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SAVE MONEY



- OIA trade lobbying saves members millions of dollars in tariffs
- Exclusive shipping discounts up to 75% off
- Save up to \$2,500 annually on Higg Index sustainability measurement tools
- The Climate Action Corps saves you \$10–\$50K in your first year on GHG measurement and target setting
- Save 10% on your Outdoor Retailer booth fees
- Grow your people and attract new talent for less with Outdoor Industry Business Certificates and the Futurist Project

3

STRENGTHEN YOUR INFLUENCE AND REPUTATION



- OIA lobbies Congress for pro outdoor industry policies, funding and incentives and works to grow the outdoor recreation economy
- Demonstrate climate leadership and transparency through the Climate Action Corps
- Champion outdoor industry business issues with elected officials at lobbying events in Washington D.C.
- Advocate and demonstrate leadership on outdoor issues through coordinated sign-on letters, op-eds, and voter campaigns

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 YOUR NETWORK



- Network with peers and strengthen your personal and brand influence through working groups, committees and other thought-leader engagement opportunities
- Go faster with instant access to a network of 100+ outdoor industry peers working on sustainability and climate change

**OUTDOOR
INDUSTRY
ASSOCIATION**

TOGETHER WE ARE A FORCE.

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
- Increase equitable access to the outdoors and invest in the future consumer 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
- Connect with experts through education to mitigate business risk and protect your bottom line
- Participate in industry-wide marketing campaigns that increase your brand's exposure

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