

NEWS RELEASE  
16.05.2017

## EOS 2017 Delegate Registration Now Open

*ISPO, W.L Gore & Associates and Vibram confirm Summit sponsorship*

Online registration for the European Outdoor Summit (EOS), which takes place 4<sup>th</sup> - 5<sup>th</sup> October 2017 in Treviso, Italy, is now open. Bookings can be made with an early bird discount until 31<sup>st</sup> July, at the EOS website [www.europeanoutdoorsummit.com/index.php/book/](http://www.europeanoutdoorsummit.com/index.php/book/).

A key event in the outdoor trade calendar, the EOS continues to inspire the industry, while attracting support from the sector's largest brands and organisations. The European Outdoor Group (EOG) is pleased to announce that the global sports business platform ISPO and W.L Gore & Associates have signed up as Major Sponsors of the Summit for their fifth year, while Vibram, world leader in the technological development and manufacture of high-performance rubber soles, for the outdoor, work safety, lifestyle, orthopaedic and repair markets, joins them as Major Sponsor for the first time.

Davide Canciani, Vibram Global Marketing Director said: "It is a great pleasure for Vibram to support EOS in organising the 2017 edition. Over the years, EOS has become the most important networking event for the European outdoor industry, an inspirational and stimulating summit, which helps to bring innovation and new thoughts to the outdoor industry. It is therefore a great pleasure for us to support it this year, especially because it is being hosted in Italy.

"Since its foundation and going on 80 years now, Vibram has always been very much involved in the outdoor industry. That is where our roots lie and that's why we really want to support the initiatives which help to boost, develop and grow this large community. We are sure that EOS 2017 will be extremely inspiring for the outdoor industry. We're looking forward to it!"

Bringing together over 250 senior executives within the outdoor industry, it is attended by brands, manufacturers, retailers, suppliers, distributors, and service providers from across Europe and beyond. The EOS provides an opportunity to learn and share by focusing on key topics that stimulate

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debate and discussion. Besides great speakers, it is the ideal platform for networking and offers a unique occasion to interact with opinion leaders and decision makers from the outdoor industry.

The theme for 2017 will be: **IT ALL STARTS WITH THE CONSUMER**, focussing on three key pillars;

**ASSESS the Situation** - Is what we are doing with our brands right for tomorrow's consumer? We aim to examine what we do through the eyes, needs and aspirations of the target audience, who should always be our single most important focus.

**FULFIL the Demand** - The current supply chain timetables for the outdoor industry are in crisis. Brands have one timetable, retailers another and then finally, the consumers have their own ideas about when they want to buy specific products. Is it time for a reality check?

**ACTIVATE the Population** - As a sector we have clearly woken up to the challenges facing us in terms of driving outdoor activity adoption. What more can we do as a sector both to understand the situation and to drive policies that effect change?

Offering excellent value for money, the EOS early bird delegate place costs just €500, increasing to €600 after Monday 31<sup>st</sup> July. In addition to a full programme of speakers, the delegate rate also includes a Networking Evening, which takes place on Wednesday 4<sup>th</sup> October.

This year there is the option to book accommodation at the EOS venue, the BHR Treviso Hotel, which is conveniently located just five minutes from Treviso Airport and 25 minutes from Venice Marco Polo International. Rooms at the venue are limited and can be booked directly via a link from the EOS website; bed & breakfast individual rooms cost from €110 and bed & breakfast double rooms cost from €130.

For more information about the Summit, visit [www.europeanoutdoorsummit.com](http://www.europeanoutdoorsummit.com).

Ends

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**Note to editors:**

**About the EOG**

The European Outdoor Group was founded in 2003 by 19 of the world's largest outdoor companies, all of which recognised the need for a cohesive, cross border approach to representation of the outdoor sector. In a world of increasing internationalisation, legislation, environment, the media and trade are all now multinational issues. The combined strength of the EOG's member companies (95 full members and 10 associate members), provides the group with an extremely powerful force to represent the European outdoor industry in a constructive and positive manner.

**About the European Outdoor Summit**

The European Outdoor Summit is an initiative of the European Outdoor Group, the association set up to represent the common interests of the European outdoor industry. The event is held annually and is a credible, relevant, informative resource that enables around 300 delegates to learn more about, reflect on and discuss the issues that they collectively face. The EOG has the lead role in delivering the summit, agreeing appropriate topics related to industry needs, focussing on current and future economic, technical and social trends, and developing a theme and content that matters to the trade across Europe.