

1**SAVE MONEY**

- OIA trade lobbying saves members millions of dollars in tariffs
- Secure business discounts like 30–50% on shipping
- Save up to \$2,500 annually on Higg Index sustainability measurement tools
- Gain practical knowledge and protect your bottom line with OIA education and webinars
- OIA Climate Action Corps saves you \$10–\$50K in your first year on GHG measurement and target setting
- Save 25%+ on Outdoor Retailer booth fees
- Receive special consideration for event sponsorship and promotion on OIA website, publications and Outdoorist newsletter

3**STRENGTHEN INFLUENCE AND REPUTATION**

- OIA lobbies Congress for pro outdoor industry policies, funding and incentives and works to make the outdoors a critical part of the economic recovery
- Demonstrate climate leadership and transparency through the OIA Climate Action Corps
- OIA drove the quantification of the \$887 billion economy at the state and federal level
- Champion outdoor industry business issues with elected officials at OIA's Capitol Summit in Washington D.C.
- Help elect officials who support outdoor issues through OIA Vote the Outdoors campaign

**5 BIG WAYS
OIA DRIVES BUSINESS VALUE**

NEMO has been an OIA member for nearly all of our 18-year history. OIA has helped NEMO navigate many big issues that would be impossible for us to tackle on our own including tariffs, FR chemicals and climate change. OIA keeps me informed of the trends and key issues important to shaping our business strategy. The OIA motto of Together We Are a Force hits it on the head. OIA is what makes us one industry and one community.

Cam Brensinger, Founder & CEO,
NEMO Equipment

**4****BUILD RELATIONSHIPS AND ESTABLISH YOUR NETWORK**

- Network with peers and strengthen your personal and brand influence through OIA working groups, committees and other thought-leader engagement opportunities
- Go faster with instant access to a network of 150+ outdoor industry peers working on sustainability and climate change in the outdoor industry to help you align your business to industry best practice

2**GROW YOUR BUSINESS**

- Retain customers and reach new ones with our industry data and insights – from sales and trends to consumer behavior and business benchmarks
- Invest in the future consumer and help build and an outdoors for all through the Outdoor Foundation's Thrive Outside community initiative
- Influence policy directly by providing official congressional testimony to elected officials
- Access critical talent pool with the OIA Career Center
- Drive topline growth with OIA education, connecting you to subject matter experts, thought leaders, and industry colleagues
- Grow your people and attract new talent for less with OIA's Future Leadership Academy professional development including industry mentorship and hands on learning
- Increase your product/brand exposure with product announcements across OIA's broad readership

5**MITIGATE BUSINESS RISK**

- OIA keeps you informed on supply chain sustainability risks and the issues most critical to outdoor businesses, so you stay out in front of your consumers, NGOs and policymakers
- OIA will lead our industry's opposition to new excise taxes on outdoor products
- Develop your own climate risk mitigation plan through the Climate Action Corps

**OUTDOOR
INDUSTRY
ASSOCIATION**

TOGETHER WE ARE A FORCE.