



SACRAMENTO

Jan 17-20, 2019

Cal Expo, 1600 Exposition, Sacramento, CA



Advertising Impact



Television & Cable
Convey the show with sight & sound.



Billboards
Drive-time becomes impression time.



Internet & Mobile
Videos and offers to desktops and mobile.



Radio
Targets attendees across age groups.



Email
Getting to in-boxes with offers and more.



Social Networks
Interacting with key customer groups.



Newspaper
A key media for high income customers.



Direct Mail
Bringing loyal customers year after year.

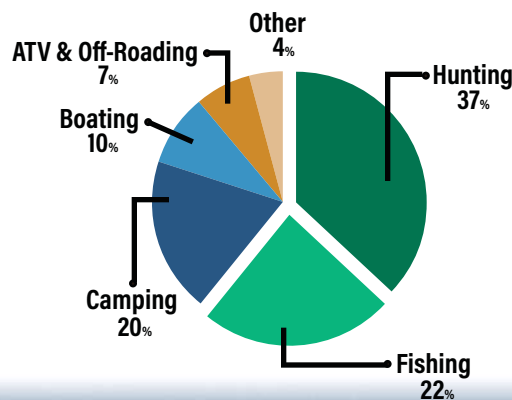
See Samples of ISE ads
www.SportsExpos.com/advertising

California's Monster Sportsman Expo

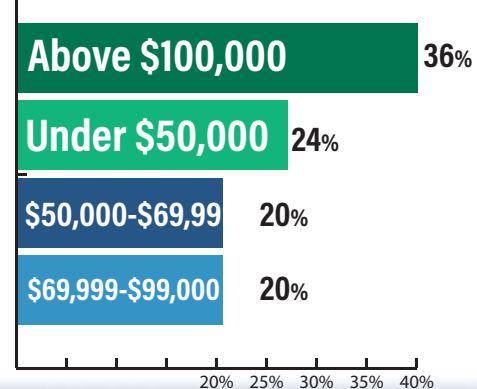
Sacramento's access to salt and fresh water, mountains, rice fields and wetland basins create a top national destination for a variety of outdoor activities.

California's largest sportsman expo, ISE Sacramento continues to grow by attracting avid consumers from the Bay area to Nevada, Oregon to central California. Five buildings and vast outside space create an unprecedented selling opportunity for 600+ exhibitors. The expo's Youth Fair fills another four buildings and outside space, drawing thousands of families.

Attendee Interests



Attendee Incomes



Contact Us

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Join ISE's 2019 Tour

Denver - Jan 10-13
Sacramento - Jan 17-20
Salt Lake City - Mar 14-17
Scottsdale and Arizona Boat Show - Mar 21-24