



SWITCHBACK

JUNE 16-18, 2026 | NEW ORLEANS, LA

ERNEST N. MORIAL CONVENTION CENTER

Trade Show Dates: Wednesday, June 17 & Thursday, June 18

Switchback Spring 2026 Activations

[SWITCHBACKEVENT.COM](https://switchbackevent.com)

For Exhibiting Brands Only





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SWITCHBACK SPRING
2026 ACTIVATIONS

Brand Exposure at Switchback

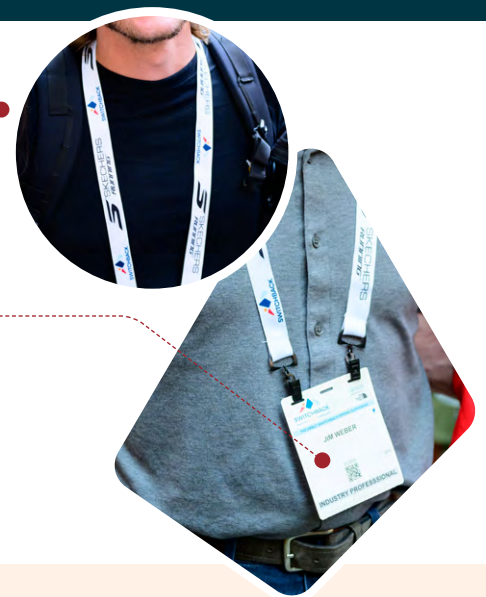
Make an impact at Year Two of **Switchback Spring** with an activation opportunity—available only to exhibitors.

HIGH IMPACT BRAND EXPOSURE OPPORTUNITIES

Lanyards: **\$3,000** ★ EXCLUSIVE HIGH VISIBILITY

This is one of the most visible activation opportunities at Switchback Spring! Co-branded with your logo, any logo will be worn by all attendees, speakers, media, and exhibitors. The Switchback team produces and ships lanyards; the final design will be approved by the sponsor.

SOLD OUT



Back-of-Badge: **\$2,500** ★ EXCLUSIVE

Sponsor the Switchback Spring event badge, which is worn by attendees, speakers, media, and exhibitors.

Sponsorship Includes:

- Logo and sponsor message prominently printed on the back of all badges
- Custom design choice, produced in coordination with the Switchback team; sponsor to approve final design

Attendee Bag: **\$2,000** ★ EXCLUSIVE

Put your brand in attendees' hands with a custom tote bag they'll use throughout Switchback to collect samples, products, and more. Each bag—filled with Attendee Bag Inclusions—will be distributed in a high-traffic area for maximum visibility.

Sponsorship Includes:

SOLD OUT

- Sponsor-exclusive branding on attendee tote bag
- One Attendee Bag Inclusion inside the Attendee Bag
- Sponsor provides logo to be placed on 400 bags

**Switchback team handles bag production, shipping, and onsite distribution; sponsor to approve final bag*

Attendee Bag Inclusion: **\$1,000** ★ EXCLUSIVE CATEGORIES

Place your product or sample inside the Attendee Bag, which will be distributed in a high-traffic area and provided to Switchback attendees.

Sponsorship Includes:

- One product placed inside the Attendee Bag
(To be more sustainable, we will not accept printed flyers, postcards, catalogs, etc.)
- Sponsor provides 400 products

**Switchback team handles onsite distribution; sponsor is responsible for product shipment*

Exclusive Categories Include:

- Apparel **SOLD OUT** | Hat **SOLD OUT** | Hydration | Socks **SOLD OUT** | Bottles **SOLD OUT** | Bug Repellent **SOLD OUT**

Products that are not listed in the exclusive categories are welcomed and encouraged.





HIGH IMPACT BRAND EXPOSURE OPPORTUNITIES

Product Spotlight: LIMITED

Single Shelf: **\$750**

Full Display Case: **\$2,500**

Get additional exposure for your products in a branded display case, placed in a high-traffic area in or near the exhibit hall.

Sponsorship Includes:

- Inclusion of featured products in Switchback’s event app and 2026 Event Guide
- **Single Shelf opportunity**
 - Maximum of two products on one shelf; sponsor has one shelf in a three-shelf display
- **Full Display Case opportunity**
 - Maximum of two products on three shelves (six products total); sponsor has all three shelves in display case



The Campground: **\$750 per tent**

TWO TENT LIMIT PER BRAND, SPACE IS LIMITED

Need extra space to showcase your newest tent? Reserve your spot in The Campground at Switchback—a hands-on tent display! Located in a high visibility area and on display during all exhibit hall hours, The Campground offers maximum exposure for participating brands. With ample space to set up, tents will be displayed to show their full function, size, and materials, allowing buyers the opportunity to explore them in a way that mimics real-life usage.

**Please speak to your sales representative for more information*

Sponsorship Includes:

- 10' x 10' space in The Campground area; purchase two spots to accommodate a larger tent (up to 20' of space)
- Each tent display will have a sign with the product, company name, and booth number



Staff Pack:

\$2,000 ★ EXCLUSIVE

Highlight your brand by equipping the Switchback team with your latest backpack, bag, or tote to utilize throughout the event.

Sponsorship Includes:

- The Switchback team will wear and use sponsor-provided packs all three days of the event.
- Sponsor provides product





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EXPERIENTIAL OPPORTUNITIES



Morning Hike Display Table: **\$750** ★ EXCLUSIVE CATEGORIES

This opportunity gives your brand meaningful time with retailers off the show floor while putting your products front and center during a crowd-favorite event. This year, the Morning Hike, presented by Merrell, will take place at Audubon Park on Thursday, June 18, from 7:00 AM - 8:00 AM. It's an opportunity for retailers to sample your product and experience its value in a real outdoor environment.

Sponsorship Includes:

- One 6' table for displaying product at the Morning Hike
- Logo placement on Morning Hike promotional materials and onsite signage

Exclusive Categories Include:

- Apparel | Footwear **SOLD OUT** | Hat | Hydration | Nutrition

Products that are not listed in the exclusive categories are welcomed and encouraged.



Morning Hike Shuttle Drop: **\$1,250**

★ EXCLUSIVE CATEGORIES

Put your product front and center as attendees head back to the exhibit hall. This activation includes everything in the Morning Hike Display Table opportunity above, with the addition of a product drop on each shuttle seat for participants to enjoy after the Morning Hike.

Sponsorship Includes:

- Sponsor provides 100 products
- One 6' table for displaying product at the Morning Hike
- Logo placement on Morning Hike promotional materials and onsite signage

**Switchback team handles onsite distribution*

Exclusive Categories Include:

- Hydration | Nutrition



DECALS AND SIGNAGE

Boost your brand's visibility with eye-catching graphics like clings, decals, escalator runners, and more. These high-impact visuals grab attention in key areas, guiding attendees and reinforcing your message. Strategically placed throughout the event, they offer a simple yet effective way to enhance brand recognition and engagement.

**Your brand creates the design; Switchback team produces and prints*

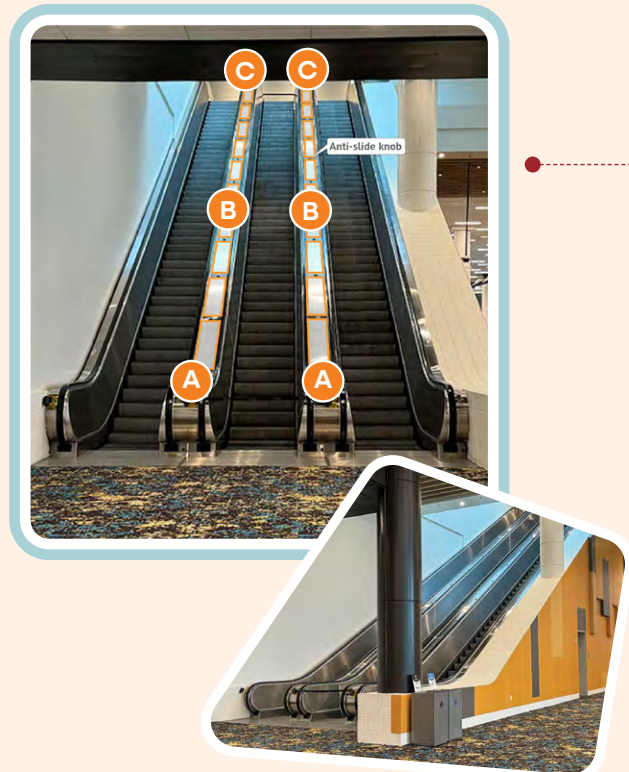
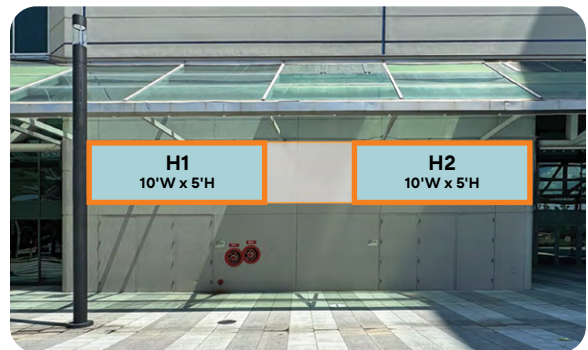
Outdoor Wall Decal: **\$3,000** LIMITED

Located in front of registration desks and the exhibit hall entrance, Switchback attendees will constantly use this entrance throughout the event. These decals will ensure your brand is the first thing attendees see when entering the convention center.

Two decal options are available at this entrance: one on the left (H1) and one on the right (H2). Pricing includes one panel; both can be purchased for added visibility.

Sponsorship Includes One or Both Options:

- **Left Panel (H1):** 10'W x 5'H
- **Right Panel (H2):** 10'W x 5'H



Escalator Runners: **\$4,000**

★ EXCLUSIVE 👁 HIGH VISIBILITY

Place your brand in the heart of the action at Switchback Spring with two escalator runners. This high-exposure branding opportunity will be seen by attendees as they head from registration to the conference area.

Sponsorship Includes:

- **Runner A:** 11.75"W x 65"H
- **Runner B:** 11.75"W x 62"H
- **Runner C:** 11.75"W x 76.5"H



DECALS AND SIGNAGE

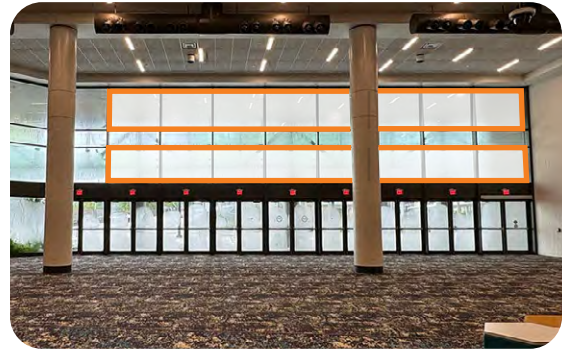
Window Decal: \$1,000 **SIXTEEN AVAILABLE**

These window decals will be highly visible as attendees walk to and from education sessions and the exhibit hall. This opportunity is located on the inside of the large windows at the convention center entrance, right in front of the registration area and exhibit hall.

Make a bigger impact by purchasing multiple panels.

Sponsorship Includes:

- One individual window decal, featured among 16 total placements
- Top windows: 87.5"W x 70"H
- Bottom windows: 87.5"W x 59"H

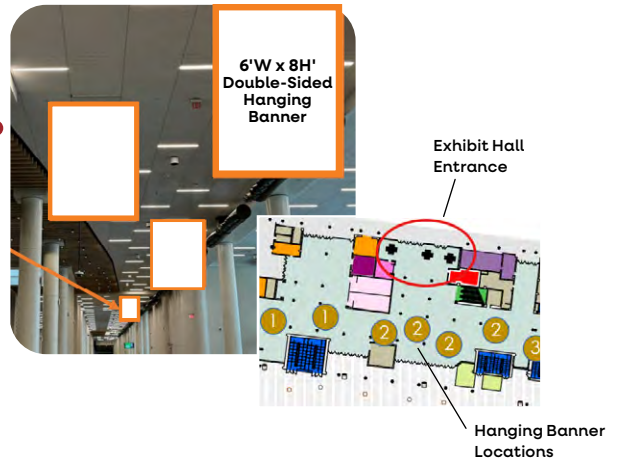


Hanging Banner: \$1,750 **FIVE AVAILABLE**

Located in front of the registration area and exhibit hall, this branding opportunity will grab attendees' attention from the main hall of the convention center.

Sponsorship Includes:

- One 6'W x 8'H double-sided banner, featured among five total placements



Floor Cling: \$1,000 **FIVE AVAILABLE**

Decals will be placed in the convention center lobby near the exhibit hall entrance.

Sponsorship Includes:

- One 3' x 3' decal

Double-Sided Meter Panel Sign: \$1,250

TEN AVAILABLE

Get creative and share your message with a graphic panel placement in the convention center lobby!

Sponsorship Includes:

- One double-sided meter panel; maximum of two meter panels per brand

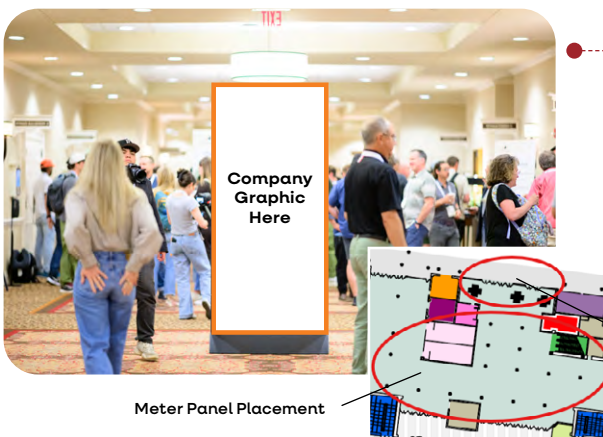


Exhibit Hall Entrance

Meter Panel Placement



BOOTH TRAFFIC DRIVERS

Happy Hour Food and Drinks: \$4,500 LIMITED

Keep the excitement going for attendees by hosting a Happy Hour at your booth during the exhibit hall's opening day.

Happy Hours will be held on Wednesday, June 17 from 5:00 PM – 6:00 PM.

Sponsorship Includes:

- 100 servings of your drink of choice
- One food pairing for 100 attendees
- Signage with company logo placed at booth during Happy Hour
- Logo included on the Switchback website, app, and Event Guide*

*Deadline for logo inclusion in the Event Guide is April 10



Happy Hour Drinks: \$2,000 LIMITED

Give attendees a refreshing reason to stop by your booth on Wednesday, June 17 from 5:00 PM – 6:00 PM.

Sponsorship Includes:

- 100 servings of your drink of choice
- Signage with company logo placed at booth during Happy Hour
- Logo included on the Switchback website, app, and Event Guide*

*Deadline for logo inclusion in the Event Guide is April 10



IN-BOOTH BREAK OPPORTUNITIES LIMITED

Attendees get hungry throughout the day—why not make your booth a spot for refueling? These unique in-booth food and beverage activations create natural opportunities for conversation, connection, and a little indulgence. Breaks may be hosted at your booth on Wednesday, June 17 and/or Thursday, June 18 during exhibit hall hours; choose from the options below:

- **Beignet Break: \$1,000**
Serve up a New Orleans classic!
- **Praline Break: \$1,000**
Delight attendees with locally made pralines.
- **New Orleans Coffee Break: \$2,000**
Start the morning strong with authentic New Orleans.
- **Non-Alcoholic Frozen Daiquiri Break: \$2,250**
Add a fun, flavorful twist with non-alcoholic frozen daiquiris.
- **Snow Cone Break**
Cool things down for attendees with colorful snow cones.
**Contact your sales representative for pricing*
- **Ice Cream Cart: \$2,000**
Bring the nostalgia and sweetness with assorted ice cream novelties.

Sponsorship Includes:

- 100 servings of selected food & beverage
- Signage with company logo placed at sponsor's booth during break

Each option includes 100 servings of the selected offering.





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CONVENTION CENTER AND HOTEL OPPORTUNITIES

Main Stage Sponsor: \$7,500

★ EXCLUSIVE

👁️ HIGH VISIBILITY

Put your brand in the spotlight ahead of Switchback's highly anticipated education sessions, including the Keynote presentation and additional featured sessions and panels.

Sponsorship Includes:

SOLD OUT

- Opportunity to play a short, branded video before the keynote presentation; video must be approved by Switchback team in advance
- Large, branded floor decal in the exhibit hall as you walk into the Trailheads Theater
- Mention of brand wherever keynote stage is listed, including event website, app, 2026 Event Guide, and signage; positioned as "(Brand) Stage"



Attendee Wi-Fi: \$5,000 **FOUR AVAILABLE**

Be the connection everyone depends on. As the co-sponsor of Switchback's Wi-Fi, your brand will appear on the network login screen and signage throughout the event.

Sponsorship Includes:

- Logo placement on signage and other relevant event materials



Conference Row: \$995 **TEN AVAILABLE**

Secure a table at Conference Row on Tuesday, June 16, and connect with retailers before the exhibit hall opens. Located in the conference lobby, your 6' tabletop display will be in a prime spot with steady foot traffic between sessions. Engage early and build connections before the show floor opens on Wednesday morning.

Sponsorship Includes:

- One 6' table and two chairs from 10:00 AM – 6:00 PM on June 16
- Access to the conference area, shared with up to 10 brands



Conference Coffee Break: \$2,000 **LIMITED**

Give retailers a caffeine boost during a full day of education and networking on Tuesday, June 16. This activation includes everything in the Conference Row opportunity above, with the addition of a branded coffee break.

Sponsorship Includes:

- One 6' table and two chairs from 10:00 AM – 6:00 PM on June 16
- Branded signage placed at the coffee station
- Access to the conference area, shared with up to 10 brands
- Opportunity to create custom coffee cup sleeves, plus additional branded items as needed
- One Push Notification highlighting the coffee break sponsorship and logo inclusion in the Event Guide





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CONVENTION CENTER AND HOTEL OPPORTUNITIES



Official Hydration Station: \$2,250 ★ EXCLUSIVE

Keep attendees refreshed and your brand in hand.

Sponsorship Includes

SOLD OUT

- 22"W x 28"H pedestal signage at water station located in the convention center lobby
- One table in the lobby to display and distribute your branded water bottles

Charging Station: \$1,500 ★ EXCLUSIVE

Keep attendees powered up and your brand front and center at Switchback's charging stations.

Sponsorship Includes:

- Two 3'6"W x 2'9"H branded decals at the entrance
- Logo placement on charging station signage



Hotel Room Drops: \$1,500 + \$20/room LIMITED

Hand-pick specific retailers to receive your product upon hotel arrival. You provide the product, and our team will ensure it's placed in recipients' hotel rooms before they check in.

Sponsorship Includes:

- One item per room for up to 150 retailers
- Brand will coordinate with their sales representative to select retailers from the dedicated Switchback hotel block

Media Room Drop: \$500 LIMITED

Get your brand in front of qualified outdoor industry journalists. Your product will be placed in the media room, where attending press will go to write, connect, and take breaks.

Sponsorship Includes:

- One product placement in the media room (up to 50 products provided by sponsor)
- Logo and booth number included on signage in the Media Room





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2026 ACTIVATIONS

DIGITAL ACTIVATIONS



Pre-Event Email: \$1,500 **TWO REMAINING**

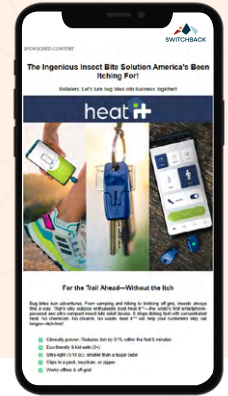
Promote your brand to all registered attendees and start connecting before they arrive to New Orleans. This sponsorship is designed to drive traffic to your booth and preview what you'll be by displaying at Switchback Spring.

Post-Event Email: \$1,500 **LIMITED**

Share your brand's message after Switchback Spring to all verified attendees. This is an impactful opportunity to follow up with leads and keep the connections going post-Switchback.

Sponsor Provides:

- Simple HTML file with self-hosted images
- Subject line, reply-to email address, and sender name



Registration Confirmation Email Header: \$2,250

★ EXCLUSIVE **👁️ HIGH VISIBILITY**

Place your company's branding at the top of each attendee confirmation email, which will be received by every registered Switchback attendee. For the best value, secure this opportunity before March 2026.

Sponsorship Includes:

- Custom email header ad (468x60px, .JPG or .PNG) and linked URL
- Design assets must be approved by the Switchback team

Housing Confirmation Email Header: \$2,250

★ EXCLUSIVE **👁️ HIGH VISIBILITY**

Include your branding and messaging in every Switchback hotel confirmation email, which will be filled with important reservation details.

Sponsorship Includes:

- Custom banner ad (680x100px, .PNG or .GIF; Max 40KB) and linked URL
- Design assets must be approved by the Switchback team





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DIGITAL ACTIVATIONS

Switchback Event Guide:

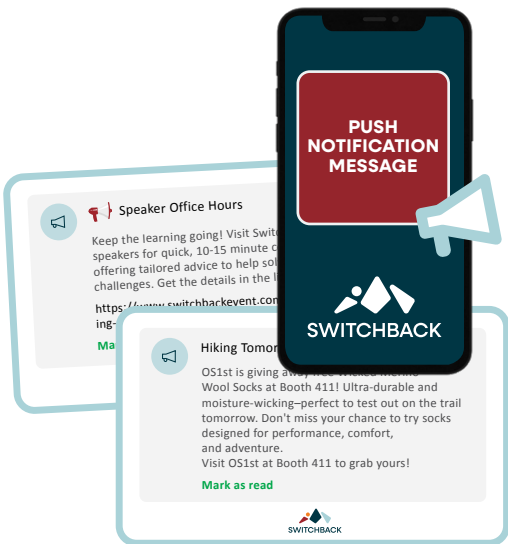
Full Page Ad: **\$1,000** LIMITED

(Ad deadline: April 10)

The Switchback Event Guide is available exclusively in a digital format. This comprehensive resource provides an overview of the event, which includes the daily schedule, trade show floor map, education program details, meetup highlights, and much more. The guide will be shared with registered attendees and media - and promoted across Switchback's website and social media channels - in the final months leading up to Switchback Spring.

Sponsorship Includes:

- Full-page ad (7.5"W x 10"H)
- PDF preferred or JPG, to be designed by sponsor



Event App Push Notification: \$350 LIMITED

Send a push notification through the Switchback event app and reach attendees in real-time onsite. Encourage retailers to visit your booth, highlight a product, or share a brand message.

Sponsorship Includes:

- One message (up to 300 characters, emojis welcome) with the option to include a linked URL
- Notification send time and date selected by sponsor (available on a first-come, first-serve basis)



**2 SPOTS
REMAIN:
CATEGORY
EXCLUSIVE**

Switchback Summit Sponsorship

As a Summit Sponsor, your brand receives maximum exposure before and during Switchback Spring. Limited to just five brands, this category exclusive opportunity sets your company up for an impactful presence in New Orleans.



CLICK HERE TO LEARN MORE ABOUT WHAT'S INCLUDED IN THE SUMMIT SPONSORSHIP. CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION.





CONTACT OUR TEAM TO GET STARTED:

Want to learn more about any of these opportunities?

Have a unique activation idea that isn't listed in this kit?

We're happy to build sponsorships around your goals.



Sean Smith
ssmith@divcom.com



Sam Selvaggio
sselvaggio@divcom.com
212-398-5021



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