



## PADUCAH, KY

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

## KANSAS CITY, KS

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

## COLUMBUS, OH

28<sup>th</sup> Annual  
Friday, March 18 -  
Sunday, March 20  
Ohio Expo Center

## WISCONSIN DELLS, WI

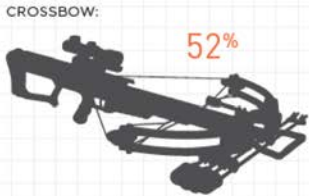
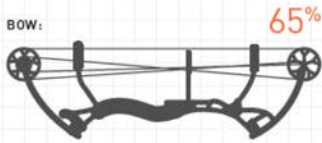
37<sup>th</sup> Annual  
Friday, March 25 -  
Sunday, March 27  
Kalahari Resorts & Conventions

## LAKELAND, FL

18<sup>th</sup> Annual  
Friday, July 22 -  
Sunday, July 24  
RP Funding Center



## FIREARM/ARCHERY USE:



## SPECIES HUNTED:



**94%**  
WHITETAIL DEER



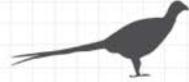
**74%**  
TURKEY



**73%**  
SMALL GAME



**50%**  
PREDATORS



**26%**  
UPLAND GAME



**24%**  
WATERFOWL

## VEHICLE OWNERSHIP:



**51%**  
OWN ATV



**24%** OWN UTV



**90%**  
OWN TRUCK



**32%**  
CAMPER/RV



**49%** BOAT

## ACTIVITIES:

FRESHWATER FISHING: **82%**

SALTWATER FISHING: **23%**

RECREATIONAL SHOOTING: **74%**

CAMPING: **54%**

BOATING: **50%**





# REGISTER ONLINE

[OPENSEASONSPORTSMANSEXPO.COM/BECOME-AN-EXHIBITOR](http://OPENSEASONSPORTSMANSEXPO.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
<b>Standard Booth Rates</b> 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
<b>Multi Show Discount</b> \$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 \$3.25/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 \$4.00/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 15<sup>th</sup>, 2021
- No deposits after November 15<sup>th</sup>, 2021 - full payment only

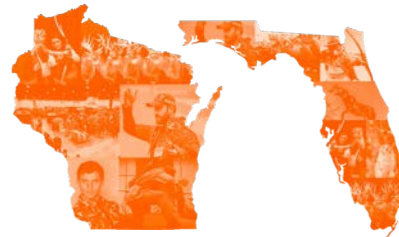
### OH & WI

- 10'x10' - \$300 required deposit per expo
- 10'x20' or larger - \$600 required deposit per expo
- Pre-Season deposits require full payment by November 15<sup>th</sup>, 2021
- No deposits after November 15<sup>th</sup>, 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 1<sup>st</sup>, 2022
- No deposits after May 1<sup>st</sup>, 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 FIVE 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:

**OPENSEASONSPOETSMANSEXPO.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.

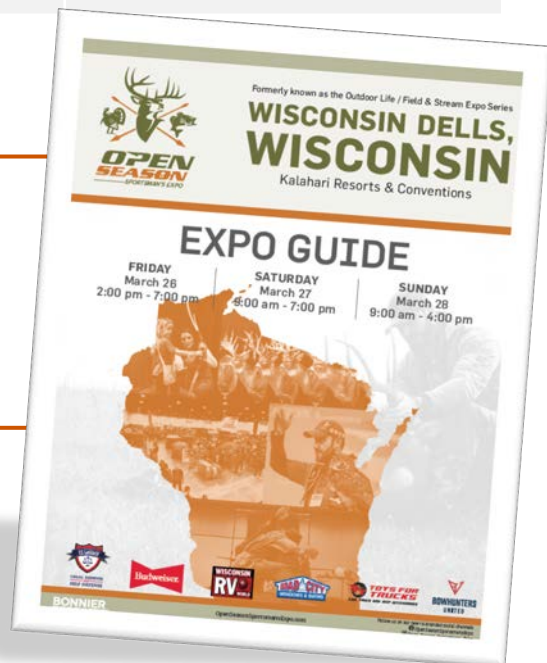
**POST IT AD** (FRONT COVER OF SHOW GUIDE)

**KY** - \$1,000

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

**FL** - \$1,000

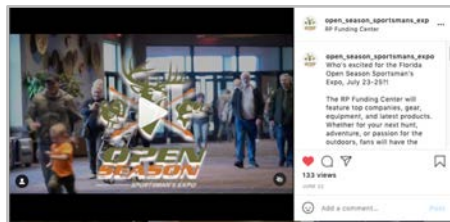
5x show combo price - \$5,500







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

## LOOKING FOR VIDEO DISTRIBUTION?

## DIRECT MAIL POSTCARD

8.5" x 3.125"	\$900
1/3 Panel Ad Placement	
2.4" x 3.125"	\$500
Rectangle Ad Placement	

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

