquarters hotel and convention center.

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





bers 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, June 15, 2012. Register for conference now to

PARTNERSHIP OPPORTUNITIES

Several conference partnerships remain, including meals, business sessions, beverage breaks, program and transportation. Partnerships are available on a first-come, first-served basis. If considering partnerships, contact POMA now regarding availability.

PRESS MATERIALS

The CP Advisory Council elected to discontinue the CP Guidebook (Bible). So, CPs are encouraged to bring press materials for display/distribution during Product Showcase.

GENERAL INFORMATION

SCHEDULING CHANGE

In anticipation of extreme daytime temperatures, the CP outdoor events at conference have been scheduled to take advantage of the coolest time of day – morning.

OPPORTUNITIES

SEE IT, USE IT

Three events for product display and testing:

- A two-hour indoor product display and content gathering event
- A morning at POMA Camps
- A morning at the Shooting Event

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 - 6 p.m.) is a trade-show-style setup during which Corporate Partners show product, discuss technologies/innovations, are interviewed and help the media develop content. Registered CPs 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, POMA Camps – Interactive Only:

The morning event (Fri., 8 - 11 a.m.) offers three, non-shooting, outdoor activity camps

- Base Camp
- Fishing/Boating Camp
- Field Camp

Each camp is populated by six to eight CPs, who work together to provide an active camp atmosphere and activities that allow media mem-

reserve a spot.

Use It, Shooting Event: This morning event (Sat., 7:30 - 10:30 a.m.) is for firearms (all segments), ammunition and archery products. A static range is available for rifle and handguns. Clays stations of all kinds for shotguns/ammo. Separate range area for bows/crossbows. Space is limited and assigned on a first-come, first-served basis, based on date of conference registration.

ISSUES & ANSWERS

Informational press conference, which allows organizations such as the American Sport-fishing 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 is limited and assigned on a first-come, first-served basis, based on the date of conference registration.



POMA CAMPS INTERACTIVE EVENT

POMA Camps was a monstrous success last year.

The half day of hands-on activities and product testing – no tents, tables or chairs, just the great outdoors – is now a conference keystone event.

Willows, on the Harrah's Resort property, is the site of POMA Camps. Along the road entering Willows, fishing and boating companies have access to water. At Willows, a wooded area provides plenty of room for the Field/Hunting Camp and Base Camp, as well as vehicle trails.

To kick off the event, media members will be dropped at each camp location. Then, shuttles and golf carts will run continuously between the camps.

THE CAMPS

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

POMA Axed Cooking Competitions will be enjoyed 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 to eight CPs participate in each camp.

Spots are assigned first-come, first-served, based on conference registration date.

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

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.

POMA's new CP board member, Steve McGrath and three camp leaders will work with CPs to plan activities.

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. Communicate with camp leaders. They are the liaisons with staff and on-site personnel
2. Participate in three conference calls for planning (June & July)

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

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 to operate the camp and activities (no power available)

5. See that all product is on-site and ready for action at least 30 minutes prior to event start

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 June 15 – however, spots are expected to fill well in advance of the deadline.

FRIENDLY COMPETITIONS

Nothing gets media members involved like friendly competition. POMA Axed, our annual cook-off, is a perfect example. So, think up a good challenge for members, using your products, and pit the media against each other or one of your staff members.

Cast Master: Who can outcast the fishing pro?

Top Survivalist: Who can build a campfire the fastest?

Hawkeye Award: Who can spot the four camouflaged people in the woods?

Smooth Navigator: Who can maneuver the kayak course with the fewest faults?

POMA Packer: Who can pack the truck storage compartment with the most gear?

Ask yourself what story you want to tell and devise a task to not just tell it, but teach it.

POMA ON ASSIGNMENT

A new media competition. POMA members also will be on assignment, gathering product images and videos, for fun prizes. Have extra product for pics and be prepared for interviews.

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

CP COMMENTS

Steve McGrath
Camp Chef

In the world of marketing and PR there are few things you can count on. For Camp Chef, the annual POMA conference has been one of the best investments of our time and money each year. The new contacts made and relationships renewed help further our marketing efforts each year.

Pete Brownell
Brownells

POMA isn't magic, but it's a magic wand. A tool that when used creatively, can create magic.

Sit behind a table, all you'll get is a sore butt. Use the conference and POMA as designed, get ink and increase business.



Joe Wiczorek
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.

J.R. Robbins
NRAHuntersRights.org

No one is doing what POMA is doing when it comes to education and opportunities. POMA reacts quickly to situations and is in tune with the needs of media and industry.

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.

EVERYTHING ON-SITE

Harrah's Resort: Veranda Hotel and Willows Range



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 the table 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, remind 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 several story angles.
- ▶ 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.
- ▶ Talk to me about content. I can help you build your content library to better serve your customers.
- ▶ 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

A FEW PARTNERSHIPS STILL AVAILABLE

ADDED VISIBILITY AND BENEFIT FROM CONFERENCE

A few great partnership opportunities are 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 POMA Camps & Shooting Event – Use the time to make a presentation, hold a company-related trivia contest, discuss new products, brainstorm some content ideas. With this partnership you could be really creative and have fun. Two events - POMA Camps & Shooting Day. (\$1,000)

3. Meal – Breakfast Fri. a.m. (mostly media –

about 65 - 80 people). Breakfast buffet before POMA Camps. Meet & greet media, hand out materials.

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 - perhaps the most important. Partner banners and press materials in all session rooms throughout conference (4 rooms, three days). Helps POMA engage and offer high-level presenters and business sessions. (\$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@professionaloutdoormedia.org to request an auction donation form**

THE CONFERENCE AUCTIONS & RAFFLES ARE POMA'S KEY ANNUAL FUNDRAISERS

THANK YOU

IMPORTANT DEADLINES

- **June 10** — 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 10** — If you're donating auction items, complete the **Conference Auction Donation Form**
- **July 20** — Ensure all auction items, Product Showcase, POMA Camps and Shooting Day products, collateral materials, banners, etc. arrive at Harrah's between July 25 - 27

WILLOWS – POMA CAMPS & SHOOTING EVENT



Field & Wooded Areas for POMA Camps



Shooting Club: Sporting Clays, Static Range, 5-Stand, Duck Station and more.



Water Access for Fishing, Kayaks, Boating



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, a static range is available for rifle and handgun stations. All shotgun/shells stations will be at clays stations. Archery is at a separate range area.

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 displaying 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](#).
- When registering, reserve sites for Product Showcase, Shooting Event and POMA Camps. Space is limited and assigned based on first-reserved, first-served
- Make hotel and travel reservations
- Review the CP Conference Planner
- Reserve a conference event partnership, just a few remain
- [Make auction donations](#) for the live and silent auctions and raffles
- 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
- Connect with POMA Camps leaders regarding activities and set up
- Ship all conference materials, properly labeled, for arrival at the hotel between July 25 - 27

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, Auction, Shooting Event, Product Showcase, Session Sponsor, PR Materials, etc.

ALL PACKAGES MUST ARRIVE BETWEEN JULY 25 - 27

Ship with a carrier that tracks packages. Require signature for shipped items. Ship printed materials, Product Showcase, POMA Camps and Shooting Event products, auction donations, banners, etc. to:

POMA Conf. (**Event Name)
c/o Harrah's/Convent. Ctr.
13615 Old Highway 61 N.
Robinsonville, MS 38664

Return shipping may be completed at the hotel. POMA will schedule pick ups for Mon., Aug. 6. **Bring or ship packaging tape and return shipping labels to expedite the process.** If you have a shipping account number, please have it on hand. POMA suggests shipping with UPS, especially when shipping firearms or ammunition.

2012 POMA Business Conference – Session & Event Schedule

Wednesday, Registration and Welcome Event Day				
Time				
7	Board Meetings Breakfast & Lunch			
8				
9				
10				
11				
12				
1				
2				
3				
4				
5				
6				
7	Registration Closes at 6 p.m.			
8	Registration Hosted by Realtree & Bushnell			
9	Depart for Welcome Event AT 5:30 p.m. – Hosted by Tunica CVB A Night on the River			
	Return Approx 8:30 or 9 pm			

2012 POMA Business Conference – Session & Event Schedule

Thursday, Aug. 2					
Time	Track 1	Track 2	Track 3	Track 4	Track 5
7:30	Welcome Breakfast – Hosted by US Sportsmen’s Alliance				
8:40	Kelly James Enger Ghostwriting	Bud Boughton Elevator Pitch	Paul Gillan Twitter Best Practices	POMA<25	
9:40		Bud Boughton Fear of Selling	Paul Gillan Compelling Writing	10 Tips to Make Money During Conference	Online Video Simple as 1, 2, 3 (Robertson)
11:30					
10:40	Kelly James Enger Book Publishing		TV - Got What it Takes (Tack Robinson and Tom Gresham)	CP Meeting	WordPress Build a Website/Blog (Bookhout)
11:50	Luncheon 11:50 – 12:50 Hosted by Mule Deer Foundation Keynote: Paul Gillin – Future of Communications				
	Track 1	Track 2	Track 3	Track 4	Track 5
1	Kelly James Enger Ghostwriting	Bud Boughton Elevator Pitch	Paul Gillan Marketing Thru Content		Open Lab Twitter & Facebook (Bowden)
1:50					
2	Jason McDonald SEO Basics	Bud Boughton Fear of Selling		POMA Show & Tell – Coolest Tips for Biz	HootSuite & Tweet Deck
2:50					
3	Kelly James Enger Book Publishing		General Q&A With Paul Gillan	Photography Lighting	POMA Website Get Big Benefit
4 - 6	Product Showcase – Convention Center Refreshments Hosted by Alpen Optics Set up begins at 2 p.m.				
6:30	A Night at the Founders Club Hosted by Kalkomey and Otis Technologies 6:30 – 9:30				

2012 POMA Business Conference – Session & Event Schedule

Friday, Aug. 3

7	Grab and Go Breakfast (Partnership Open)				
8	POMA Camps Photo Tips Sessions POMA on Assignment: Images & Video Interviews POMA Axed Hosted by POMA & State of Mississippi Casting Competition Knot Tying Fly Casting Kayak Events				
11					
	Break				
12	Lunch 12 – 1, Hosted by RAM Trucks				
	Track 1	Track 2	Track 3	Track 4	Track 5
2		Jeremy Monetization	Tovar Cerulli Vegan to Hunter	Jason SEO Hands-On	Len Edgerly Podcasting
3	Issues 1 USSA	Jeremy Protect Brand/Content	CP Editor/ Freelance Panel (Zent, Bethge, Sapir, Shepherd)		Len Edgerly E-Books Hands On
	Issues 2				
4	Issues 3	Photography Safe Photos Sapp	POMA Panel Remaining Relevant Phillips/Fears/Zumbo	Jason McDonald Determine Your Analytics	
	Issues 4				
4:50 – 6:30	Break Time				
6:30	Cocktails 6:30 Hosted by Aimpoint Dinner 7 Hosted by NRA Pinnacle Awards 8 p.m. – Presenting Partner Mossy Oak Auctions 8:30 p.m.				

2012 POMA Business Conference – Session & Event Schedule

Saturday, Aug. 4					
Time	Track 1	Track 2	Track 3	Track 4	Track 5
7 a.m.	Grab and Go Breakfast Hosted by Ducks Unlimited				
7:30	Shooting Event at Willows				
9:40					
10:30					
11	Early Luncheon 11 – Hosted by National Shooting Sports Foundation + Business Meeting				
	Track 1	Track 2	Track 3	Track 4	Track 5
1:15	Jeremy Schoemaker Website/Blog Monetization	Jason McDonald Generate Internet Buzz	Issue 5	Len Edgerly E-books Hands On	
			Issue 6		
2:15	Jeremy Schoemaker Protect Brand & Content	Effectively Working Trade Shows (Brassard, Gilmer, Fears)	Speak Negatively In a Positive Way Bill Miller		MovieMaker (Robertson)
3:35					
3:15	Repurpose Articles for Blogs, Content (Phillips)	Branding Through Social Media Bowden	Jason SEO Hands-On	Len Edgerly Podcasting	
4:15	Photography POMA on Assignment (Bynum)	RSS Feeds & Widgets (Outdoor Hub)			YouTube Optimizing Videos (Bookhout)
7 p.m.	Adios Dinner – Veranda Hotel – Hosted by POMA				