



## OR Daily – Day One

January 19, 2012

BACKPACKER Reader Team Reports Live

Featuring: Osprey

Circulation: 20,000

Readership: 60,000



NEWS

# BACKPACKER Reader Team Reports Live

Four contest winners provide consumer view of trade show

➔ **WHAT DOES** this giant candy store we call Outdoor Retailer look like to a regular outdoor enthusiast? We're about to find out. Four BACKPACKER readers will be filling this space daily with man-on-the-street observations — from the perspective of consumers who pay retail for their gear. The team will also post gear highlights to BACKPACKER's special edition show newsletter (daily) and to its Facebook and Twitter accounts (hourly), sharing the show's top innovations with an audience made up of the most avid gear junkies on the planet.

The four readers — Nicholas Sutton, Donovan Brooks, Sami Bruce and Stephanie Buelow — earned spots on the team after competing in a contest that tested their gear savvy and writing ability.

### Building a city

A steady hum and whirl of power tools and vacuums, punctuated by the frequent contact of hammer and nail, covered the floor of the Salt Palace Convention Center on the eve of the 2012 Outdoor Retailer

Winter Market. Floor-to-ceiling displays rose out of large wooden shipping crates, bringing to life the recurring dreams of gear heads the world over.

Though gear aficionados abound, it seems the most sought-after skill Wednesday evening was "handy man." Every booth was racing to set up an eye-catching, pulse stopping display while navigating the fork-lift highway that commandeered the cement floor of the Palace.

Already lights and inflatables hung from the ceiling, man-made rock outcroppings protruded from the floor and ten lifetimes' worth of gear found its way to the shelves and mannequins, waiting for a chance to shine.

—DONOVAN BROOKS

### Fired up!

Showing up at the All Mountain Demo proved to be quite the experience! The outdoor booths at Solitude Mountain Resort filled the demo area, showcasing great products such as Osprey packs, PrimaLoft with

its comfy socks, and Zipfizz with its energy mix.

Of course there were also booths filled with skis, snowboards, goggles and poles, but what impressed

➔ **WHAT DOES** this giant candy store we call Outdoor Retailer look like to a regular outdoor enthusiast? We're about to find out. Four BACKPACKER readers will be filling this space daily with man-on-the-street observations — from the perspective of consumers who pay retail for their gear. The team will also post gear highlights to BACKPACKER's special edition show newsletter (daily) and to its Facebook and Twitter accounts (hourly), sharing the show's top innovations with an audience made up of the most avid gear junkies on the planet.

The four readers — Nicholas Sutton, Donovan Brooks, Sami Bruce and Stephanie Buelow — earned spots on the team after competing in a contest that tested their gear savvy and writing ability.

## Fired up!

Showing up at the All Mountain Demo proved to be quite the experience! The outdoor booths at Solitude Mountain Resort filled the demo area, showcasing great products such as Osprey packs, PrimaLoft with

