



PADUCAH, KY
2nd Annual
Friday, January 15 -
Sunday, January 17
Paducah McCracken
County Convention &
Expo Center

MONROE, LA
NEW!
Friday, February 26 -
Sunday, February 28
Monroe, Civic
Center

KANSAS CITY, KS
NEW!
Friday, March 12 -
Sunday, March 14
Overland Park Convention
Center

COLUMBUS, OH
28th Annual
Friday, March 19 -
Sunday, March 21
Ohio Expo Center

MADISON, WI
36th Annual
Friday, March 26 -
Sunday, March 28
Alliant Energy Center

LAKELAND, FL
17th Annual
Friday, July 23 -
Sunday, July 25
RP Funding Center

\$
**AVERAGE HOUSEHOLD
INCOME**
83,300

87%
AGE 30+

91% 8%
MALE / FEMALE

80,000+
**ATTENDEES AT
THE EXPOS**

\$159
**AVERAGE AMOUNT SPENT
AT THE EXPO**

73%
MARRIED

FIREARM/ARCHERY USE:

BOW: **65%**

CROSSBOW: **52%**

SHOTGUN: **86%**

RIFLE: **82%**

MUZZLELOADER: **69%**

HANDGUN: **66%**

SPECIES HUNTED:

94%
WHITETAIL DEER

74%
TURKEY

73%
SMALL GAME

50%
PREDATORS

26%
UPLAND GAME

24%
WATERFOWL

51%
OWN ATV

24%
OWN UTV

VEHICLE OWNERSHIP:

32%
CAMPER/RV

90%
OWN TRUCK

49%
BOAT

ACTIVITIES:

FRESHWATER FISHING: 82%

SALTWATER FISHING: 23%

RECREATIONAL SHOOTING: 74%

CAMPING: 54%

BOATING: 50%





REGISTER ONLINE

OPENSEASONSPORTSMANSEXPO.COM/BECOME-AN-EXHIBITOR

BOOTH RATES

	KY January 15-17	LA February 26-28	KS March 12-14	OH March 19-21	WI March 26-28	FL July 23-25
Pre-Season Booth Rates		Introductory Rates				
Interior Booth (10'x10')	\$475	\$375	\$375	\$590	\$590	\$475
Corner Booth (10'x10')	Add \$100 Per Corner	Add \$100 Per Corner	Add \$100 Per Corner	Add \$100 Per Corner	Add \$100 Per Corner	Add \$100 Per Corner
In-Season Booth Rates						
Interior Booth (10'x10')	\$525	\$475	\$475	\$690	\$690	\$525
Corner Booth (10'x10')	Add \$100 Per Corner	Add \$100 Per Corner	Add \$100 Per Corner	Add \$100 Per Corner	Add \$100 Per Corner	Add \$100 Per Corner
Multi Show Discount						
\$50 off per 10'x10' (Three Shows or More)	- \$50.00	- \$50.00	- \$50.00	- \$50.00	- \$50.00	- \$50.00

BULK RATE

KY, LA, KS & FL: 1,200 SF and above will be \$3.25/SF for ATVs/Off-Road Vehicles, Trucks, RVs/Campers, Boats, Trailers & Structures.

OH & WI: 1,200 SF and above will be \$4.00/SF for ATVs/Off-Road Vehicles, Trucks, RVs/Campers, Boats, Trailers & Structures.

NON-PROFIT/CONSERVATION

GROUP RATE: \$150 OFF PER 10'x10'

DEPOSIT TERMS

KY

- 10'x10' - \$150 required deposit per expo
- 10'x20' or larger - \$300 required deposit per expo
- Pre-Season deposits require full payment by December 1st, 2020
- No deposits after December 1st, 2020 - full payment only

LA & KS

- 10'x10' - \$150 required deposit per expo
- 10'x20' or larger - \$300 required deposit per expo
- Pre-Season deposits require full payment by January 5th, 2021
- No deposits after January 5th, 2021 - full payment only

OH & WI

- 10'x10' - \$300 required deposit per expo
- 10'x20' or larger - \$600 required deposit per expo
- Pre-Season deposits require full payment by January 1st, 2021
- No deposits after January 1st, 2021 - full payment only

FL

- 10'x10' - \$150 required deposit per expo
- 10'x20' or larger - \$300 required deposit per expo
- Pre-Season deposits require full payment by May 1st, 2021
- No deposits after May 1st, 2021 - full payment only





OFFICIAL NATIONAL SERIES SPONSOR BENEFITS

- ☐ Digital package with Open Season Sportsman's Expo
- ☐ Local print, billboard, TV, fliers, direct mail, promo opt-in e-blasts, social and PR.
- ☐ On site signage, show guides and event website.
- ☐ Additional actual cost of booth space will be added to order.

INVESTMENT: \$30,000

OFFICIAL STATE EVENT SPONSOR BENEFITS

- ☐ Local print, billboard, TV, fliers, direct mail, promo opt-in e-blasts, social and PR.
- ☐ On site signage, show guides and event website.
- ☐ One 10'x10' booth space will be included.
- ☐ 25 Complimentary tickets.

INVESTMENT | KY, LA, KS, FL: \$5,000 EACH
INVESTMENT | OH, WI: \$7,500 EACH

OFFICIAL PRESENTING SPONSOR BENEFITS

(ALL FIVE OUTDOOR LIFE / FIELD & STREAM EXPO SERIES)

- ☐ Digital package w/ Open Season Sportsman's Expo
- ☐ Local print, billboard, TV, fliers, radio, direct mail, promo opt-in e-blasts, social and PR.
- ☐ On site signage, show guides and event website.
- ☐ Naming 'presented by' rights on event website and show guides.
- ☐ Only 1 presenting sponsorship available per year.
- ☐ Booth Space Included - size TBD

CALL FOR PRICING

ADDITIONAL OPPORTUNITIES:

Trail Camera Photo Contest(s) **\$1,500**

Trophy Deer Contest & Display(s) **\$1,500**

Seminar Area(s) **\$1,500**

Bow Tryout Area(s) **\$1,500**

Door Prize Area(s) **\$1,500**

Naming Rights to Main Exhibit Hall(s) **\$5,000**

Shopping Bags (25,000) (bags provided by sponsor) **\$5,000**

Ticket Sponsor | KY, LA, KS, FL **\$2,500**
Each Expo

Ticket Sponsor | OH, WI **\$3,500**
Each Expo

Ticket Sponsor | ALL 6 EXPOS **\$7,500**

REGISTER ONLINE:

FIELDANDSTREAMEXPO.COM/BECOME-AN-EXHIBITOR



ATTENDEE SHOW GUIDE AD UNITS

Full Page Ad \$1,000

1/2 Page Ad \$500

1/3 Page Ad \$250

1/6 Page Ad \$150

Enhanced Listing in Attendee Show Guide \$75

Enhanced Listing Online Exhibitor List \$100

* **KS, OH, WI** - (SOLD AS 3 EXPOS COMBINED)

Ad deadlines are 21 days prior to each expo start.

Exclusive Value Package = \$575

- 1/6 Page Ad (Upgrade to 1/3 for an additional (\$100)
- Logo on Print & Digital Floorplan
- Enhanced Listing Digital Exhibitor List
- Add \$50 to any ad size and get the enhanced listing in the Show Guide.

POST IT AD (FRONT COVER OF SHOW GUIDE)

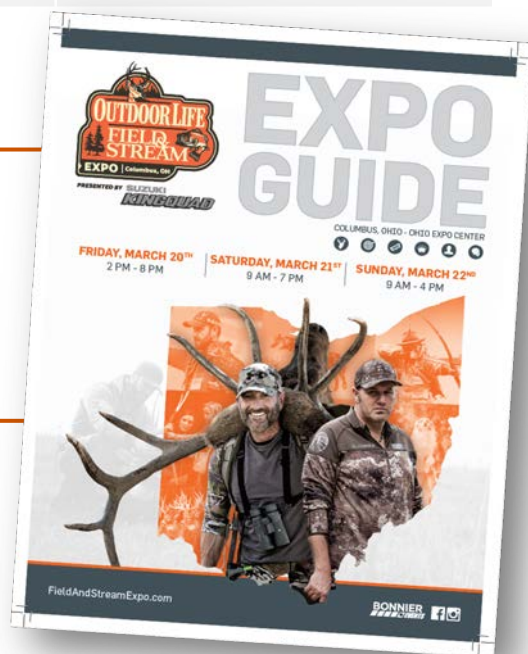
KY - \$1,000

LA - \$1,000

KS, OH, WI - \$5,000 (all three shows)

FL - \$1,000

6x show combo price - \$5,500





**OPEN
SEASON**
SPORTSMAN'S EXPO

DIGITAL ADVERTISING



WEB

300 X 250 PIXEL ADS

KY	Share of Voice Impressions	\$600
LA	Share of Voice Impressions	\$600
KS	Share of Voice Impressions	\$600
OH	Share of Voice Impressions	\$600
WI	Share of Voice Impressions	\$600
FL	Share of Voice Impressions	\$600

CUSTOM DEDICATED EMAIL BLAST OPT-IN SUBSCRIBERS

KY	Opt-In Subscribers	\$500
LA	Opt-In Subscribers	\$500
KS	Opt-In Subscribers	\$500
OH	Opt-In Subscribers	\$1,000
WI	Opt-In Subscribers	\$1,000
FL	Opt-In Subscribers	\$750

PURCHASE ALL 6x FOR - \$2,500

SOCIAL MEDIA REACH

- **Facebook Post** - 1x Creative, no guaranteed impressions, posted in the brands timeline. Flat fee of \$1,750
- **Facebook Ads** - 3x Creative, Guaranteed Impressions, posted in the newsfeed. CPM Based for \$18 CPM

LOOKING FOR VIDEO DISTRIBUTION?

- **Facebook Native Video Ads** - 3x Creative, Guaranteed Impressions, posted in the newsfeed. CPM Based for \$30 CPM

DIRECT MAIL POSTCARD

8.5" x 3.125" \$900
1/3 Panel Ad Placement

2.4" x 3.125" \$500
Rectangle Ad Placement

KY, LA, KS, FL - 10,500 Distribution **OH, WI** - 21,500 Distribution

