



Thin Air Outdoor Media Show Announces Free Registration for Outdoor Retailers, Widens Inaugural Show Audience

The only interactive outdoor industry gathering is opening its virtual doors to retailers as well as media in an unprecedented format taking place June 24-26

Denver, Colorado -- (For Immediate Release) Thin Air is the outdoor industry's first fully interactive brand-to-media show that elevates product, innovation, story, and reach simultaneously. And now, the doors have been opened to representatives from specialty retail shops as well.

Thin Air will take place June 24-26, 2020, as a never-before-seen way for the entire outdoor and active lifestyle industry to lift each other up while safe at home and saving thousands of dollars with no carbon footprint.

// Outdoor Specialty Retailers, shop owners, buyers, shop social media managers, e-commerce managers, and buyers may all register and attend for Free.

// Outdoor Specialty Retailers with a blog and/or media strategy may register and attend for Free.

// Specialty Outdoor Retailers that have in-house brands such REI or Backcountry.com that want the valuable media exposure provided by Thin Air will need to purchase a booth.

// All registrants will be vetted and space is limited

[Click through HERE](#) to register today.

Thin Air is offering free and open platform demos on Monday and Tuesday next week (May 18, 19) at 11 am and 3pm Mountain Standard Time. [Click through here](#) to sign up for these free show demos via Zoom conference.

"We know from research that traditionally outdoor specialty retailers attend tradeshows more and more for product discovery, and many cottage brands and

emerging brands that deserve their attention aren't in attendance at those shows. Offering Thin Air to retailers was a logical step for us so they can learn about what's hot, what brands are doing right now, and discover brands they normally don't see or have the opportunity to engage with." said Erik Boles, CEO of Gearmunk, the tech power behind Thin Air. "After an exhaustive process of due diligence, we quickly realized that specialty retailers are influencers and important pillars of the outdoor community that needed to be included in this emerging platform opportunity."

At Thin Air, attendees will engage with brand representatives in the form of hyper-realistic avatars, learning about trends and experiencing product launches while creating content in real time, driving millions of impressions and click-throughs. Thin Air allows exhibitors to reach influencers and consumers while they are safe at home studying, researching, and planning their next adventure or big purchase of outdoor gear and apparel.

Leveraging technology ranging from custom in-house code and several cloud providers including VirtWay, Google Firebase, and Amazon AWS, Thin Air is aligned with some of the most powerful brands, organizations, media and decision makers in the global outdoor industry. Much like traditional tradeshow, Thin Air is bringing in an array of targeted and highly valued programming, including education, data, and product category awards. Gear Junkie -- one of the leading online gear and outdoor news websites in the country -- will be the presenting media partner for the Thin Air Gear Awards.

//View the Thin Air Virtual Demo Here: <http://thinairshow.com/>

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//For more information, interviews and images, contact:

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About Thin Air

Founded in 2020 in an effort to help uplift the outdoor industry, Thin Air is backed by industry changemaker Gearmunk (founded in 2014 and delivering more than 10.34 million engagements across all channels each month), a radical Active Outdoor Lifestyle digital engagement company that is disrupting the way outsiders and the industry discover and learn about outdoor gear. Visit ThinAirShow.com for more information.

About Formidable Media

Formidable is a New Media agency based in Boulder, Colorado, born from two outdoor industry veterans helping a select group of clients achieve new heights in consumer reach, data-based marketing, earned media exposure, content marketing, custom publishing, trade show impact, event execution, social media strategy, and creative services. With nearly 50 years of combined experience in print & digital media, PR, and active-lifestyle industry brand building, Formidable brings the best of the communications world together in a new agency concept laser focused on elevating great brands in every way. Formidable-media.com