

SALT LAKE CITY

Mar 15-18, 2018

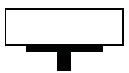
South Towne Exposition Center, 9575 S. State St., Sandy, UT



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

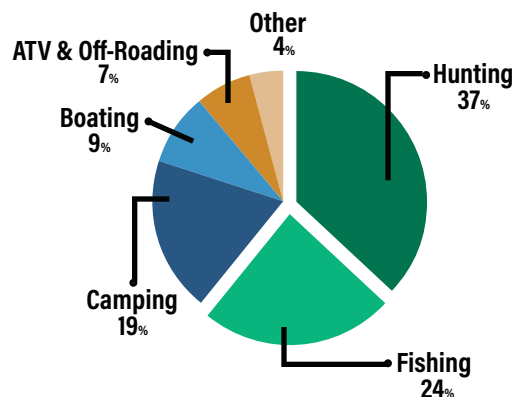
Hunt, Fish, Camp Retailing Powerhouse

More than any other ISE, the Utah expo is a gear-selling giant, offering exhibitors an ideal introduction to the outdoor-recreation marketplace: distribution, customer acquisition, research, sales.

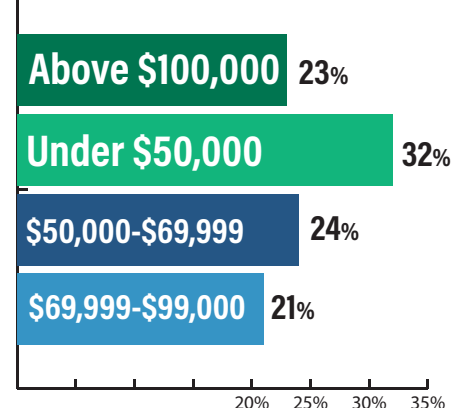
Gear in hand, attendees want to get out there. ISE offers adventures in seven countries, while Utah, Alaska, Colorado, California, Wyoming and Idaho are top North American destinations.

Utah is an outdoor destination: fishing and hunting, for sure, but also offroading, camping and cycling. 48% of attendees are under 40, while 43% are in the prime earning years of 40-64.

Attendee Interests



Attendee Incomes



Contact Us

p: 800-545-6100
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 Salt Lake City 2018**

WHAT: 20th Annual International Sportsmen's Expo, Presented by KSL TV
ONLINE: SportsExpos.com and Facebook.com/SportsExpos
WHEN: March 15 – 18, 2018
HOURS: Thurs & Fri-Noon-8p; Sat-10a-7p; Sun-10a-5p
ADMISSION: \$14 adult; youth 15 and under and active military (with ID) free
WHERE: South Towne Exposition Center, 9575 So. State St., Sandy, UT 84070

EXHIBITORS: 400+ companies exhibit in a single quarter-million-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 Salt Lake is Utah's largest presentation all year of fishing, hunting, offroading, boating and outdoor products for the entire family, plus travel destinations. Attendees visit from throughout Utah, Idaho, Wyoming, Arizona and Nevada.

SPECIAL FEATURES & EVENTS:

- **NEW**—Wilderness Camp
- **NEW**—Archery Tag
- Rocky Mountain Elk Foundation World Elk Calling Championships
- Utah Taxidermist Association Best-of-the-West Contest
- 3D Pop-Up Archery Contest
- Eastmans' Deer Camp
- Outdoor Product Showcase
- Dog Arena
- Truck/SUV Ride-and-Drive
- RMEF Great Elk Tour
- Eastmans' Trophy Deer displays
- RMEF Adventure Theater
- Fishing Workshop
- Casting Pond
- Youth Activity Fair
- Yellowstone Bear World

CONTACT: Service@SportsExpos.com or Facebook.com/SportsExpos

International Sportsmen's Expositions
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