SWITCHBACK

JUNE 16-18, 2026
NEW ORLEANS, LOUISIANA
ERNEST N. MORIAL CONVENTION CENTER

SWITCHBACK SPRING

2026 POST-EVENT REPORT



SWITCHBACK

2026 POST-EVENT REPORT

The purpose of this report is to provide a comprehensive look at **Switchback Spring 2026**, from attendee and exhibitor data to a recap of networking events and education programming.

TABLE OF CONTENTS

03 Overview of Switchback Spring 2026

04 Quick Facts & Figures

05 Attendee Information

06 Exhibitor Information

07 Networking & Activities

09 Education Program

12 Explore Trailheads

14 Partner Organizations

15 Media Coverage & Social Media

17 Save the Dates



Official Event Partner

OUTDOOR INDUSTRY ASSOCIATION

THANK YOU TO SWITCHBACK SPRING 2026 SUMMIT SPONSORS:

MERRELL

snow peak outdoor lifestyle creator since1958

THE NORTH FACE

THANK YOU TO OUR EVENT PHOTOGRAPHER: MAX PHOTOGRAPHY, AUSTIN

Data in this report is sourced from Switchback post-event surveys and registration data



OVERVIEW OF SWITCHBACK SPRING 2026

SWITCHBACK SPRING RETURNED FOR ITS SECOND STANDALONE YEAR, JUNE 16-18, 2026, IN NEW ORLEANS, LA.

Designed with intention, Switchback Spring, the national show for the outdoor industry, built a powerful space for the outdoor community to conduct business, build relationships, learn, and find inspiration. All to support the growth of outdoor retailers, brands, media, non-profit organizations, and a thriving outdoor industry. Building on the momentum of its debut year, Switchback Spring returned with a refined format shaped by attendee and exhibitor feedback from 2025.

> **The outdoor industry's big energy, big ideas and big personalities were on full display here in New Orleans. It's a remarkable thing to see an event in only its second year draw this kind of interest and support from the surrounding community.**

Sean Smith,
Switchback
Event Director



DAY ONE

TUESDAY, JUNE 16
EDUCATION SESSIONS & WELCOME PARTY

Day One kicked off with a full day of retail education, headlined by the unveiling of the 2026 Outdoor Industry Association (OIA) Participation Report, presented by OIA Director of Research Kelly Davis to a packed New Orleans Theater. Thirteen breakout sessions followed, covering everything from leadership and hiring to supply chain strategy and AI tools for retailers and emerging brands. The day closed with a screening of the short film 'Best Day Ever' which received a standing ovation, followed by a Welcome Party at Generations Hall hosted by Switchback, Merrell, and OIA.

DAY TWO

WEDNESDAY, JUNE 17
EXHIBIT HALL OPENING & COMMUNITY CONNECTION

Day Two began with a lively networking breakfast, followed by a featured presentation in the New Orleans Theater with adventure skier Griffin Post, Denise Anderson of The North Face, and Paul Hendricks of The Conservation Alliance, who discussed adventure, risk, and the outdoor industry's shared responsibility for public lands. The exhibit hall opened at 10:00 AM to 235 brands spanning nearly 40,000 square feet, while education continued at the Trailheads Theater with sessions from educators as well as Switchback's partner organizations. The day's momentum kept going with the Switchback Partner Social and an Exhibit Hall Happy Hour spread across booths on the show floor.

DAY THREE

THURSDAY, JUNE 18
CONTINUED DISCOVERY

Day Three of Switchback Spring had a delayed opening at 10:00 AM due to weather, but attendees persevered and had another full day of business meetings and retail discovery in the exhibit hall. Trailheads Theater programming rounded out the education slate, including a session from the Running Industry Diversity Coalition (RIDC) on how specialty retailers can expand access and visibility for trail running. The industry was happy to get together for three days in New Orleans and the resounding sentiment was the event helped strengthen the industry and collaboration is our key to build further.







QUICK FACTS & FIGURES

1,262
Total attendees, exhibitors, and media

235
Exhibiting brands

40,000
Sq. ft. of exhibit space

1,300
Retail doors represented in 40 states

35
Media professionals

663
Networking 1:1 meeting chats were conducted in the Event App

ATTENDEES TOP REASON FOR ATTENDING

1. **Discovering** new brands, products, and innovations
2. **Connecting** and **networking** with industry peers
3. **Learning** and gaining industry insights
4. **Seeing** product line showings

SWITCHBACK SPRING ATTENDEES REPRESENTED 40 STATES

WITH THE TOP ATTENDING STATES INCLUDING: LOUISIANA, COLORADO, TEXAS, WASHINGTON, and TENNESSEE



Switchback is a valuable event on multiple levels for us. It's an opportunity to engage with our partners, our retailers, and the broader industry community. We're excited about where it's headed and are looking forward to next May.

– **KEN TAYLOR**, VICE PRESIDENT OF WHOLESALE, AMERICAS, THE NORTH FACE



SWITCHBACK WELCOMED ATTENDEES FROM 16 COUNTRIES,

WITH THE LARGEST DELEGATIONS COMING FROM:

United States · Canada · Japan · United Kingdom



ATTENDEE INFORMATION



A *SNAPSHOT* of attending retailers:

- Academy Sports + Outdoors
- Appalachian Outfitters
- Backcountry
- Bespoke Post
- DICK'S Sporting Goods
- Dunham's Sports
- Foster Outdoor
- Free People Movement
- Hatchet Outdoor Supply
- Huckberry
- L.L. Bean
- Massey's Outfitters
- Pine Needle Mountaineering
- Piragis Northwoods Company
- Ptarmigan Sports
- REI
- Sportsman's Warehouse
- The Backpacker
- Title 9
- Walmart
- Whole Earth Provision Co.

> **This was my first Switchback, and I was definitely impressed with the content, the education, and especially the brand presence. The brand quality definitely exceeded expectations and was incredibly helpful for me, as one of my big goals was discovery.**
>
> – **TODD BUCKLEY**, OWNER, TOWN TO TRAIL OUTFITTERS

> **The Switchback team was able to capture the energy and passion from our community and provide an exciting forum for education and discovery.**
>
> – 2026 ATTENDEE

MORE *FUN FACTS*

TOP Attendee Job Titles:

1. Buyer
2. Owner
3. Director
4. President
5. CEO

100% of retailers who participated in Day One education programming noted they were **satisfied to very satisfied** with the content

98% of attending retailers had buying power

More than half of attendees have worked in the outdoor industry for **10+ years**





Retailers were resoundingly pleased with their experience of the event showing an **above excellent net promoter score of 56,** the gold-standard metric for measuring customer experience based on a customer's willingness to recommend a product or service. This is the largest indicator that they will suggest the show to other retailers and indicator of growth potential.

EXHIBITOR INFORMATION

A *QUICK LOOK* at 2026 Exhibitors:

CLICK HERE TO SEE ALL 2026 EXHIBITORS

- 5.11
- Altra
- Arc'teryx
- BearVault
- Berghaus
- Cascade Designs
- Chaco
- Chubbies
- Cotopaxi
- Crazy Creek
- Dometic
- Duer
- Eagles Nest Outfitters
- GCI Outdoor
- Grand Trunk
- Halfdays
- Hyperlite Mountain Gear
- Liberty Mountain
- Life Is Good • LifeStraw
- Marmot Mountain
- Merrell
- Mountain Hardwear
- MuskOx
- Packfire
- PyreLogs
- Roark
- Rumpl
- SCARPA
- Sherpa Adventure Gear
- Smartwool
- Snow Peak
- Sunski
- tentree
- Teva
- The North Face
- Timber Ridge
- Toad & Co.
- UYN
- Wild Tribute

LEADING AND EMERGING BRANDS REPRESENTED HARD-AND-SOFT GOOD CATEGORIES, INCLUDING:

Footwear	Apparel	Hiking	Camping	Trail Running
Hydration	Nutrition	Accessories	Technology	First-Aid

BRANDS TOP 5 OBJECTIVES FOR EXHIBITING:

1. **Increasing** awareness of your brand(s)/products/services
2. **Building** industry connections and relationships
3. **Generating** new leads
4. **Finding** new distributors/partners/retailers
5. **Learning** and gaining industry insights

EXHIBITORS TOP 3 BONUS EVENT FEATURES:

1. Exhibit Hall Happy Hours
2. Welcome Party
3. Event App

More than 4 out of 5
Exhibitors said that event organizers made it easy for them to exhibit at the event.



"Something special happened at year two of Switchback Spring. As the national show for the outdoor industry, we saw retailers and brands build on the momentum from a strong launch year. It felt like the industry has found its rhythm with Switchback Spring and is ready to grow stronger together."

CHRISTINA HENDERSON
VICE PRESIDENT, ENDURANCE PORTFOLIO



"We didn't know what to expect because this was our first Switchback, but after just one day, we knew that we are 100 percent coming back, primarily because the quality of people in the room was really exceptional. We had high-quality conversations with retailers and other brands that were here and picked up six new accounts that we didn't meet with at other shows this spring."

– **GREG ANDERSON**,
NATIONAL SALES MANAGER, SUNDAY AFTERNOONS





NETWORKING & ACTIVITIES



The largest point of satisfaction across retailers and exhibitors were the connections they made at Switchback Spring 2026. From the Welcome Party and happy hours to interactive experiences like Switchback Partner Social, the goal was to create an environment supporting growth and conversation. Explore some of the ways attendees, exhibitors, media, and more came together and had fun at Switchback.

Welcome Party

Hosted by: MERRELL, OUTDOOR INDUSTRY ASSOCIATION

Day One concluded with the Welcome Party, hosted by Merrell and Outdoor Industry Association (OIA). Open to all, industry members arrived to the sounds of a New Orleans-based brass band at the iconic Generations Hall to swap stories and connect with friends. Attendees had ample opportunities to catch up while enjoying food, drinks, and a DJ, while raising a glass to the industry.



Switchback Partner Social

Switchback's first-ever Partner Social was a hit, bringing attendees together to celebrate the organizations driving meaningful change across the outdoor industry. Held on the show floor in the Trailheads Theater, partners led conversations on everything from protecting public lands and breaking barriers for underrepresented communities to building a more inclusive, equitable, and resilient outdoor industry.



Exhibit Hall Happy Hour

Attendees celebrated the opening day of the Switchback show floor with the Exhibit Hall Happy Hour. Drinks and snacks were provided as retailers mingled with exhibitors, media, partner organizations, and other industry members. A special thank you to the participating brands for hosting gatherings at their booths:

Chaco, DOMETIC, GORE-TEX, MERRELL, MUSKOX, THE NORTH FACE, SEATOSUMMIT, SIDAS, snow peak



Attendee Bags

Switchback retail attendees received a bag filled with products and giveaways from participating brands! Check out the featured photo for a peek at what was included. Click here to see the Attendee Bag recap on Switchback's social and thank you to the following brands who participated:

aparso, HOLLOW, LIFE IS GOOD, OUTDOOR CAP, Rite in the Rain, SALLYE ANDER, SIS SCIENCE IN SPORT, Sling

CLICK HERE TO SEE THE ATTENDEE BAG RECAP



NETWORKING & ACTIVITIES

Exhibit Hall Features

Discover Pathfinders

Created in partnership with: GARAGE GROWN GEAR, FOUNDED OUTDOORS



Pathfinders was a new section of the exhibit hall dedicated to a curated collection of retail-ready young brands. With support from Garage Grown Gear and Founded Outdoors, Pathfinder brands showcased their most innovated products in the outdoor market to eager to learn specialty retailers.

Read the Trailheads article "**8 Breakthrough Brands at Switchback Spring**" to learn about some of the 2026 Pathfinder brands.

Switchback State Showcases



State Showcases featured regional brands from across the country. Supported by their state alliances, these groups of Switchback exhibitors worked together to expand distribution and build valuable relationships with the outdoor industry. Participating state alliances included:

Maine — MAINE OUTDOOR BRANDS

Michigan — LAND OF OUTSIDERS

Oregon — business oregon

Vermont — VERMONT

Product Spotlight



The Product Spotlight was a display of the latest products from outdoor brands. Attendees had the opportunity to stop by and check out what's new and then visit each brand's booth to learn more. Participating brands included:

AMENTO, BEARVAULT, Bridgedale, MOUNTAIN EQUIPMENT, CORE, MERRELL, snow peak, STRIKE

Trailheads Theater



The Trailheads Theater was a fan favorite and exhibit hall highlight, featuring education sessions and panels featuring industry experts and pioneers. Presenters shared valuable data, led timely discussions, and fostered community engagement during these engaging 30-minute sessions. **Check page 10** for the full Trailheads Theater lineup.

EDUCATION PROGRAM



Switchback Spring 2026 Education Program Overview

Built around the theme "Equipping the Outdoor Industry for the Future," Switchback Spring 2026's education program featured more than 30 sessions across three days, developed in partnership with Outdoor Industry Association.

Educational content was designed for store owners, managers, buyers, and sales associates, as well as marketing, e-commerce, human resources, operations, event management, and merchandising teams across the outdoor specialty industry.

Programming on Day One explored key industry challenges and opportunities, including outdoor culture and community building, brand-retailer relationships and supply chain management, sustainability and policy impacts, business leadership and change management, market trends and consumer insights, and retail technology and innovation.

Day Two and Three programming moved to the show floor's Trailheads Theater, elevating voices from partner organizations, brand leaders, and retail experts alongside the core education slate.



DAY ONE

TUESDAY, JUNE 16 | Education Sessions

Who's Getting Outside: Participation Trends Shaping Outdoor Market
Kelly Davis, Outdoor Industry Association (OIA)

Lessons in Change Fluency for Outdoor Retail Leaders: Building Resilient, Adaptable Teams
Julie Lamarra, Utah State University

6 Lessons from the Outdoor Industry's Best Marketers
Amanda Smith, Monday Creative

The Role of Ecommerce in Outdoor Specialty Retail
Lloyd Vogel, Garage Grown Gear

Eoin Comerford, Outsize Consulting
Molly Hanks Doyle, Title Nine
Andrew "Coach" Livingston, Marion Outdoors

From Cash Chaos to Confident Growth: A Profit System for Outdoor Specialty Retailers
Jacob Curtis, Curtis Accounting Solutions

Durability as Value: Making Longevity a Competitive Advantage in Outdoor Retail
Julie Brown, Outdoor Industry Association (OIA)
Leigh Gray, W.L. Gore & Associates
Troy Sicotte, Mountain Hardwear
Chris Speyer, Mountain Equipment Company (MEC)

AI 101: What AI Can (And Can't) Do for Specialty Retailers
Leslie Leonard, Outdoor Equipped

Future-Proofing Your Retail Store: Apparel Merchandising Strategies That Drive Performance
Holly Wiese, 3 Dots Design, Inc.

Selling What Matters: Using Sustainability to Elevate the Customer Experience
Rick Crawford, Emerger Strategies
Alex Lauver, Douglas Strategies

Trade Winds: Tariffs, Risk, and the Future of Outdoor Business
Kent Ebersole, Outdoor Industry Association (OIA)
Cassie Abel, Wild Rye
Megan Costello, Sorini Strategic Advisors LLC
Emily Vedaa, Columbia Sportswear Company

The Philosophy Behind a Team That Stays: Hiring and Retention Strategies for Independent Retailers
Chris Frangiosa, VILD Consulting Group / TCO Fly Shop

The Retail Resale Opportunity: Strategies for Secondhand Success
Marcus Woolf, Trailheads
Shawn Bentley, Massey's Outfitters
Ethan Garceau, Outdoor Gear Exchange
Alejandro Guanaga, Outdoor Gear Revival
Josh Sims, The Gear Fix

The Digital Backcountry: Safeguarding Your Business in the Trust Economy
Peter Pawlus, REPatron

The New Outdoors: Curating Product for the Lifestyle Consumer
Kelly Davis, Outdoor Industry Association (OIA)
Kerri Olson, Piragis Northwoods Company

Best Day Ever: A Blueprint for Building More Inclusive Outdoor Communities
Joe Jackson, Switchback
Berne Broudy, Best Day Ever
Gregory Durso, Best Day Ever



EDUCATION PROGRAM

Switchback Spring 2026 Education Program Overview

DAY TWO

WEDNESDAY, JUNE 17 | Trailhead Theater Presentations

Protecting Our Terrain: Adventure, Risk and the Value of our Public Lands
Denise Anderson, The North Face
Paul Hendricks, The Conservation Alliance
Griffin Post, The North Face

How Emerging Outdoor Brands and Retailers Win Together
Katie Doherty, Founded Outdoors
Molly Hanks Doyle, Title Nine
Amy Maugeri, Gear Envie Inc.
Virginia Lynn Peterson, SWOOP
Lloyd Vogel, Garage Grown Gear

Expanding Outdoor Access to Sustain Growth: A Framework for Brands, Retailers, and Communities
Lesford Duncan, Outdoor Foundation

From Access to Action: Federal Policy and the Future of Outdoor Recreation
Charles Cooper, Brumidi Group
Adam Cramer, Outdoor Alliance
Pitt Grewe, AllTrails
Alicia Harvie, REI Co-op

Beyond Gorpcore: Trends, Values, and Experiences Defining the Future of Functional Fashion
Kellyn Wilson, TOGS
Michael Anderson, Snow Peak USA
Gene Han, Hatchet Outdoor Supply Co. / WeekEnds
Anya Miller, Mountain Hardwear

Taking a Stand: Assessing Risk and Reward in Speaking Out for Our Public Lands and Waters
Bill Hodge, Wild Idea Media
Anders Reynolds, The Wilderness Land Trust
Paul Hendricks, The Conservation Alliance
Jennifer McLaren, Altra
Dawn Mancini Moyer, Fjällräven

CLICK HERE TO LISTEN TO THE LIVE PANEL DISCUSSION FEATURED ON THE THE WILD IDEA PODCAST

Moving the Outdoor Culture Off-Road: Community Building as a Bridge to a Stronger Industry
Tommie Runz, Creator
Jeff Armstrong Sr., Black Men Run
Lusire Boyd Sr., Black Men Run
Oscar Camejo, Black Men Run - Trail & Ultra Running Fanatics (TURF)
Onyanga Dean, Black Men Run - Trail & Ultra Running Fanatics (TURF)
Duane Goulbourne, Black Men Run - Trail & Ultra Running Fanatics (TURF)



DAY THREE

THURSDAY, JUNE 18 | Trailhead Theater Presentations

The Trail Boom—and Who It's Leaving Behind
Abigail Hollie, Running Industry Diversity Coalition (RIDC)
Arthur Blue, 35 North
Karla Estudillo Fuentes, Running Industry Diversity Coalition (RIDC)
Jenna Klein Jonsson, Blaze Partners

Color Stories: Shaping Consumer Connections to Products
Carrie Hill, Rumpl

Brand Experiences That Protect the Places We Love
Matt Schneider, Leave No Trace

A Prescription for Growth and Community with The Great Malden Outdoors Rx Pilot
Darren "DJ" Josey, First Seed Sown Sales and Marketing

State Outdoor Alliances: Supporting Advocacy and Building Local Economies
Jonathan Jarosz, Land of Outsiders
Carleigh Garrett, Skida Headwear and Accessories
Heidi Prior, WVU Smith Outdoor Economic Development Collaborative
Anna Rawlins, Eagles Nest Outfitters, Inc
Mike Wallenfels, Oregon Outdoor Alliance

The Durability Strategy: Profitability, Trust, and the Long Game
Julie Brown, Outdoor Industry Association (OIA)
Matt Powell, Spurwink River
Chris Speyer, Mountain Equipment Company (MEC)
Megan Stoneburner, MCS Sustainable Solutions
Kerry Summers, W.L. Gore & Associates

SWITCHBACK

EDUCATION PROGRAM: FEATURED SESSIONS

FEATURED SESSION 1

Who's Getting Outside: Participation Trends Shaping the Outdoor Market

Outdoor participation continues to grow, creating new opportunities to strengthen the outdoor economy. OIA Director of Research Kelly Davis returned to Switchback with her signature mix of sharp data and sharper wit, breaking down who's getting outside, how they're participating, and what that means for brands and retailers. The theater was full of eager attendees with tons of questions.



FEATURED SESSION 2

BEST DAY EVER

A Blueprint for Building More Inclusive Outdoor Communities

The film followed adaptive riders Greg Durso and Allie Bianchi as they navigate life after spinal cord injuries with humor, grit, and independence, backed by a tight-knit Vermont trail community. There were few dry eyes in the audience, and the screening received a standing ovation for the crowd. It set the tone for a discussion that went well beyond adaptive trails and mountain biking. Switchback Marketing Manager Joe Jackson, adaptive athlete Greg Durso, and Best Day Ever Producer and Director Berne Broudy dug into what it takes to build truly welcoming outdoor experiences, from trail systems and retail environments to product development. The conversation stayed honest and interactive, pushing attendees to question their own assumptions and walk away with practical ways to make their own outdoor spaces more inclusive.

Q&A With 'Best Day Ever'
PRODUCER AND DIRECTOR, BERNE BROUDY

Why did it matter to screen Best Day Ever at Switchback specifically?

It's huge to have the opportunity to screen Best Day Ever for people in the outdoor industry at Switchback because those people are change makers. They have the ability to influence how things get built, how people think about, how people think about the outdoors.

How was the response from attendees at Switchback after the screening?

So many people come up to me and talk to me afterwards. I felt like the next day of the show, I was in constant conversations about the film. As I was walking down the hallways, people wanted to chat more or had ideas or had feedback or just wanted to share their own response to the film. Tons of people came up to me and just said, **"I can't stop thinking about that movie," or "that movie has really sparked meaningful conversations amongst my staff." That was super powerful.**

What was your biggest takeaway from screening Best Day Ever at Switchback?

I really appreciate that Switchback has such a focus on education and I really hope Best Day Ever gave people something meaningful to think about or taught them something that they hadn't considered before. Access has been a conversation that's been going on for as long as I've been in the outdoor industry, which has been over 25 years at this point. So it was truly an honor to be able to contribute to that conversation in a way that I hope is meaningful and to bring a perspective to that conversation.

FEATURED SESSION 3

Protecting Our Terrain: Adventure, Risk and the Value of our Public Lands

Big mountain skier and The North Face athlete Griffin Post shared the story behind some of his most consequential lines and what those moments taught him about preparation, decisiveness, and showing up when it matters most. Post juxtaposed videos and stories of lines skied so intense that they drew gasps from that audience, with the immense challenges facing public lands. Post was joined by Paul Hendricks, Executive Director, The Conservation Alliance and Denise Anderson, Head of Marketing, AMER, The North Face for a candid discussion about the endangered state of our public lands in 2026, and how the outdoor industry can move from mission statements to meaningful action. Attendees left inspired and challenged to join the fight in protecting our public lands.



Explore Trailheads

Trailheads, produced by Switchback, is an online resource with content directly focused on the needs, goals, and concerns of outdoor specialty retailers and brand professionals.

Trailheads' editors are outdoor industry media veterans who deeply research and report stories on various service-focused topics, from staff training to merchandising to inventory management. On top of being a learning resource for the outdoor industry, Trailheads also delivers newsworthy industry stories and gear coverage to help industry professionals discover new opportunities to grow.

Check out Trailheads' Switchback Spring Coverage:

2026



Inside the Outdoor Business Alliance Model



Trade Winds: Navigating the Chaos and Questions of the Tariff Era



Hiring Right. Keeping Them Longer.



The Story You Already Have. Brand Storytelling Tips from the Switchback Spring 2026 Exhibit Hall

EXPLORE MORE ARTICLES & SUBSCRIBE TO TRAILHEADS





Building a Legacy: Switchback Spring 2026 Proves True Community is the Industry's Best Asset

By Marcus Woolf, Trailheads Editor

The theater inside the New Orleans Ernest M. Morial Convention Center was dimly lit, but the room was humming. As the final credits rolled on **Best Day Ever**, a deeply moving film about adaptive mountain bikers, a few audience members stood, and scattered applause echoed in the darkness. Then, like a wave building momentum, the entire crowd rose to their feet, clapping and cheering, while some people were even wiping away tears.

It was powerful to see so many attendees at **Switchback Spring 2026** share a deeply emotional moment. While the industry has felt fragmented in recent years, community was a recurring theme throughout the three-day event in New Orleans, surfacing in panel discussions and conversations on the show floor.

The buying and selling side of the outdoor industry was certainly front and center, with specialty retailers reviewing upcoming gear lines from over 230 brands. The new Pathfinder area, created with **Founded Outdoors** and **Garage Grown Gear**, featured curated, vetted, and retail-ready up-and-coming brands. Professional development was also key, with day one featuring 15 education sessions offering actionable strategies on topics from AI to merchandising. On days two and three, programming moved to the Trailheads Theater on the show floor, allowing attendees to quickly gain timely insights from industry experts before returning to their meetings.

But beyond the commercial focus of a B2B event, there was a real acknowledgment that we, as an industry, need to focus more on building relationships with one another. This wasn't about warm, fuzzy feelings; it was a reality check that staying connected as an industry is the only way independent businesses will weather today's economic and environmental hurdles. Whether we're advocating for public lands or solving economic dilemmas, it's clear that enduring the current landscape requires cooperation and collective action.

> "I just think we're all in this together."
>
> **Jeff Moberg, VP Product for Cascade Designs**

"I just think we're all in this together," says Jeff Moberg, vice president of product for **Cascade Designs**. "We're competitors in a sense, but we're all in one industry. We talk about all the same topics on a daily basis internally, but it's nice to connect with people, because we're only as strong as we are together."

Like what you read?
Read the full article on Trailheads.







PARTNER ORGANIZATIONS

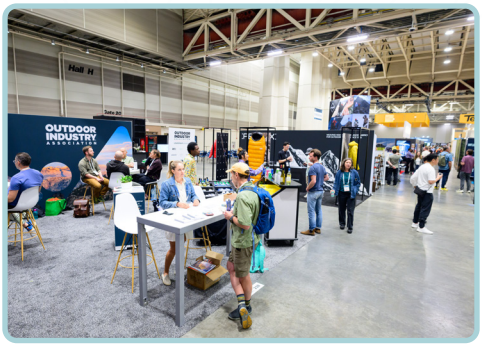
Partnerships and collaborations play an important role in the growth of the outdoor industry and the success of Switchback. Trusted for their experience, expertise, and leadership, Switchback's partner organizations helped guide initiatives, education, and more throughout the event.

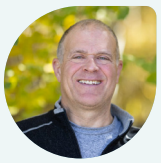
Official Event Partner

OUTDOOR INDUSTRY ASSOCIATION

Outdoor Industry Association (OIA), the Official Event Partner of Switchback, is a member-based collective and passionate group of business leaders, climate experts, policy makers, and outdoor enthusiasts committed to sustainable economic growth while protecting and growing access to the benefits of the outdoors for everyone. The year-round partnership formed in 2024 and has supported industry connections and growth at the event and beyond.

CLICK HERE to learn more about this strategic partnership.





"A sequel in New Orleans is another positive step for this national outdoor industry gathering. We are wholly behind Switchback's long term commitment to bringing the outdoor industry community together, and we're excited to gather once again next spring."

– **KENT EBERSOLE**, PRESIDENT, OUTDOOR INDUSTRY ASSOCIATION

THANK YOU TO OUR 2026 PARTNER ORGANIZATIONS

These organizations represented a wide range of outdoor focus areas, including conservation, participation, education, leadership, and diversity, equity, and inclusion.

OUTDOOR INDUSTRY ASSOCIATION

1% FOR THE PLANET

ATRA American Trail Running Association

TJ2F

BIG CITY MOUNTAINEERS

The Conservation Alliance

FOUNDED OUTDOORS

Hispanic Access Foundation

LEAVE NO TRACE

LGBTQ+ OUTDOORS

Outdoor Diversity Alliance

OUTDOOR FOUNDATION

OMA OUTDOOR MARKET ALLIANCE

RIDC

SOBAN State Outdoor Business Alliance Network



MEDIA COVERAGE
AT SWITCHBACK SPRING

Switchback Spring welcomed qualified media professionals from the following publications, podcasts, and channels:

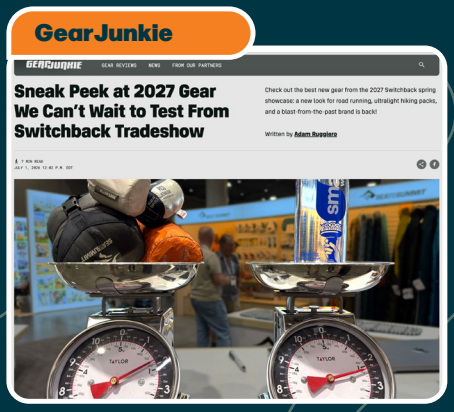
- Adventure Cyclist
- ALLINdurance.com
- Backpacker
- Blue Dot Concepts
- Bustle
- CleverHiker
- Fairchild Media
- Gear Abby
- GearJunkie
- Highsnobiety
- Men's Journal
- Outdoor Eats
- Outdoor Empire
- Outdoor Life
- Outdoor Unfiltered
- OutdoorX4
- Outside
- Pop Sci
- Popular Mechanics
- Runner's World
- Southlands Media
- Tennessee Valley Outsider
- The Flyfish Journal
- The Outdoor Minimalist
- The Parks Podcast
- The Trek
- Trailheads
- TravelingJules
- Treeline Review
- WGSN
- WGSO Radio New Orleans
- Wild Idea Media
- Wildfire Nature LLC
- Wirecutter
- WIRED

CLICK ON THE MEDIA ARTICLES BELOW TO READ MORE:

Treeline Review



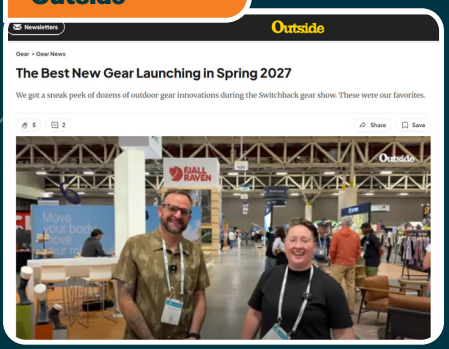
GearJunkie



Footwear News



Outside





SOCIAL MEDIA HIGHLIGHTS

Thank you to everyone who tagged **@SwitchbackEvent** and used the event hashtag **#SwitchbackSpring26**

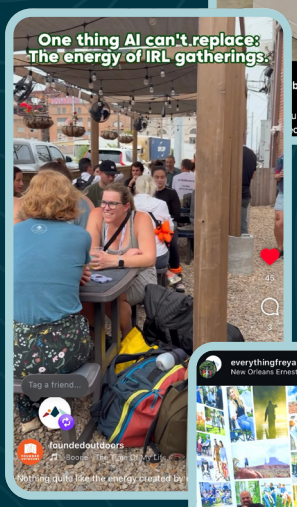
Check it out on social platforms **@SwitchbackEvent** to catch what you missed!

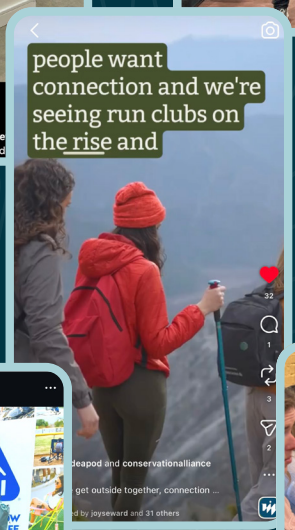
















SWITCHBACK

THE RUNNING EVENT®

SAVE THE DATES

FOR UPCOMING SWITCHBACK EVENTS

Interested in Exhibiting?

Contact:



Ryan Nettleton
Sales Manager
rnettleton@divcom.com
207-619-9890



Scott Huffman
Account Executive
shuffman@divcom.com
207-842-5673

Interested in Attending?

Contact:



Emma Galeckas
Sr. Attendee Relations Coordinator
egaleckas@divcom.com
207-842-5607

Switchback at The Running Event 2026

DECEMBER 1-3, 2026 | SAN ANTONIO, TX
Henry B. González Convention Center



Switchback Spring 2027

MAY 22-24, 2027 | NEW ORLEANS, LA
Ernest N. Morial Convention Center

