

Headsweats Enters Fourth Year of Partnership With US Trail Running Conference

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Headsweats, the performance headwear company, renewed its partnership with the 2018 US Trail Running Conference as the Official Headwear Supplier for attendees. As part of the sponsorship agreement, Headsweats will supply custom Performance Trucker Hats for this year's event.

The sixth annual US Trail Running Conference, organized by, Active at Altitude, takes place in San Luis Obispo, CA, on August 29-31, 2018, and is presented by the City of San Luis Obispo, CA, and Race Roster. The Conference is also held in partnership with the American Trail Running Association, and Race SLO.

As well as providing custom trucker hats for the 2018 event, Headsweats will also be exhibiting at the expo for both trail race directors and trail runners alike, sharing information on the efficacy of partnering with the headwear brand that has become the dominant force in trail running, road running, triathlon, rowing and adventure racing.

"We are very excited that Headsweats has agreed to extend their sponsorship of the Conference for the fourth year," Event Director Terry Chiplin states. "We look forward to another custom-designed hat for 2018 that aligns with the move of the conference to the California coast. The Headsweats custom hats have become a favorite for our attendees each year, and provide a great example of the branding design and products that Headsweats creates."

"We are proud to continue our partnership with the US Trail Running Conference for the fourth year in a row," states Mike McQueeney, President of Headsweats. "The conference is a great outlet for us to connect with those who are making a difference

in the world of trail running in the industry, and support them with versatile custom headwear they can wear while training, racing or even just checking out the expo.”