



OPEN SEASON

SPORTSMAN'S EXPO

PADUCAH, KY

2nd Annual
Friday, January 14 -
Sunday, January 16
Paducah McCracken
County Convention & Expo
Center

KANSAS CITY, KS

(OVERLAND PARK)
1st Annual
Friday, March 11 -
Sunday, March 13
Overland Park
Convention Center

COLUMBUS, OH

28th Annual
Friday, March 18 -
Sunday, March 20
Ohio Expo Center

WISCONSIN DELLS, WI

37th Annual
Friday, March 25 -
Sunday, March 27
Kalahari Resorts & Conventions

LAKELAND, FL

18th Annual
Friday, July 22 -
Sunday, July 24
RP Funding Center



AVERAGE HOUSEHOLD
INCOME
83,300



87%
AGE 30+



91% **8%**
MALE / FEMALE



80,000+
ATTENDEES AT
THE EXPOS

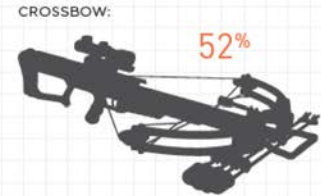
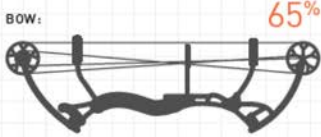


\$159
AVERAGE AMOUNT SPENT
AT THE EXPO



73%
MARRIED

FIREARM/ARCHERY USE:



SPECIES HUNTED:



94%
WHITETAIL DEER



74%
TURKEY



73%
SMALL GAME



50%
PREDATORS



26%
UPLAND GAME



24%
WATERFOWL

VEHICLE OWNERSHIP:



51%
OWN ATV



24%
OWN UTV



90%
OWN TRUCK



49%
BOAT



32%
CAMPER/RV

ACTIVITIES:

FRESHWATER FISHING: **82%**

SALTWATER FISHING: **23%**

RECREATIONAL SHOOTING: **74%**

CAMPING: **54%**

BOATING: **50%**





REGISTER ONLINE

OPENSEASONSPOETSMANSEXPO.COM/BECOME-AN-EXHIBITOR

BOOTH RATES

	KY January 14-16	KS March 11-13	OH March 18-20	WI March 25-27	FL July 22-24
Standard Booth Rates 10'x10'	\$525 Add \$100 Per Corner	\$525 Add \$100 Per Corner	\$725 Add \$100 Per Corner	\$725 Add \$100 Per Corner	\$525 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

KY, KS & FL

BULK RATE: 800 SF and above will be \$.325/SF for ATVs/Off-Road Vehicles, Trucks, RVs/Campers, Boats, Trailers & Structures.

NON-PROFIT/CONSERVATION

GROUP RATE: \$375 Per 10'x10'

OH & WI

BULK RATE: 800 SF and above will be \$.400/SF for ATVs/Off-Road Vehicles, Trucks, RVs/Campers, Boats, Trailers & Structures.

NON-PROFIT/CONSERVATION

GROUP RATE: \$575 Per 10'x10'



DEPOSIT TERMS

KY & KS

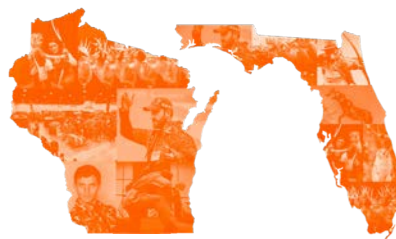
- 10'x10' - \$150 required deposit per expo
- 10'x20' or larger - \$300 required deposit per expo
- Pre-Season deposits require full payment by November 15th, 2021
- No deposits after November 15th, 2021 - full payment only

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 November 15th, 2021
- No deposits after November 15th, 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, 2022
- No deposits after May 1st, 2022- 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, KS, FL: \$5,000 EACH
INVESTMENT | OH, WI: \$7,500 EACH

OFFICIAL PRESENTING SPONSOR BENEFITS

(ALL SIX OPEN SEASON SPORTSMAN'S EXPOS)

- 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, KS, FL	\$2,500 Each Expo
Ticket Sponsor OH, WI	\$3,500 Each Expo
Ticket Sponsor ALL 5 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.

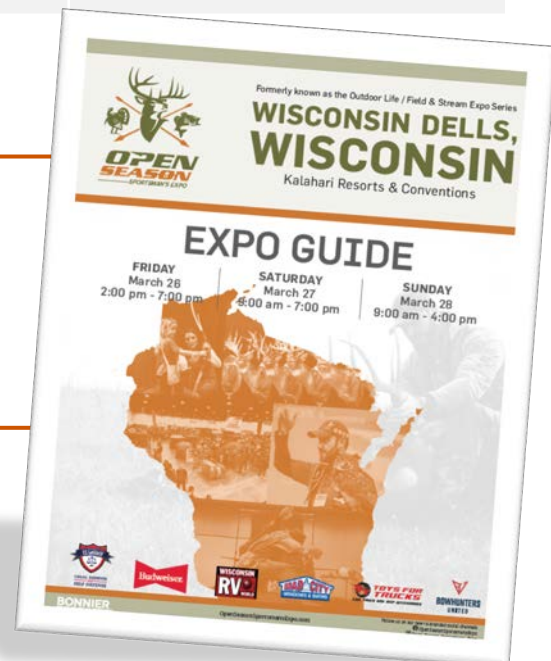
POST IT AD (FRONT COVER OF SHOW GUIDE)

KY - \$1,000

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

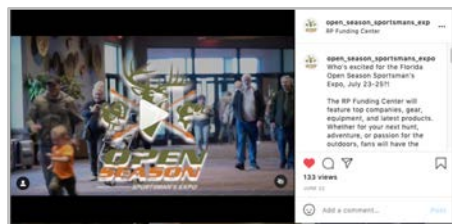
FL - \$1,000

5x show combo price - \$5,500





DIGITAL ADVERTISING



WEB

300 X 250 PIXEL ADS

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

PURCHASE ALL 5x 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" 1/3 Panel Ad Placement \$900

2.4" x 3.125" Rectangle Ad Placement \$500

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

