



SACRAMENTO

Jan 18-21, 2018

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.

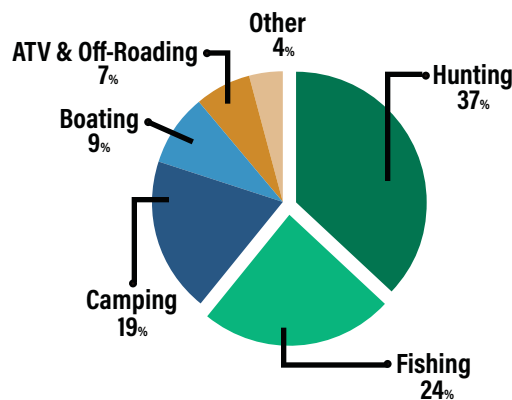
See Samples of ISE ads
www.SportsExpos.com/advertising

California's Monster Sportsman Expo

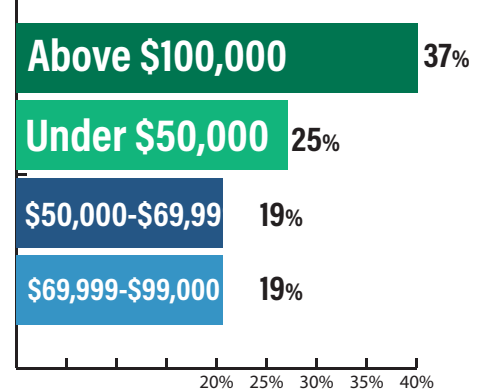
Sacramento's access to salt and fresh water, mountains, rice fields and wetland basins create a top national destination for a variety of outdoor activities. The outdoors lifestyle is a major motivator for moving to northern California.

The ISE, California's largest sportsman expo, 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 more than 600 exhibitors.

Attendee Interests



Attendee Incomes



Contact Us

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e: service@SportsExpos.com
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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 Sacramento 2018

WHAT: 31st Annual Sacramento International Sportsmen's Exposition (ISE)
ONLINE: SportExpos.net and [Facebook.com/SportsExpos](https://www.facebook.com/SportsExpos)
WHEN: January 18 – 21, 2018
HOURS: Thurs & Fri-11a-8p; Sat-10a-7p; Sun-10a-5p
WHERE: Cal Expo, 1600 Exposition Blvd., Sacramento, CA 95815

EXHIBITORS: *630+ companies fill five separate buildings and outside space:*

- Lodges and resorts
- DMOs and CVBs
- 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: *California's biggest presentation of travel destinations, plus fishing, hunting, offroading and outdoor products is also a giant boat show. Attendees come from throughout northern California, Nevada and Oregon.*

SPECIAL FEATURES:

- **NEW**—Wilderness Camp
- **NEW**—Eastmans' Trophy Deer
- **NEW**—RMEF Great Elk Tour
- Outdoor Product Showcase
- Offroad Test Track
- California Sportsmen Theater
- RMEF Adventure Theater
- Aquarium Demonstration Tank
- Kayak Theater
- 3D Pop-Up Archery Range/contest
- Sporting-Dog Arena
- Fly-Fishing Theater, Tying How-To Center, and Fly-Casting Pond
- Youth Fair at Expo Center

CONTACT: service@SportsExpos.com / 800-545-6100 / 360-397-0209

International Sportsmen's Expositions
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