

DENVER

Jan 11-14, 2018

Colorado Convention Center, 700 14th St., Denver, CO

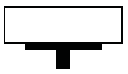


Advertising Impact



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

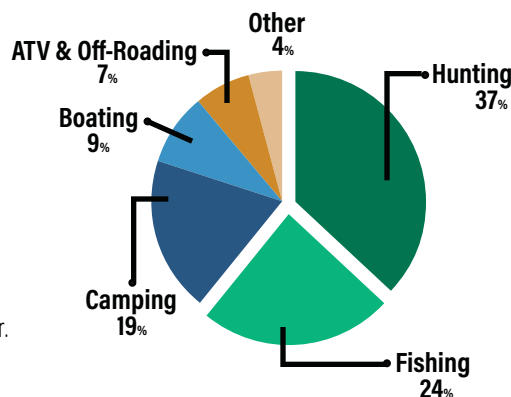
www.SportsExpos.com/advertising

Rocky Mountain Region's Largest

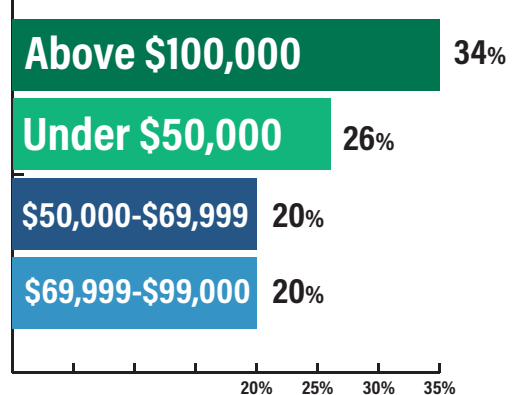
Few states offer the range and quality of outdoor activities that Coloradans pursue. This is why ISE appeals to a diverse customer base, with hunting and fishing the core activities.

Several generations of outdoor enthusiasts from Colorado and the seven bordering states attend ISE's longest-running expo, which brings consumers face-to-face with local, western and international guides, lodges, resorts and tourism groups, plus vendors offering a huge selection of big- to small-ticket outdoor gear.

Attendee Interests



Attendee Incomes



Contact Us

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e: service@SportsExpos.com

w: www.SportsExpos.com

Join ISE's 2018 Tour

Denver - Jan 11-14

Sacramento - Jan 18-21

Salt Lake City - Mar 15-18

Scottsdale and Arizona Boat Show - Mar 22-25



Fast Facts . . . ISE Denver 2018

WHAT: 41st Annual Denver International Sportsmen's Exposition (ISE)
ONLINE: SportsExpos.com and [Facebook.com/SportsExpos](https://www.facebook.com/SportsExpos)
WHEN: January 11 – 14, 2018
NEW HOURS: Thurs & Fri-Noon-8p; Sat-10a-7p; Sun-10a-5p
ADMISSION: \$16 adult; youth 15 and under and active military (with ID) free
WHERE: Colorado Convention Center, 700 14th St., Denver, CO 80202

EXHIBITORS: 530+ companies exhibit in a single 290,000-sq.-ft. hall, including:

- Lodges and resorts
- Travel/Destination Groups
- State and Federal agencies
- Outfitters and guides
- Fishing and hunting retail
- Boats, trailers, accessories
- Watercraft: kayaks, pontoon, SUP
- UTVs and ATVs
- SUVs, trucks and accessories
- RVs and campers
- Camping gear and apparel
- Camo, optics, calls
- Outdoor media
- Mountain-living furnishings
- Wildlife and outdoor art
- Outdoor clubs and organizations

ATTENDEES: ISE Denver is the region's largest presentation of nearby and worldwide travel destinations, plus fishing, hunting, offroading and outdoor products. Attendees gather from throughout Colorado, Utah, Wyoming, Nebraska and Kansas.

SPECIAL FEATURES:

- **NEW**—Wilderness Camp
- **NEW**—Archery Tag
- **NEW**—RMEF Great Elk Tour
- **NEW**—Eastmans' Trophy Deer
- Classroom Clinics
- Outdoor Product Showcase
- RMEF Adventure Theater
- RMEF Regional Elk-Calling Contest
- RMEF Adventure Theater
- Fly-Fishing Pavilion—casting ponds, theater, entomology, tying and Colorado Casting Contest
- Colorado Parks and Wildlife Outdoors Pavilion
- Youth Fair (free activities)
- Archery Range and Contest
- Aquarium Demonstration Tank
- Sporting-Dog Arena

CONTACT: Service@SportsExpos.com or [Facebook.com/SportsExpos](https://www.facebook.com/SportsExpos)

International Sportsmen's Expositions
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