



2020 OUTDOOR LIFE / FIELD AND STREAM EXPO SERIES

AUDIENCE

2020 DATES & LOCATIONS

PADUCAH, KY

Friday, January 17-
Sunday, January 19 2020
Paducah - McCracken County
Convention & Expo Center

LAKELAND, FL

17th Annual
July 24-26, 2020
Lakeland Center
RP Funding Center

MADISON, WI

36th Annual
Friday, August 7 -
Sunday, August 9, 2020
Alliant Energy Center

LANSING, MI

34th Annual
Friday, August 14 -
Sunday, August 16, 2020
The Lansing Center

COLUMBUS, OH

28th Annual
Friday, August 28 -
Sunday, August 30, 2020
Ohio Expo Center
(State Fairgrounds)

GENERAL INFORMATION:



AVERAGE HOUSEHOLD
INCOME

83,300



87%

AGE 30+



91% 8%
MALE / FEMALE



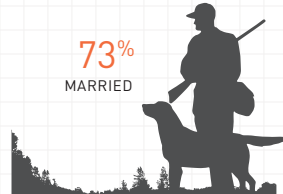
80,000+

ATTENDEES AT
THE EXPOS



\$159

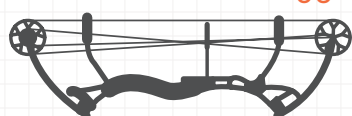
AVERAGE AMOUNT SPENT
AT THE EXPO



73%
MARRIED

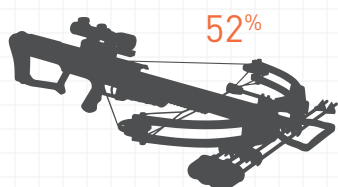
FIREARM/ARCHERY USE:

BOW:



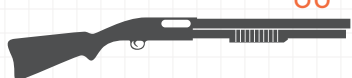
65%

CROSSBOW:



52%

SHOTGUN:



86%

RIFLE:



82%

MUZZLELOADER:



69%

HANDGUN:



66%

SPECIES HUNTED:



94%

WHITETAIL DEER



74%

TURKEY



73%

SMALL GAME



50%

PREDATORS



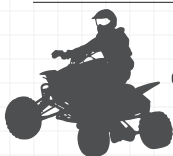
26%

UPLAND GAME



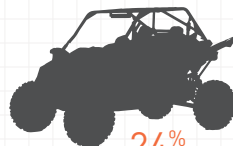
24%

WATERFOWL



51%

OWN ATV



VEHICLE OWNERSHIP:

90%

OWN TRUCK



32%

CAMPER/RV



49%

BOAT

ACTIVITIES:

FRESHWATER FISHING: 82%

SALTWATER FISHING: 23%

RECREATIONAL SHOOTING: 74%

CAMPING: 54%

BOATING: 50%





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EXHIBITING

REGISTER ONLINE:
FIELDANDSTREAMEXPO.COM/BECOME_AN_EXHIBITOR

SECURE PRE-SEASON RATES WITH REGISTRATION AND DEPOSIT BY DEC. 1, 2019. (APRIL 1, 2020 - FL)

BOOTH RATES

	KY Jan. 17 - 19	MI Aug. 14 - 16	OH Aug. 28 - 30	WI Aug. 7 - 9	FL Jul. 24-26
Pre-Season Booth Rates Interior Booth (10'x10') Corner Booth (10'x10')	\$375 *Special Rate Add \$100 Per Corner *Introductory Rate \$375	\$475 Add \$100 Per Corner	\$590 Add \$100 Per Corner	\$590 Add \$100 Per Corner	\$475 Add \$100 Per Corner
In-Season Booth Rates Interior Booth (10'x10') Corner Booth (10'x10')	\$475 Add \$100 Per Corner	\$525 Add \$100 Per Corner	\$690 Add \$100 Per Corner	\$690 Add \$100 Per Corner	\$525
Multi Show Discount \$50 per 10'x10' (Three Shows or More)	-\$50	-\$50	-\$50	-\$50	-\$50

• BULK RATE

KY, MI & FL: 1,200 SF and above will be \$3.25/SF for ATVs/Off-Road Vehicles, Trucks, RVs/Campers, Boats, Trailers & Structures.

OH & WI: 1,200 SF and above will be \$4.00/SF for ATVs/Off-Road Vehicles, Trucks, RVs/Campers, Boats, Trailers & Structures.

Expanding to two buildings

⊕ Enhanced Exhibitor Listing on our website for \$75

• NON-PROFIT/CONSERVATION

GROUP RATE: \$150 OFF PER 10X10

Deadlines

KY, MI, OH & WI Deposits not accepted after May 1st, 2020
 - Full payment required after May 1st, 2020

FL Final Payment is April 1st, 2020

- Deposits not accepted after April 1st, 2020
 - Full payment required after April 1st, 2020

DEPOSIT TERMS

KY, MI, FL

- 10x10- \$150 required deposit per expo
- 10x20 or larger- \$300 required deposit per expo
- Full payment required by May 1st, 2020 for KY & MI
April 1st, 2020 for FL

WI, OH

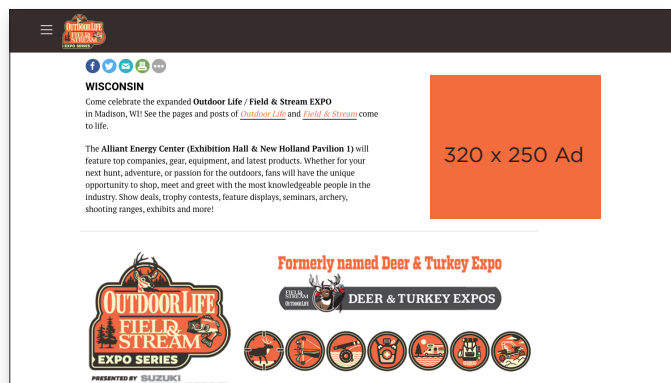
- 10x10- \$300 required deposit per expo
- 10x20 or larger- \$600 required deposit per expo
- Full payment required by May 1st, 2020





2020 OUTDOOR LIFE / FIELD AND STREAM EXPO SERIES

ADVERTISING



• WEB (FIELDANDSTREAMEXPO.COM)

300 X 250 PIXEL ADS

KY	SHARE OF VOICE IMPS	\$600
MI	SHARE OF VOICE IMPS	\$600
OH	SHARE OF VOICE IMPS	\$600
WI	SHARE OF VOICE IMPS	\$600
FL	SHARE OF VOICE IMPS	\$600

• DIRECT MAIL POSTCARD

DISTRIBUTION - 25k households per expo

4.94" X 1.5"	\$400 per expo
2.41" X 4.75"	\$500 per expo
5" X 4.75"	\$900 per expo
10" X 4.75"	\$1,400 per expo



• CUSTOM DEDICATED EMAIL BLAST

OPT-IN SUBSCRIBERS

KY	15,000 sends	\$500 per send
MI	25,000 sends	\$750 per send
FL	29,000 sends	\$750 per send
WI	39,300 sends	\$1,000 per send
OH	39,600 sends	\$1,000 per send

Purchase all 5 for \$2,500

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 \$30 CPM

LOOKING FOR VIDEO DISTRIBUTION?

- Facebook Native Video Ads - 3x Creative, Guaranteed Impressions, posted in the newsfeed. CPM Based for \$50 CPM

LOOKING FOR LEAD GENERATION?

- Facebook Sweepstakes - Packaged Deal \$6,750
 - Creation and Management of Custom Sweepstakes on Brands Facebook page
 - 1x Custom Email
 - Promotional advertising campaign on Facebook (100,000 Impressions)
 - Facebook Sponsored Post
 - Database of Opt-in leads



2020 OUTDOOR LIFE / FIELD AND STREAM EXPO SERIES

SPONSORSHIP



OFFICIAL NATIONAL SERIES SPONSOR BENEFITS

- + Digital package with *Field & Stream* and *Outdoor Life*
- + 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.

COST: \$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.

COST: KY, MI, FL EACH \$5,000
COST: OH, WI EACH \$7,500

OFFICIAL PRESENTING SPONSOR BENEFITS - ALL FIVE OUTDOOR LIFE - FIELD AND STREAM EXPOS.

- + Digital package with *Field & Stream* and *Outdoor Life*
- + Local print, billboard, TV, fliers, radio, 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.
- + Booth Space Included - size TBD

CALL FOR PRICING

EXCLUSIVE NATIONAL SPONSORSHIP BENEFITS FOR ALL 5 SHOWS:

- + 3'X10' banner at specified event area.
- + On site signage, show guides and event website.
- + Naming 'presented by' rights on event website and show guides.
- + Only 1 sponsorship available per area per year.

OPPORTUNITIES:

- Trail Camera Photo Display(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) - **\$5,000** (bags provided by sponsor)
- Ticket Sponsor
 - KY, FL, MI \$2,500 each expo**
 - OH, WI \$3,500 each expo**
- All 5 Expos - Ticket Sponsor **\$7,500**

**REGISTER ONLINE LINK:
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AN_EXHIBITOR**



2020 OUTDOOR LIFE / FIELD AND STREAM EXPO SERIES

ATTENDEE SHOW GUIDE AD PRICES



MI, OH, WIS (SOLD AS 3 EXPOS COMBINED)

- 1/6 Page **\$300** **(\$150 OFF)**
- 1/3 Page **\$400** **(\$150 OFF)**
- 1/2 Page **\$600** **(\$200 OFF)**
- Full Page **\$1,250** **(\$250 OFF)**

Enhanced Listing in Attendee Show Guide = **\$75 (\$100 OFF)**

Enhanced Listing Online Exhibitor List = **\$100**

Exclusive Value Package = **\$575**

- 1/6 Page Ad (Upgrade to 1/3 for an additional **\$100**)
- Logo on Online Floorplan
- Enhanced Listing Online Exhibitor List

Package Price = Add \$50 to any ad size and get the enhanced listing in the Show Guide.

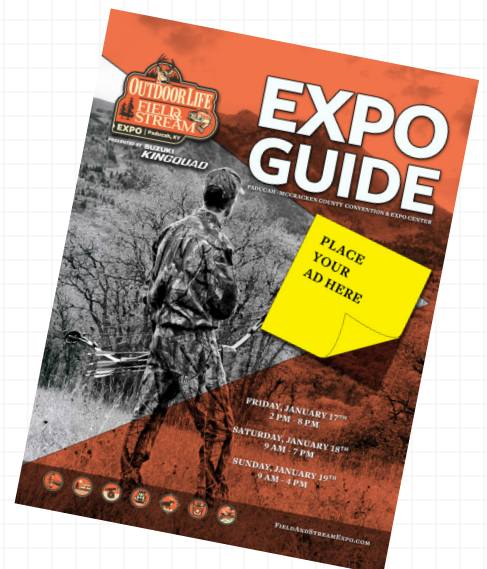
Ads run in all 3 programs for MI, OH, WI

POST IT AD (FRONT COVER OF SHOW GUIDE)

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

FL - **\$1,000**

4 show combo price - **\$5,500**



Ad deadlines are 21 days prior to Expo start.