



OPEN ***SEASON***

— SPORTSMAN'S EXPO

2026 MEDIA KIT



EDUCATIONAL.

ENTERTAINING.

PASSIONATE.

Why Exhibit

The Open Season Sportsman's Expo brings together a high-intent outdoor audience that shows up ready to shop, compare, and buy. National and regional brands connect face-to-face with thousands of serious hunters, anglers, and outdoor families actively searching for new gear, upgrades, and solutions for the season ahead.

Exhibitors benefit from strong weekend traffic, hands-on product demos, and in-person conversations that convert into real sales – not just leads. Educational seminars and special guest appearances keep buyers on the floor longer, driving consistent booth engagement throughout the weekend.

World-class Trophy Deer displays create natural traffic drivers that pull qualified buyers across the show floor and directly to exhibitor booths.

If your brand serves hunters, anglers, land managers, or outdoor families, this is where your customers are already planning to spend their money – and where your products belong.

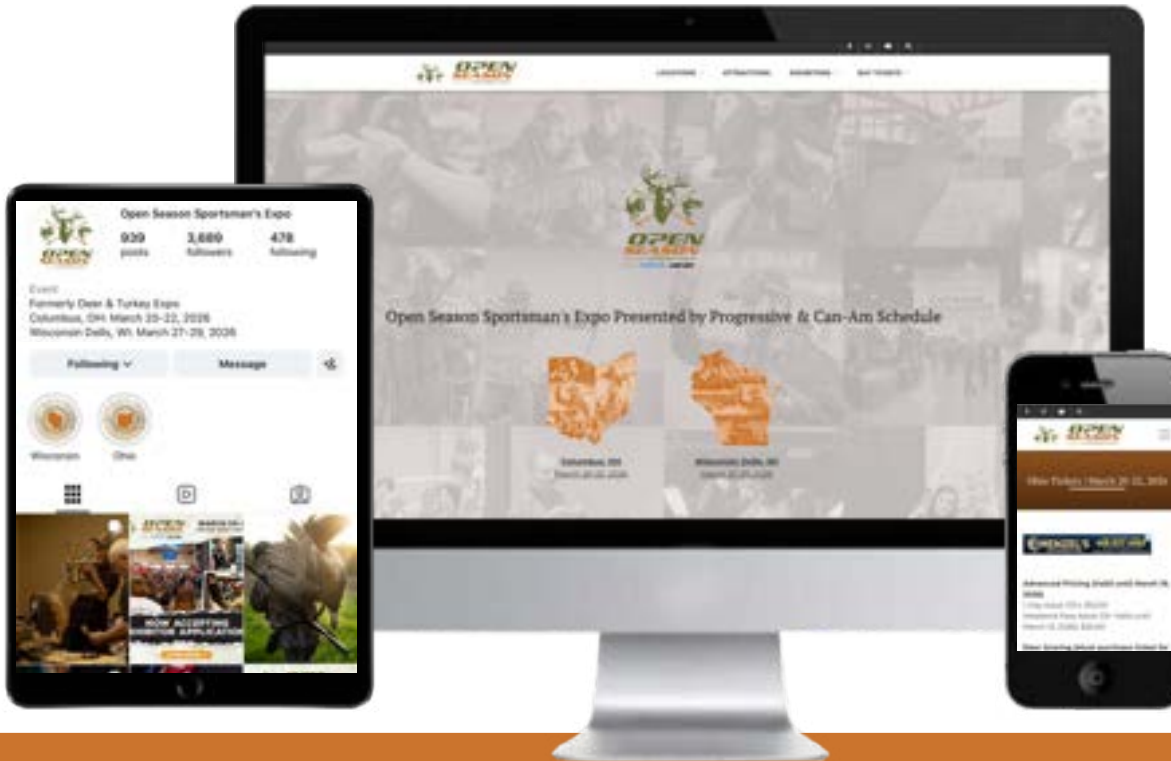
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BRAND OVERVIEW

45,000+
ATTENDEES

1,400+
EXHIBITORS

2
EVENTS



2025 TOTAL
MARKETING
IMPRESSIONS:
12.6 Million+



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60,500+
SOCIAL MEDIA AUDIENCE

83,000+
ACTIVE WEB USERS

215,403+
PAGE VIEWS PER SEASON

3,237,242+
SOCIAL MEDIA IMPRESSIONS

8,260,594+
BROADCAST PROMOTION

3,248,595+
PAID SOCIAL MEDIA

16,500+
EXPO GUIDE REACH

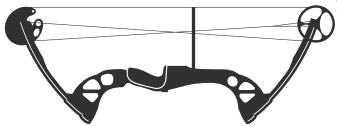
1,332,624+
DIGITAL DISPLAY

AUDIENCE OVERVIEW

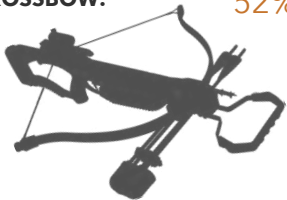
The Open Season Sportsman's Expo attracts a high-value audience, representing the most passionate group of enthusiasts in the hunting, camping and fishing industries. They are active and adventurous.

FIREARM/ARCHERY USE:

BOW: 65%



CROSSBOW: 52%



SHOTGUN: 86%



RIFLE: 82%



MUZZLELOADER: 69%



HANDGUN: 66%



AVERAGE HHI
\$83,000



AGE 30+
87%



91% 8%
MALE / FEMALE



45,000+
ATTENDEES AT
THE EXPOS



\$159
AVERAGE AMOUNT
SPENT AT THE EXPOS



73%
MARRIED

SPECIES HUNTED:



94%
WHITETAIL DEER



74%
TURKEY



73%
SMALL GAME



50%
PREDATORS



26%
UPLAND GAME



24%
WATERFOWL



22%
BEAR

ACTIVITIES:



82%
FRESHWATER FISHING



32%
SALTWATER FISHING



74%
RECREATIONAL SHOOTING



50%
BOATING

54%
CAMPING



VEHICLE OWNERSHIP:

ATV: 51%
CAMPER/RV: 32%
UTV: 24%
TRUCK: 90%
BOAT: 49%

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EVENTS SCHEDULE

Join us for the largest hunting expo series and experience the action for yourself.



COLUMBUS, OH
March 20 – March 22, 2026
Ohio Expo Center



WISCONSIN DELLS, WI
March 27 – March 29, 2026
Kalahari Resorts & Conventions

MEDIA REACH



PRINT

Sponsor advertising and brand presence through name and/or logo promotional materials including print ads, direct mail, posters, billboards, etc.

DIGITAL

Logo inclusion on website, inclusion in e-newsletters, sponsored custom emails, and run of site banner ads.

SOCIAL

Social inclusion within Facebook and Instagram campaigns reaching hunting and outdoor enthusiasts.

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FOR MORE INFORMATION :

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