

Outdoor Sports, Lake & Cabin Show



Right place...

Right time

The Outdoor Sports, Lake & Cabin Show

at the *Right place*
Right time

Reasons to exhibit:



- All New! – Log-cabin and cottage-living exhibits and seminars for a “complete lifestyle” look and feel
- Building on a 50+ year tradition of well attended sport & boat shows in Ft. Wayne. Same weekend. Same building. Great booth prices
- New ownership, management and marketing team
- 3-day weekend show cuts your travel and staffing expenses and your work-week down time
- Pre- and post-show emails link you to all attendees
- Branded custom email invitations for your customers, including show and hotel discounts
- National and local magazine and website cross-promotions
- New floor plan for better organization and traffic flow
- Computer registration of all attendees and bar-coded badges give you easy access to key customer profile data and contact info
- Handheld badge scanners for lead capture
- **At least \$50,000** of media exposure with extensive print, radio, TV, billboard, Internet and Email ad/marketing campaign
- **At least 1/3** of all booth/sponsorship revenue goes back into ad/marketing budget – guaranteed
- Advertising purchased by local media wizard and Fort Wayne Home & Garden show producer, Karen Tejera (her H&G show annually attracts 40,000 attendees!)
- Guaranteed same space or better for 2011 show
- Free exhibitor parking passes and badges and hotel discounts
- Great sponsorship and advertising opportunities
- Live remotes from show floor by local media
- Exposure and links on our website
- Broad discount ticket distribution
- Free seminars and demos presented by exhibitors and other experts
- Great door prizes
- Free, fun activities for kids

Right exhibits – Right audience

The Outdoor Sports, Lake & Cabin Show features businesses specializing in:



Hunting and Fishing

Bows, Rods, Tackle, Gear, Apparel, Accessories



Boats and Water Sports

Power Boats, Sailboats, Personal Watercraft, Canoes & Kayaks, Docks & Piers and more



Winter Sports

Snowmobiles, Snow Boards, Skis, Gear, Apparel



Log Cabins and Cottage Living

Log & Timber Frame Homes, Rustic Furnishings & Décor, Patio Lifestyles, Land, Green Building, Wood Products



Vacation and Travel

Lodging, Cruises, Charters, Guides, Adventure Travel, Tourism Bureaus, Resorts, Campgrounds & Destinations



RV and Motor Sports

RVs, ATV, Motorcycles, Trucks & Accessories



Biking, Hiking, Camping and Fitness

Bikes, Tents, Packs, Gear, Apparel, Fitness Equipment

Right advertising Right crowd

For over 50 years, thousands of the tri-state area sports enthusiasts have attended a March sports show in Fort Wayne. The new 2010 OS LCS is poised to blow the roof off the Coliseum! The same media wizard who produces and markets the Fort Wayne Home & Garden Show that brings 40,000+ through the door will be directing our \$50,000+ advertising campaign. TV, radio, newspaper, billboard, magazine and internet ads, email blasts,

mailings, sponsor partnerships, on-site TV and radio reporting, coupon distribution throughout the tri-state area and more will turn out ready-to-spend customers like never before.

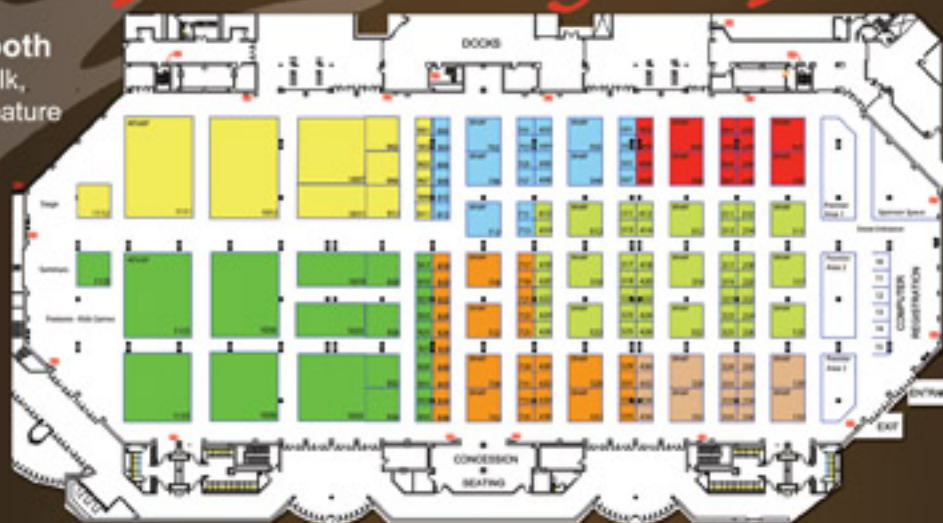
Also new this year, all attendees will be computer registered and surveyed.

They will wear scannable name badges and be given cards with their contact information to give to you, making post-show follow-up a snap. We know you're ROI will be fantastic. But more important, you'll know it too!



Right plan - Right price

\$595 per booth
with special bulk,
sponsor and feature
area pricing.



- RVs & Motor Sports
- Boats & Watersports
- Hunting
- Fishing
- Log Cabin & Cottage Living
- Vacation & Travel
- Hiking, Biking, Camping, Fitness & Winter Sports

Reserve your space today!

Right team - Right experience

Owners Dave Marquart and Bob Rosen have over 30 years combined experience producing and marketing literally thousands of consumer expos. Dave is a Fort Wayne native and the owner of Advanced Expo Solutions, a major events business that offers a full range of services to show producers. He has outfitted trade and consumer shows from coast to coast and you may have seen him at many of the Coliseum's events over the last 25 years. Bob was a partner in and sales manager of the Log Home & Timber Frame Expos, which grew during his tenure from five small shows a year to a 13-show, \$3 million business that the partners sold to F+W Media.

Sarah Collins and Jean Stockwell will handle booth and sponsorship sales. Sarah has sold consumer media for over 20 years, and for the last decade was a senior account executive for a popular group of log-home and

timber-frame magazines, websites and shows. Jean Stockwell's consumer show experience spans a dozen years, during which time she handled event coordination and customer relations for both sports and log-home shows. Jean and Sarah will also be on-site to help coordinate the OSLCS and to make sure all exhibitors and sponsors are being well-served.

Media Wizard Karen Tejera of the Ft. Wayne Home & Garden Show is managing the 2010 Outdoor Sports Lake & Cabin Show's advertising campaign. Karen has been marketing consumer shows in the Fort Wayne area for over 20 years and is a savvy and proven crowd-bringer. She will have the budget and all the tools she needs to keep you busy talking to well-qualified customers all weekend long!

Brochure Design by Eventboom Design - eventboom1@gmail.com

Right show - Right NOW!

Don't miss out on THE Outdoor Sports, Lake & Cabin Show

Booths are priced to sell
Lock in your spot NOW!

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