

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

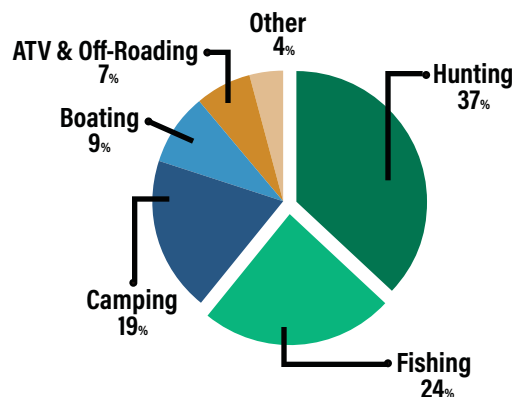
www.SportsExpos.com/advertising

Location, Location, Location

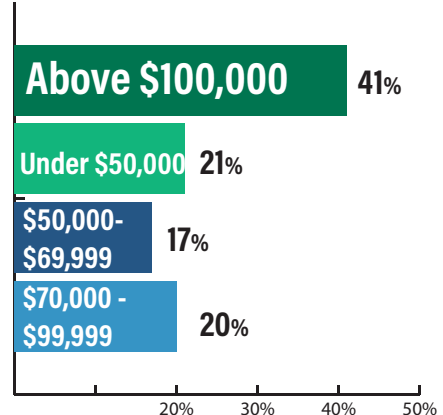
Scottsdale, AZ. Our move to WestWorld has boosted attendee household income by 9%. The venue also allowed the significant expansion of our jointly held **Arizona Boat Show**. We more than doubled display space for recreational vehicles and powersports units. New show features and activities support those 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

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 Scottsdale 2018**

WHAT: Scottsdale International Sportsmen's Expo (ISE) and Arizona Boat Show
ONLINE: SportsExpos.com and AZBoatShow.com
WHEN: March 22 –25, 2018
HOURS: Thurs & Fri-10a-7p; Sat-10a-7p; Sun-10a-5p
ADMISSION: \$12 adult; youth 15 and under and active military (with ID) free
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.

- Boats, Houseboat
- Trailers and accessories
- Kayaks, pontoons, SUP
- RVs and campers
- UTVs and ATVs
- SUVs, trucks and accessories
- Lodges, Resorts, Marinas
- Travel/Destination Groups
- Camping gear and apparel
- Outfitters and guides
- Fishing and hunting retail
- Camo, optics, accessories
- Outdoor media
- Mountain-living furnishings
- Wildlife and outdoor art
- Outdoor clubs and organizations

SPECIAL FEATURES & EVENTS:

- **NEW**—Wilderness Camp
- Offroad Test Track
- Watersports Pond—wakeboarding, kayaking, Stand-Up Paddleboard
- Aquarium Demonstration Tank
- Fly-casting instruction
- Outdoor Product Showcase
- RMEF Adventure Theater
- Arizona Taxidermy Association State Championship
- 3D Pop-Up Archery Range/Contest
- Eastman's Trophy Deer display
- RMEF Great Elk Tour
- Youth Fair (free activities)

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

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