

# SCOTTSDALE

## Mar 22-25, 2018

WestWorld of Scottsdale, 16601 N Pima Rd., Scottsdale, AZ



**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**

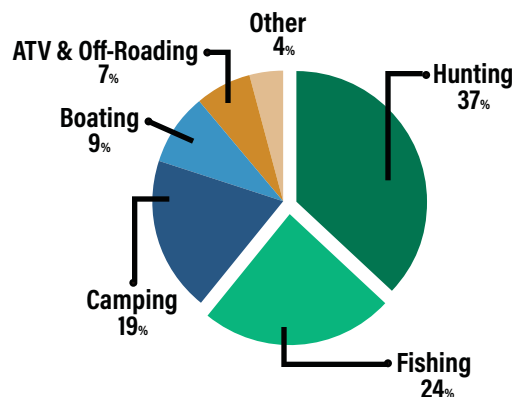
[www.SportsExpos.com/advertising](http://www.SportsExpos.com/advertising)

## Location, Location, Location

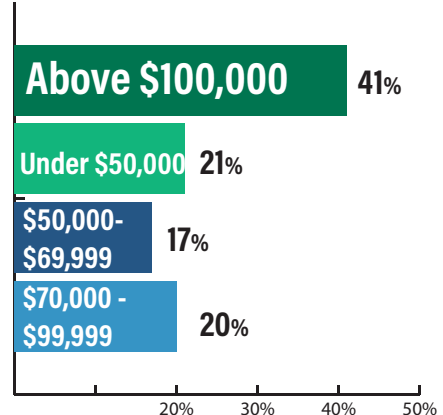
Scottsdale, AZ. Our move to WestWorld has boosted attendee household income by 9%. The venue also allowed the significant expansion of our jointly held **Arizona Boat Show**. We more than doubled display space for recreational vehicles and powersports units. New show features and activities support those categories, attracting, entertaining and motivating consumers. Attendees stay twice as long at the show when compared to our previous location.

Bottom line: consumers are coming to the show with more buying power and are spending much more time at the event.

## Attendee Interests



## Attendee Incomes



## Contact Us

p: 800-545-6100

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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 Scottsdale 2018***

**WHAT:** Scottsdale International Sportsmen's Expo (ISE) and Arizona Boat Show  
**ONLINE:** [SportsExpos.com](http://SportsExpos.com) and [Facebook.com/SportsExpos](https://Facebook.com/SportsExpos)  
**WHEN:** March 22 –25, 2018  
**HOURS:** Thurs & Fri-10a-7p; Sat-10a-7p; Sun-10a-5p  
**WHERE:** WestWorld of Scottsdale, 16601 N. Pima Road, Scottsdale, AZ 85260

**EXHIBITORS:** *ISE's 18th annual Arizona show, at WestWorld of Scottsdale, features two huge buildings and vast outdoor space. ISE is the state's largest display of fishing, hunting and outdoor-travel destinations, enthusiast products, UTVs and ATVs. ISE hosts the Arizona Boat Show, spotlighting boats from more than a dozen dealers, plus huge RV and camper displays.*

- 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

### **SPECIAL FEATURES & EVENTS:**

- **NEW**—Wilderness Camp
- **NEW**—Shooting Experience
- Offroad Test Track
- Watersports Pond—wakeboarding, kayak and Stand-Up Paddleboard
- Fly-casting seminars and instruction
- Outdoor Product Showcase
- Youth Fair (free activities)
- Arizona Taxidermy Association State Championship
- 3D Pop-Up Archery Range/Contest
- Trophy deer and elk displays
- Aquarium Demonstration Tank
- RMEF Adventure Theater

**CONTACT:** [service@SportsExpos.com](mailto:service@SportsExpos.com) / 800-545-6100 / 360-397-0209

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