

# SURFscape

APRIL 29 & 30, 2023 | HUNTINGTON BEACH, CA



**SURF INDUSTRY**  
Members Association



D I S C O V E R Y O U R S T O K E

## Where consumers discover the best brands and products

SURFscape is the ultimate consumer experience focused around surfing and adjacent adventures. Anchored by leading brands in the surf industry, attendees will be introduced to new products for their next adventure, workshops to get the best out of their equipment and immerse themselves in all things surf, coastal adventures and the outdoors.

Produced by the **Surf Industry Members Association (SIMA)**, the two-day curated experience will be host to leading brands showcasing their innovative products to immerse consumers in the total brand and product experience. SURFscape will take place along the coastline of Huntington Beach, making it the perfect place for consumers, members of the media, bloggers and influencers to put the latest gear to the test in the surf, on the beach and trails of one the most vibrant regions of the California coast.

Venue: Huntington Beach

Dates: April 29 & 30, 2022

Opening Times

Saturday 10am- 5pm

Sunday 10am – 3pm



### PRODUCT EXPERIENCE

Bring your latest products and prepare to deliver the ultimate product experience in surf, adventure and outdoors.



### LOHAS CONSUMER

Connect with a consumer driven by a lifestyle built around health, adventure and stoke.



### CUSTOM SPONSORSHIPS

Our team will work with you to create a custom sponsorship to fit your needs and budget.



### PROGRAMMING

A curated experience around surf, outdoors, adventure, art, music, storytelling and more

# EXHIBIT

SURFScape will bring together more than 100 leading brands and attract over 10,000 consumers to experience product previews, hands-on gear testing and other activities for an immersive gathering. Don't miss out on Southern California's newest and most exciting brand and product experience.

SURFScape is an open space concept - brands will bring the pop-up experience and we'll provide the 16' x 16' space to showcase and demo your product.

Consumers will have to check-in at our station in order to be qualified to demo any products or equipment.



## SPACE PRICING

Space is limited at SURFScape. To secure your participation, 50% deposit must be received upon completion of application to exhibit and balance due no later than Jan 30th, 2023.

Priority positions will be offered to SIMA Members first and all others on first-come basis. If you would like a custom footprint, please reach out to [vipe@surfindustry.org](mailto:vipe@surfindustry.org).

Space assignments will not be announced until deposit and agreement has been received and approved.

Load in: April 28th 12pm to 8pm | Load-out: April 30th 4pm to 9pm

**SIMA MEMBERS | 16 X 16 @ \$1,500**  
**SIMA BOARD BUILDER | 16 X 16 @ \$750**

**SIMA MEMBERS WILL RECEIVE PRIORITY PLACEMENT,  
MULTIPLE SPACE DISCOUNTS, RECOGNITION IN MEDIA PLACEMENTS  
AND HOTEL DISCOUNTS**

**NON - MEMBERS | 16 X 16 @ \$2,500**  
**NON - SIMA MEMBER BOARD BUILDER | 16 X 16 @ \$1,250**

**OVERLAND | 24 X 16 @ \$3,000**

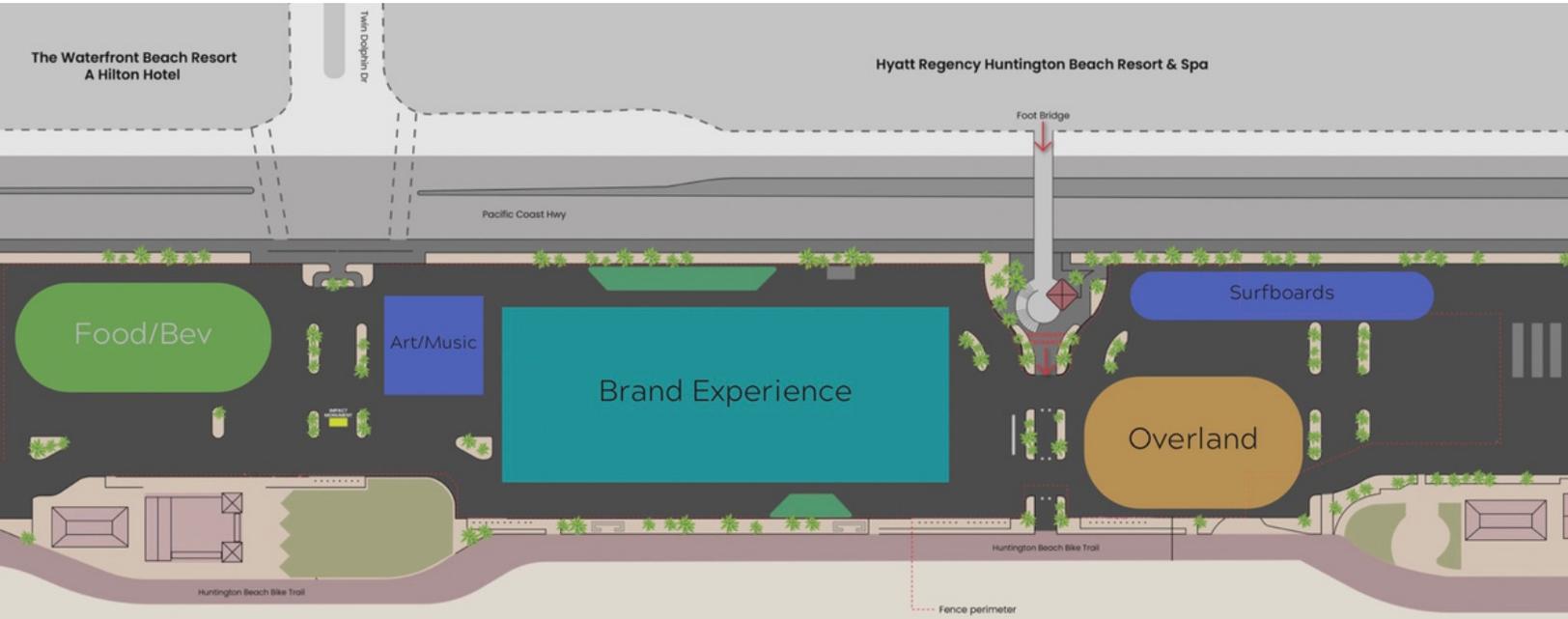
The Total



Product Experience

The Waterfront Beach Resort  
A Hilton Hotel

Hyatt Regency Huntington Beach Resort & Spa



Huntington Beach

Surf Experience



# SPONSORSHIPS

If your brand is looking to align with an active lifestyle consumer, then there's no better place than SURFscape to make the connection. Collaborate alongside leading industry surf and outdoor brands that are driving consumer purchases and inspiring die-hard enthusiasts to get outside. We know this market - they're active, brand conscious and influenced by brands that are purpose-driven. SURFscape is the ultimate product experience for today's consumer.

Take your product off the web and showcase it at SURFscape in a live environment where it can be tested or create a workshop, invite influencers and create content in one exciting setting on the beach.

We'll work with you and your team to create the ultimate experience and activation that will make your product stand out!



## BENEFITS

- Connect with consumers
- Create compelling content
- Product sampling
- Consumer education/workshops
- Align with leading consumer brands
- Invite media, bloggers, influencers to review and demo your products
- Showcase innovations and sustainability programs

**SPONSORSHIPS START AT \$5,000 AND GO UP TO \$25,000**

**SPONSORSHIPS AVAILABLE FOR BEER GARDEN, ART GALLERY, ADVOCACY OASIS, SURF THERAPY, SURF LESSONS, SHAPERS VILLAGE, CAMPGROUNDS, STORYTELLERS STAGE AND MORE PLACES TO ACTIVATE YOUR BRAND.**





# **SURF INDUSTRY** Members Association

SIMA is the surf industry's non-profit, member-owned trade association representing surf apparel and accessories manufacturers, board builders, retailers, reps, suppliers, media, and professional service companies joined together as a unified force to grow the surf industry through fearless innovation and stoke.

From research to sustainability, environmental policy, best business practices, education, humanitarian support, cost-saving solutions, industry awards, and trade show relations, SIMA is committed to a strong and healthy industry by helping its members thrive




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DISCOVER YOUR STROKE

## **EVENT PRODUCERS**

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## **SPONSORSHIP**

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