

# 2012 POMA Conference

## CP Issues & Events



# Thank You Conference Partners



**NRA**



**RAM**



**MOSSY OAK**  
BRAND CAMO

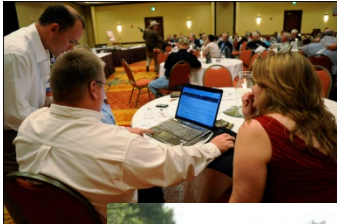
**BROWNELLS**  
SELECTION. SERVICE. SATISFACTION.



Aimpoint  
**THE FUTURE IN SIGHT**



## General Schedule



### Wednesday, Aug. 1

Board Meetings 8 a.m. - 3 p.m.

Registration 2 - 6 p.m.

An Evening on the Big River, Welcome Event 6 - 9 p.m.

### Thursday, Aug. 2

Business Sessions 8:30 - 4 a.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., Onsite at the Willows**

Luncheon 12 p.m.

Business Sessions 2 - 5 p.m.

**CP Session, Media Panel Focus on PR**

**Issues & Answers - 4 sessions**

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

### Saturday, Aug. 4

**Shooting Event, 7:30 - 10:30, Onsite at the Willows**

Lunch, Followed by Membership Meeting 11 a.m. - 12:30 p.m.

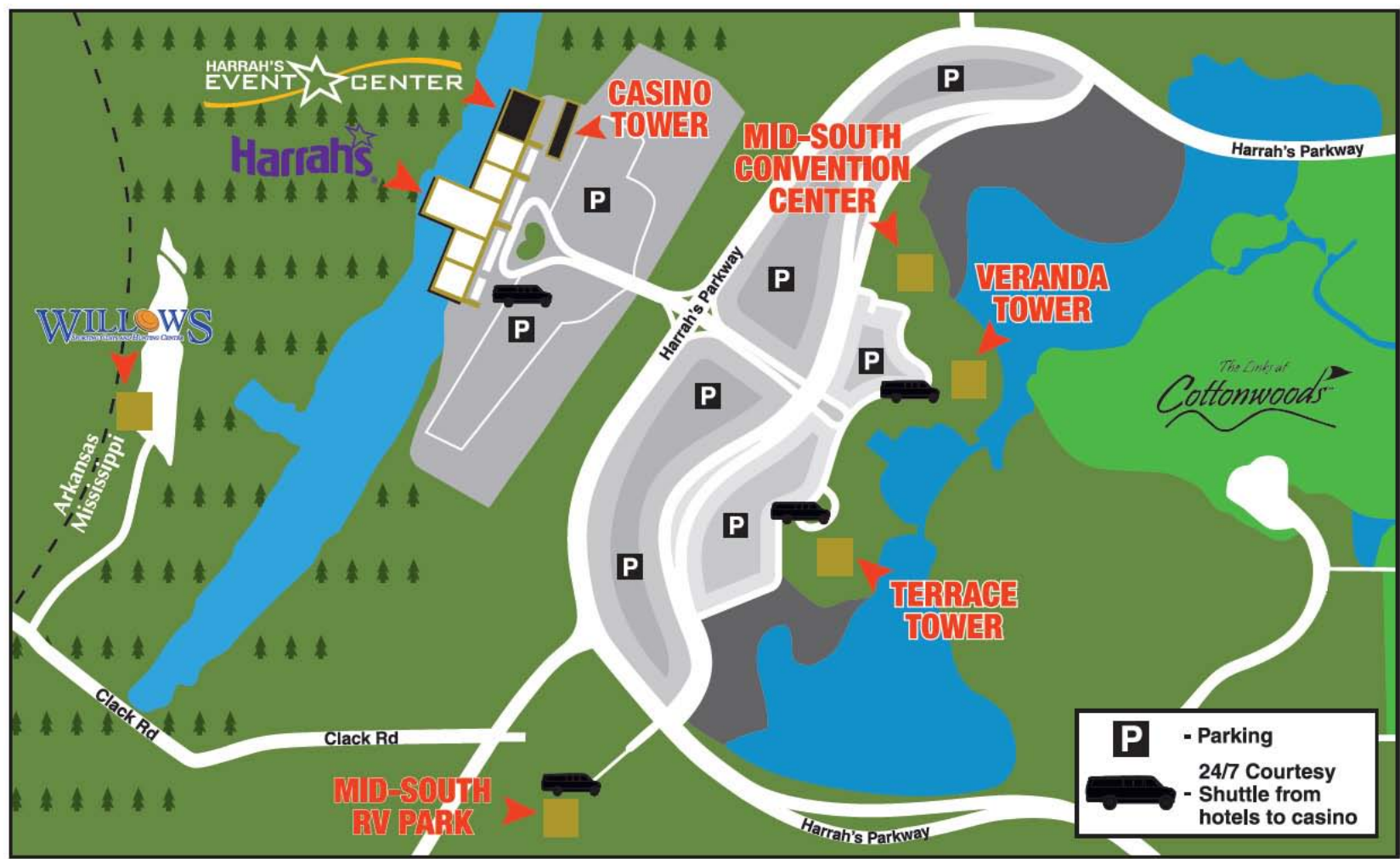
Business Sessions 1:15 - 5 p.m.

**Issues & Answers - 2 sessions**

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

**All CP Events &  
Sessions Onsite**

**Hotel – Veranda**  
**Sessions & Meals – Mid South Convention Center**  
**POMA Camps & Shooting Event – Willows**



# Aerial View of the Property and Locations



## Deadlines



- **Now thru July 5** — Make **auction donations** online form <http://conta.cc/IRaSIC>
- **Now thru Aug. 1** — Book **hotel rooms** (Special rate room block limited. First-come, first served)  
<http://bit.ly/J5NMPH>
- **Now thru July 20** — **Register** for Conference  
<http://bit.ly/J9rHuZ>
- **July 1** — Final deadline for **POMA Camp Exhibitor Spot** (Spots limited, assigned first-come, first-served)
- **June 15** — Final deadline to book **conference partnerships** (First-come, first-served)
- **July 20** — Ensure all press kits, auction items, Product Showcase, POMA Camps and Shooting Day products, banners and collateral materials are **shipped** to arrive at Harrah's July 25 – 27.

## Product Showcase



## Afternoon Event 4-7 p.m.

All spots assigned, first-come, first-served

### Indoors – Harrah's Resort Convention Center

Ballrooms

Lobby and Foyer Areas

Snacks & Beverages (non alcoholic)

Silent Auctions and Raffles

### Each CP/Brand

One Table

Two Chairs

### CPs Bring

Table Covering

Product Samples

Story Ideas

Press Materials

### **70% Generate Content at Product Showcase**

(# of all attendees, among media may be even higher)

## Willows Property

POMA Camps (Fri. a.m.) &  
Shooting Event (Sat. a.m.)

### On property

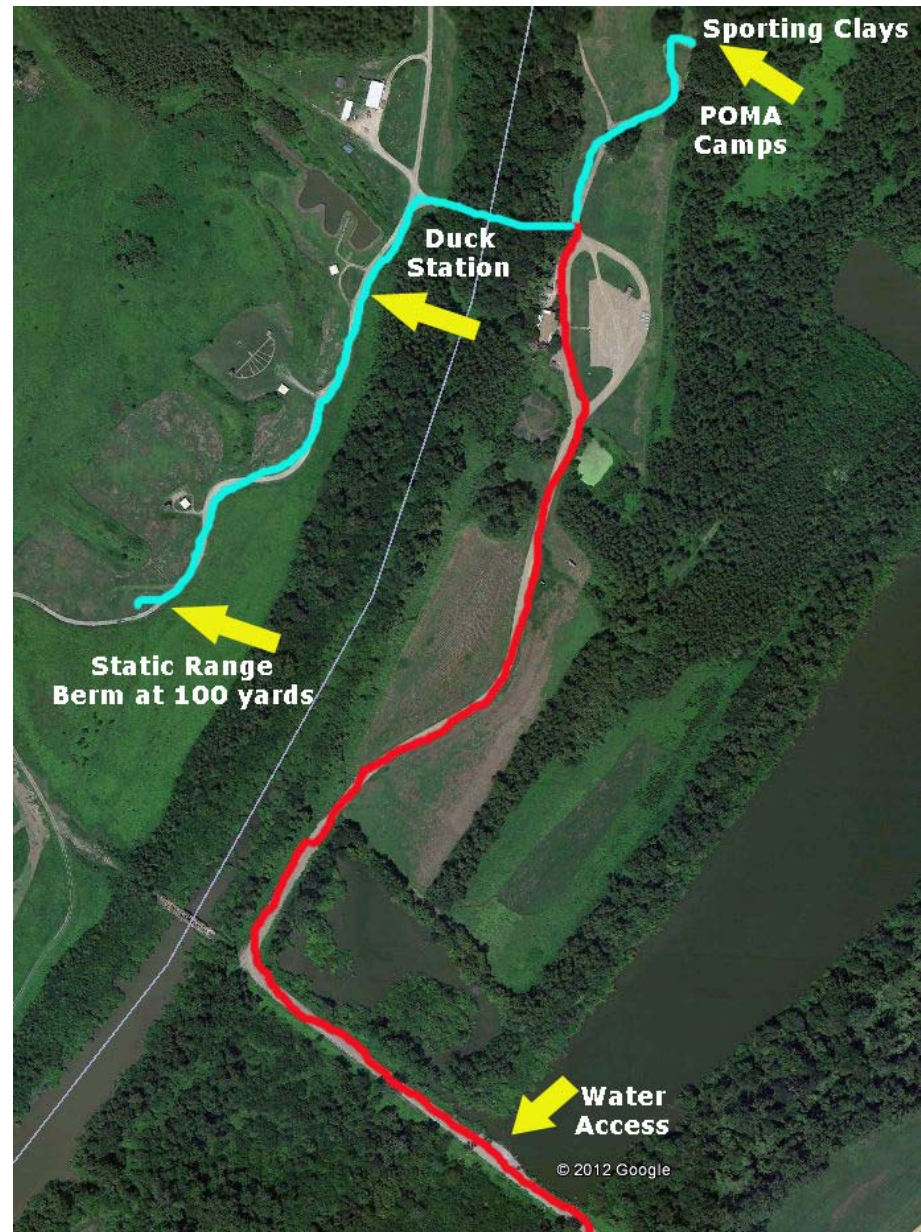
- Shuttle transportation to and from hotels
- Water access
- Sporting Clays
- Static Range
- Back roads for vehicles

### Primary Challenges

- Heat
- Mosquitoes/Bugs

Red Trail = Shuttles

Blue Trail = Golf Carts





# POMA Camps

## Morning Event

8 – 11 a.m.

All spots assigned, first-come, first-served

## On-Site Location

Three Minutes from Hotel

## Limited Spots at Each Camp

- Three camps
- No tables/chairs
- **All activity based**

## The Willows

- On-Site Facility
- Water Access
- Wooded Areas
- Vehicle Trails

## 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



## Shooting Event



### Morning Event 8 – 10:30 a.m.

All spots assigned, first-come, first-served

### The Willows Shooting Facility & Sporting Clays

**On Site – Four Minutes from Hotel**

- Duck Station (5 positions)
- 5-Stand (5 positions)
- Static Stations for Handgun, Shotgun, Rifle (10 positions, 100-yards)
- 3-Gun Set Up (Being Considered)
- Stations are NOT Covered
- 3D Archery Capability
- Sporting Clays Course (if needed)



## Willows & River Access

- Access to River Slough on Road to Willows
- Wooded Trail and Field for Field/Hunting & Base Camps
- Roadway Off of Shooting Area for Vehicle Tests
- Shuttles Drop Groups of Media at Each Site Initially
- Shuttles & Golf Carts Move Media Between Locations



## Challenges

1. Heat
2. Bugs



# Auction Donations

POMA's Most Important Fundraisers are the Annual Conference Auctions & Raffles

Donations are encouraged and gratefully accepted for the live auction, silent auctions and raffles held during the conference.

Make donations online at <http://conta.cc/IRaSIC>



## Ship to Hotel



- Product Showcase Items
- Press Materials
- POMA Camps & Shooting Event Products
- Banners
- Collateral Materials
- Auction Donations (Box & Label Separately)

**Items must arrive between July 25 – 27**

### Ship To:

POMA Conf. - Hold for Arrival 7/28/12

(List Event for Contents - i.e. Auction, Product Showcase, POMA Camps, Range Event, CP Personal)

c/o Harrah's Hotel & Casino

13615 Old Hwy 61 North

Robinsonville, MS 38664

- Put your phone number on the shipping label, not POMA's or Harrah's.
- POMA can not retrieve items shipped to the wrong location

## Need More Info?

POMA Offers Several Ways to Get Information

- **Conference Details via Website, Click the Events Tab**
- **CP Conference Planner Online & E-mailed to CPs Mid-May**
- **Contact Headquarters**

**Shelly 814-254-4719**  
**Registration, Auctions**

**Laurie Lee 814-525-6989**  
**Partnerships, Events**

[www.professionalooutdoormedia.org](http://www.professionalooutdoormedia.org)



**POMA's 2012  
BUSINESS CONFERENCE  
CORPORATE PARTNER PLANNER**



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 5.

**REGISTER NOW TO GET  
PREMIUM EVENT SPOTS**

If you're a conference registration coordinator, 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

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Anticipation for POMA's 2012 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.

**REGISTER FOR CONFERENCE & CP EVENTS ONLINE AT:**  
[WWW.PROFESSIONALOUTDOORMEDIA.ORG](http://WWW.PROFESSIONALOUTDOORMEDIA.ORG)  
• TUNICA, Miss. • Aug. 1-4, 2012