



SPONSORSHIP & EXHIBIT OPPORTUNITIES

OPEN SEASON SPORTSMAN'S EXPO 2027

More visibility. More booth traffic.

LANSING, MI
Feb 26-28, 2027
The Lansing Center

COLUMBUS, OH
Mar 19-21, 2027
Ohio Expo Center

WISCONSIN DELLS, WI
Mar 19-21, 2027
Kalahari Resorts & Conventions

CONTACT Exhibitor Services · exhibitorservices@bonniercorp.com · [OPENSEASONSportsmansexpo.com](https://openseasonsportsmansexpo.com)

BONNIER
WE ARE OUTDOOR ADVENTURE



WHY OPEN SEASON

Three shows. One audience of committed sportsmen, ready to buy for the season ahead.

45,000+

ATTENDEES

131,866

EMAIL SUBSCRIBERS

62,600

SOCIAL FOLLOWERS

21.1M+ MARKETING IMPRESSIONS

2026 campaign, Columbus and Wisconsin Dells combined

5.7M+

TELEVISION

5.2M+

SOCIAL

3.8M

PRINT

3.1M+

BILLBOARDS

2.4M+

RADIO

714K+

DIGITAL

◆ **252K+ emails delivered** across 27 sends in 2026.



WHO YOU'LL MEET

Committed sportsmen who show up ready to buy for the season ahead.

94%
HUNT WHITETAIL DEER

90%
OWN A TRUCK

82%
FISH FRESHWATER

87%
AGE 30 OR OLDER

\$159
AVG. SPEND AT THE EXPO

\$83,300
AVG. HOUSEHOLD INCOME

78% MALE · 22% FEMALE

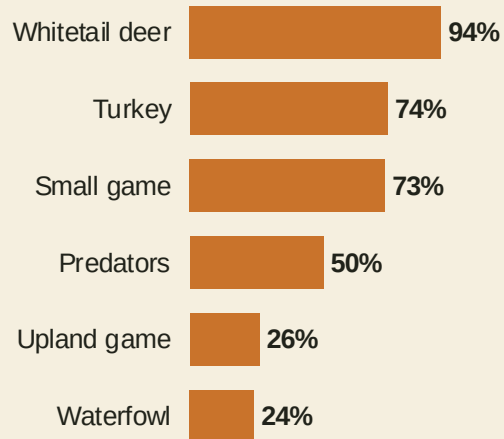
73% MARRIED

74% SHOOT RECREATIONALLY

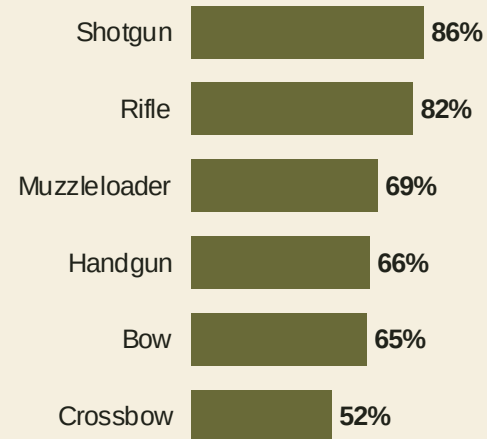
54% CAMP

50% BOAT

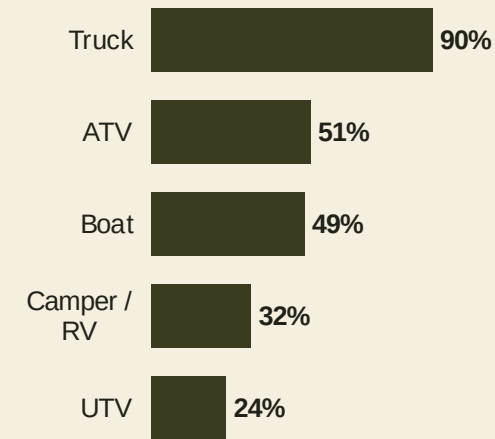
SPECIES HUNTED



FIREARM & ARCHERY USE



VEHICLES OWNED



◆ 3 out of 4 tickets are bought in groups of two or more.

Attendee profile from the Open Season Sportsman's Expo media kit. Group figure from 2026 ticket orders, Columbus and Wisconsin Dells.



THREE SHOWS IN 2027

Michigan, Ohio and Wisconsin. Three markets in under four weeks.

1

LANSING, MI

The Lansing Center

34th annual · Opens the 2027 season

FEB 26–28, 2027

2

COLUMBUS, OH

Ohio Expo Center, Bricker Building

33rd annual · Presented by Progressive & Can-Am

MAR 19–21, 2027

3

WISCONSIN DELLS, WI

Kalahari Resorts & Conventions

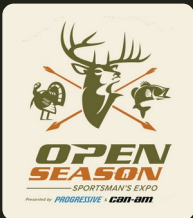
41st annual · Presented by Progressive & Can-Am

MAR 19–21, 2027



Columbus and Wisconsin Dells run the same weekend. Plan for two crews, or ask about the three-show package.

All packages are priced per show unless noted.



PACKAGES AT A GLANCE

Every way to put your brand in front of the Open Season audience.

SERIES SPONSORSHIPS

Title Sponsor Naming rights across every show channel	POR
Official Product Sponsor Your category · save 20% on all three shows	POR
Seminar Series Sponsor Own the seminar stages and schedule	\$2,500
Ticket Sponsor NEW Your brand on every ticket	\$5,000
Preferred Outfitter Program NEW One outfitter per state, per species	\$1,000
Trophy Deer Contest Title sponsorship · Lansing and Columbus	\$6,500
Series Partner NEW Booth, designation and show special at all three shows	\$3,750

EXHIBITOR BOOTHS

Standard Booth 10' x 10' interior booth · + \$100 per corner	\$725
Premier Booth NEW Standard plus listing, e-blast and badge	\$1,250

TRAFFIC DRIVERS

Scavenger Hunt Card Limited to 10–15 companies per show	\$1,000
Show Special Enhanced NEW Your show special on our website, e-blasts and social	\$250

ADD-ONS

Dedicated Email Blast	\$1,000
On-Site Banner	\$250
Dedicated Facebook Post	\$500

ON-SITE SPONSORSHIPS

Concessions Sponsor NEW
Aisle Sign Sponsor
Parking Lot Sponsor
Networking After Party Sponsor
Second Street Activation NEW
Ballroom / Hall Sponsor DELLS ONLY
Window Decal Sponsor DELLS ONLY

Contact us for pricing on these upgrade options.

POR Price on request. Contact us.
NEW New for 2027
DELLS ONLY Wisconsin Dells show
All packages are priced per show unless noted.



TITLE SPONSOR

Your name on the show, in every channel we own.

INVESTMENT

POR per show · price on request

EXCLUSIVE · 1 AVAILABLE

WHAT'S INCLUDED

Naming rights

- ◆ **Title Sponsor naming** on all social media
- ◆ **Title Sponsor naming** on all e-blasts
- ◆ **Title Sponsor naming** on the OSSE website
- ◆ **Title Sponsor naming** on all printed and digital marketing materials

At the show

- ◆ **15 PA reads** at the event
- ◆ **4 dedicated banners** or feather flags on-site*
- ◆ **Full-page ad** in the OSSE show guide
- ◆ **Logo** on the OSSE Scavenger Hunt Card

Digital and PR

- ◆ **4 dedicated social posts** across Facebook and Instagram
- ◆ **1 dedicated e-blast** to the OSSE audience
- ◆ **Press release** announcing the sponsorship to the OSSE database

45,000+

ATTENDEES

131,866

EMAIL SUBSCRIBERS

21.1M+

MARKETING IMPRESSIONS

- ◆ **Presenting sponsors for 2027:** Progressive and Can-Am.

*Banners or content supplied by client. **Guaranteed placement requires a signed contract at least 60 days prior to the event.



OFFICIAL PRODUCT SPONSOR

The official name in your category, built around your product at each show.

INVESTMENT

POR per show · save 20% on all three shows

OFFICIAL PRODUCT BADGE INCLUDED

WHAT'S INCLUDED

The designation

- ◆ "Official [Category] of Open Season Sportsman's Expo"
- ◆ Official Product badge for your products and marketing
- ◆ Category naming in show promotion

At the show

- ◆ Product showcase on the show floor
- ◆ Daily PA reads at the show
- ◆ Dedicated banner on-site*

Promotion

- ◆ Logo on the OSSE website sponsor section
- ◆ Inclusion in OSSE e-blasts
- ◆ Social posts on Facebook and Instagram

HOW IT WORKS

1 Pick your category

Trail cameras, optics, blinds, ATVs, apparel: tell us where you want to lead.

2 We build the package

Benefits are shaped around your product and the shows you choose.

3 Go series-wide, save 20%

Commit to Lansing, Columbus and Wisconsin Dells and take 20% off.

- ◆ Every Official Product package is built to order. Tell us the product and the shows.

*Banners or content supplied by client. **Guaranteed placement requires a signed contract at least 60 days prior to the event.



SEMINAR & TICKET SPONSORS

Two ways to reach every attendee,
whatever your category.

Seminar Series Sponsor

\$2,500 per show

Own the seminar stages. A natural home for brands from outside hunting and fishing.

- ◆ "The [Brand] Seminar Series" naming
- ◆ **Logo on the seminar schedule** online and in the show guide
- ◆ **Stage signage** on every seminar stage*
- ◆ **PA mention** before each seminar
- ◆ **Logo** on the OSSE website sponsor section
- ◆ **Inclusion** in OSSE e-blasts

NEW FOR 2027

Ticket Sponsor

\$5,000 per show

Your brand on the first thing every attendee touches.

- ◆ "Tickets presented by [Brand]" in all ticket promotion
- ◆ **Logo on every ticket**, online and at the box office
- ◆ **Logo on the ticketing page** and order confirmation emails
- ◆ **Box office signage** at the show*
- ◆ **Inclusion** in OSSE e-blasts

90%

OWN A TRUCK

\$83,300

AVG. HOUSEHOLD INCOME

87%

AGE 30 OR OLDER

*Signage supplied by client. Attendee figures from the Open Season Sportsman's Expo media kit.



PREFERRED OUTFITTERS

New for 2027: one preferred outfitter per state for each species, chosen and promoted by Open Season.

INVESTMENT

\$1,000 per state, per species

ONE PER STATE, PER SPECIES

BY SPECIES

ELK

BEAR

WHITETAIL

TURKEY

WATERFOWL

+ MORE ON REQUEST

WHAT'S INCLUDED

The designation

- ◆ **"Preferred [Species] Outfitter"** for your state, from Open Season Sportsman's Expo
- ◆ **Exclusive:** one outfitter per state, per species
- ◆ **Preferred Outfitter badge** for your booth and marketing

At the show

- ◆ **Preferred Outfitter signage** at your booth
- ◆ **Highlighted listing** in the show guide and on the show map
- ◆ **PA mentions** for the program

Promotion

- ◆ **Featured** on the OSSE website Preferred Outfitter page
- ◆ **Inclusion** in a Preferred Outfitter e-blast
- ◆ **Social feature** on Facebook and Instagram

94%

HUNT WHITETAIL DEER

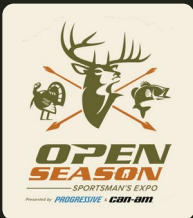
74%

HUNT TURKEY

50%

HUNT PREDATORS

Attendee figures from the Open Season Sportsman's Expo media kit.



BOOTH RATES

Two ways to exhibit. Pick the one that fits how hard you want to work the room.

THE ESSENTIALS

Standard Booth

\$725 per show · + \$100 per corner

Your space on the floor, with everything you need to sell.

- ◆ 10' x 10' interior booth
- ◆ Listing in the show guide and the online exhibitor directory
- ◆ Corner booth upgrade available for + \$100 per corner
- ◆ Add any traffic driver or add-on to build on it

NEW FOR 2027 · MORE REACH

Premier Booth

\$1,250 per show, booth included · + \$100 per corner

Everything in Standard, plus the show tells attendees you're here.

- ◆ Everything in the Standard Booth
- ◆ Enhanced listing in the show guide
- ◆ Inclusion in the OSSE Premier Booths e-blast
- ◆ Premier Booth badge to display at your booth



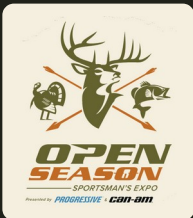
REGISTER ONLINE

openseasonsportsmansexpo.com/become-an-exhibitor

EXHIBITOR SERVICES

exhibitorservices@bonniercorp.com

All booth rates are per show. Guaranteed placement in show marketing requires a signed contract at least 60 days prior to the event.



SERIES PARTNER

One agreement. A booth, a series-wide designation and a promoted show special at all three 2027 shows.



WHY GO SERIES-WIDE

45,000+

ATTENDEES ACROSS THE
SERIES

3

MARKETS, ONE
AGREEMENT

131,866

EMAIL SUBSCRIBERS

- ◆ **Official Product sponsors** save 20% when they commit to all three shows, too.

SERIES PARTNER · NEW FOR 2027

All three shows. One agreement.

\$3,750

for all three shows

- ◆ **10' x 10' booth** at Lansing, Columbus and Wisconsin Dells
- ◆ **"Series Partner"** designation across the 2027 series
- ◆ **Enhanced exhibitor listing** at every show
- ◆ **Printed show guide ad** at every show
- ◆ **Show Special Enhanced** at every show: your show special promoted on our website, e-blasts and social

LANSING
Feb 26–28, 2027

COLUMBUS
Mar 19–21, 2027

WISCONSIN DELLS
Mar 19–21, 2027



TRAFFIC DRIVERS

Give attendees a reason to walk the whole floor and stop at your booth.

LIMITED TO 10-15 COMPANIES PER SHOW

Scavenger Hunt Card

\$1,000 per show

Stops are placed across the halls, so the hunt pulls attendees through the entire floor and up to your booth.

- ◆ **Your booth is a stop** on the printed card
- ◆ **Logo and booth number** on the card
- ◆ **2 dedicated social posts** about the hunt
- ◆ **2 PA reads** about the hunt
- ◆ **Inclusion** in the pre-event Scavenger Hunt e-blast
- ◆ **Artwork deadline:** Jan 15, 2027 for Lansing; Jan 18, 2027 for Columbus and Wisconsin Dells

Terms: product must be donated to the OSSE Scavenger Hunt prize, minimum value \$50. Prize must be present at the Expo and awarded on-site. Winner must be present to win. Nothing is shipped to winners on behalf of OSSE.

NEW FOR 2027

Show Special Enhanced

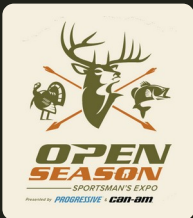
\$250 per show

You bring a show special to close sales on the floor. We put it in front of attendees before they arrive.

- ◆ **Your show special** featured on the OSSE website Show Specials page
- ◆ **Inclusion** in the Show Specials e-blast to the OSSE list
- ◆ **Inclusion** in Show Specials posts on Facebook and Instagram
- ◆ **"Show Special" marker** on your show guide and show map listings
- ◆ **Official Show Special badge** to display on your product on-site

Show specials must be submitted 60 days prior to the event to be included.

- ◆ **Open Season promotes only the show specials that carry the Show Special Enhanced upgrade.** Everyone else's stays at their booth.



ON-SITE SPONSORSHIPS

Own a piece of the building. Every attendee walks past it.



Contact us for pricing on these additional upgrade options.

NEW

Concessions Sponsor

- ◆ **QR code, logo and booth number** on every dining table
- ◆ **Logo** on the OSSE website sponsor section

Aisle Sign Sponsor

- ◆ **Exclusive co-branded aisle signs** across the expo floor
- ◆ **Logo** on the website, all e-blasts and digital maps

Parking Lot Sponsor

- ◆ **Branding** at the main parking lot entrances
- ◆ **Directional signage** in parking areas
- ◆ **Logo** on the OSSE website sponsor section

Networking After Party

- ◆ **"Exhibitor Networking presented by [Brand]"**
- ◆ **Branded signage** in the networking area
- ◆ **Logo** on the website and all e-blasts

NEW

Second Street Activation

- ◆ **Lead-generation activation** built around your brand on the show floor
- ◆ **Show, footprint and inclusions** are set once the activation is decided
- ◆ **Custom-built:** contact us to start

DELLS ONLY

Ballroom / Hall Sponsor

- ◆ **Naming rights** on a specific ballroom
- ◆ **Branded signage** at ballroom entrances
- ◆ **Logo** on the website, all e-blasts and digital maps

DELLS ONLY · LIMIT 5

Window Decal Sponsor

- ◆ **Branded window decals** facing the parking lot
- ◆ **Logo** on the OSSE website sponsor section

SOMETHING ELSE IN MIND?

Custom Activations

Built to order around your brand, your product and the show you choose. Tell us what you want to do on the floor and we'll build it with you.

All packages are priced per show. Dells only = Wisconsin Dells.



TROPHY DEER CONTEST

Join the tradition. Title sponsorship is open
in Lansing and Columbus, and SOLD in
Wisconsin Dells.

TITLE SPONSOR OF THE TROPHY DEER CONTEST

\$6,500 per show

LANSING & COLUMBUS · SOLD IN WI

TITLE SPONSOR BENEFITS

Your name on the contest

- ◆ **Name inclusion** on TV, radio and print promotions as title sponsor
- ◆ **Logo** on all on-site contest signage
- ◆ **Banner** near the Trophy Deer Contest*

At the show

- ◆ **50 complimentary** admission tickets
- ◆ **6 PA reads** per day
- ◆ **Option to donate the prize** for the top award category

LOOKING FOR PRODUCT EXPOSURE? DONATE A PRIZE

\$1,000+ PRIZE VALUE

- ◆ **2 e-blasts** about the contest
- ◆ **Logo** on the website
- ◆ **Banner** near the contest*
- ◆ **Social mention** on Product Showcase
- ◆ **Product featured** in all contest promotions
- ◆ **3 PA reads** per day

\$500–\$999 PRIZE VALUE

- ◆ **2 e-blasts** about the contest
- ◆ **Logo** on the website
- ◆ **Banner** near the contest*
- ◆ **Social mention** on Product Showcase
- ◆ **Product featured** in all contest promotions

\$50–\$499 PRIZE VALUE

- ◆ **1 e-blast** about the contest
- ◆ **Logo** on the website
- ◆ **Banner** near the contest*
- ◆ **Social mention** on Product Showcase
- ◆ **Product featured** in all contest promotions

202

CONTEST ENTRIES IN 2026

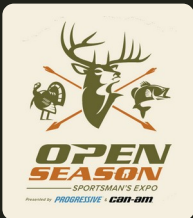
134

HEAD AND SHED MEASURES

94%

HUNT WHITETAIL DEER

*Banner is client provided, sized 4' x 6'. 2026 entries: Columbus and Wisconsin Dells combined. The Wisconsin Dells title sponsorship is sold.



ADD-ONS & DEADLINES

Add reach to any booth or package, and sign early to lock in guaranteed placement.



ON-SITE ENHANCEMENTS

Dedicated Email Blast

One standalone email to the full OSSE list. Limited to 5 per show.

\$1,000

On-Site Banner

Placed in a high-traffic area. Banner supplied by client.

\$250

Dedicated Facebook Post

One standalone post to the OSSE audience. Limited availability per show.

\$500

CUSTOMIZE YOUR PACKAGE

Let's build your proposal →

Exhibitor Services exhibitorservices@bonniercorp.com

KEY DEADLINES

LANSING

Feb 26–28, 2027

GUARANTEED
PLACEMENT*

Dec 28, 2026

PRINT MATERIALS**

Jan 15, 2027

COLUMBUS

Mar 19–21, 2027

GUARANTEED
PLACEMENT*

Jan 18, 2027

PRINT MATERIALS**

Jan 18, 2027

WISCONSIN DELLS

Mar 19–21, 2027

GUARANTEED
PLACEMENT*

Jan 18, 2027

PRINT MATERIALS**

Jan 18, 2027

HOW THE DEADLINES WORK

***Guaranteed placement:** placement in show marketing is guaranteed when the contract is signed at least 60 days prior to the event.

****Print materials:** show guide listings and Scavenger Hunt Card artwork are due by this date.