



Professional Outdoor Media Association (POMA) 2027 Annual Summit – Request for Proposals (RFP)

RFP Purpose

POMA is seeking proposals from qualified host locations interested in serving as the official host site for the **2027 POMA Annual Summit**. The Summit is POMA's premier in-person conference, bringing together professional outdoor media, content creators, photographers, videographers and corporate partners for education, networking, hands-on product testing and content creation.

POMA invites destinations and facilities that align with the outdoor industry, provide strong logistical support and offer access to authentic outdoor experiences to submit proposals for consideration.

About POMA

Founded in 2005, the Professional Outdoor Media Association is a national nonprofit trade association that supports and advances the outdoor media industry. POMA members include writers, photographers, videographers, podcasters, influencers and corporate partners representing the hunting, shooting sports, fishing, conservation and outdoor recreation space.

The Annual Summit serves as POMA's flagship event, designed to foster meaningful connections between media and brands while providing professional development, business education and real-world content opportunities.

Event Overview

Event Name: 2027 POMA Annual Summit

Preferred Dates: Late spring/early summer 2027. Final dates to be determined in coordination with the selected host.

Event Duration: Three days.

Day 1: Arrival, registration, evening Welcome Reception, nightly networking

Day 2: Education sessions, corporate partner showcase, live/silent auction, nightly networking

Day 3: Hunting/fishing/shooting experiences, keynote speaker, Pinnacle Awards, nightly networking

Estimated Attendance: 125-150 total attendees with a mix of media members, corporate partners, sponsors, speakers and staff

Host Location Profile

POMA is seeking host locations that offer:

- Strong alignment with the outdoor industry and outdoor lifestyle
- On-site or nearby outdoor amenities and experiences
- A setting conducive to hands-on product testing, content creation and experiential learning
- Professional meeting and event infrastructure on-site or nearby

Examples of suitable host locations include, but are not limited to:

- Outdoor resorts or lodges
- Destination properties with hunting, shooting, fishing or outdoor recreation access
- Conference centers will not be considered

Meeting and Event Space

Proposals should include access to the following:

- Main meeting room for general sessions (theater style for up to 125 attendees)
- Breakout rooms or flexible spaces for concurrent sessions
- Space for partner showcase, 6-8 foot tables with tabletop displays
- Dedicated space for registration and check-in
- Indoor or outdoor space suitable for a Welcome Reception
- Space for nightly networking, preferably outdoors

Audio/Visual and Technology

- Reliable high-speed internet access throughout meeting spaces
- Standard A/V capabilities (screen, projector, microphones, sound system)
- On-site technical support

Lodging Requirements

- On-site lodging is preferred; nearby lodging with shuttle access is acceptable
- Estimated room block: 80–100 rooms
- Competitive group rate
- Clear outline of room types, taxes and fees

Food and Beverage

Proposals should include:

- Catering options for coffee breaks and refreshment stations
- Hosted Welcome Reception
- Ability to accommodate dietary restrictions
- Optional group meal offerings

Outdoor and Experiential Opportunities

A defining component of the POMA Summit is authentic outdoor engagement. Proposals should highlight available or nearby opportunities such as:

- Shooting sports facilities
- Hunting or conservation properties
- Fishing access

- Archery, sporting clays or range facilities
- Outdoor demonstrations or partner-led experiences

Please describe how these experiences can be integrated into the Summit schedule.

Destination and Accessibility

Please include information on:

- Proximity to major airports and transportation options (45 minute or less drive optimal)
- Ground transportation availability
- Seasonal weather considerations
- Local attractions relevant to the outdoor industry

Marketing and Partnership Support

POMA values collaborative host relationships. Proposals should outline:

- In-kind support or hosting considerations
- Marketing or promotional support provided by the destination or property
- Opportunities for co-branding or destination storytelling

Proposal Submission Requirements

Proposals should include the following:

1. Property or destination overview
2. Proposed date availability
3. Detailed description of meeting and event spaces
4. Lodging details and estimated room rates
5. Food and beverage options and estimated pricing
6. Outdoor and experiential opportunities
7. Estimated costs and concessions
8. Primary contact information

Evaluation Criteria

Proposals will be evaluated based on:

- Alignment with POMA's mission and audience
- Quality and suitability of facilities
- Outdoor and experiential offerings
- Accessibility and lodging options
- Overall value and cost considerations
- Willingness to collaborate as a host partner

Submission Contact

Please submit proposals electronically to:

Stephanie Spika Hickey, POMA Executive Director: Stephanie@ProfessionalOutdoorMedia.org

POMA looks forward to partnering with a host location that shares our commitment to the outdoor industry, professional media excellence and authentic outdoor experiences.