

THREE MARKETS. ONE POWERFUL TOUR.

REACH HIGH-VALUE OUTDOOR BUYERS ACROSS THE ROCKY MOUNTAIN WEST.



8,104
TOTAL SURVEYED
ATTENDEES



~47%
EARN \$100,000+*
(ESTIMATED/EXACT)



17-58%
EARN \$150,000+
(BY MARKET)



REAL OUTDOOR
BUYERS. REAL
BUYING POWER.

1975 2027

DENVER, CO EXPO JAN 7-10, 2027



\$ 57.9%
EARN \$100,000+
34.6%
EARN \$150,000+
2,917
SURVEYED
ATTENDEES

ATTENDEE HOUSEHOLD INCOME BREAKDOWN (ALL GROUPS TOTAL 100%)



INCOME HIGHLIGHTS

| | |
|-----------------|-------|
| Under \$100,000 | 42.2% |
| \$100,000+ | 57.9% |
| \$150,000+ | 34.6% |
| \$200,000+ | 19.2% |
| \$500,000+ | 3.4% |



HIGH-INCOME OUTDOOR AUDIENCE
More than half of attendees earn \$100,000+ annually and invest in the outdoor lifestyle.

SACRAMENTO, CA EXPO JAN 14-17, 2027



\$ ~44%
ESTIMATED TO
EARN \$100,000+*
26.5%
EARN \$150,000+
2,620
SURVEYED
ATTENDEES

ATTENDEE HOUSEHOLD INCOME BREAKDOWN (ALL GROUPS TOTAL 100%)



INCOME HIGHLIGHTS

| | |
|----------------|-------|
| Under \$90,000 | 49.0% |
| \$90,000+ | 51.0% |
| \$150,000+ | 26.5% |
| \$200,000+ | 13.2% |
| \$500,000+ | 2.5% |



AFFLUENT. ENGAGED. OUTDOORS.
Over half of attendees earn \$90,000+ annually and invest in gear, travel and outdoor experiences.

SALT LAKE CITY EXPO MAR 18-21, 2027



\$ ~43%
ESTIMATED TO
EARN \$100,000+*
17.2%
EARN \$150,000+
2,567
SURVEYED
ATTENDEES

ATTENDEE HOUSEHOLD INCOME BREAKDOWN (ALL GROUPS TOTAL 100%)



INCOME HIGHLIGHTS

| | |
|----------------|-------|
| Under \$90,000 | 51.7% |
| \$90,000+ | 48.4% |
| \$150,000+ | 17.2% |
| \$200,000+ | 9.9% |
| \$500,000+ | 3.2% |



LOYAL. ACTIVE. OUTDOOR-FOCUSED.
Nearly half of attendees earn \$90,000+ annually and invest in gear, travel and outdoor experiences.

THEY TRAVEL FOR ADVENTURE

Most attendees travel out of state to Fish, Hunt, Camp or participate in related outdoor activities.



70%
TRAVEL OUT OF STATE
AT LEAST ONCE A YEAR

TRAVEL FREQUENCY

| Travel Frequency | % OF RESPONDENTS | NUMBER OF RESPONDENTS | % TRAVEL OUT OF STATE |
|----------------------------|------------------|-----------------------|-----------------------|
| More Than Once A Year | 40% | 3,022 | 72% |
| Once A Year | 30% | 2,431 | 72% |
| Every Couple of Years | 10% | 757 | 69% |
| Do Not Travel Out of State | 20% | 1,621 | N/A |



MAJORITY TRAVEL OUT OF STATE: 70% travel at least once a year to enjoy outdoor activities.

WHY EXHIBIT ON THE ISE TOUR?

- HIGH BUYING POWER** Up to 57.9% earn \$100,000+ (Denver). Strong across all markets.
- PASSIONATE & ENGAGED** Highly active outdoor enthusiasts who travel and invest.
- READY TO SPEND** They attend to shop, compare, discover new products and plan adventures.
- LOYAL TO OUTDOOR BRANDS** Value trust, performance and innovation in the brands they choose.
- THREE MARKETS. ONE TOUR. MAXIMUM IMPACT.** Reach Colorado, California & Utah with one efficient investment.

EXHIBITORS SEE RESULTS

- QUALIFIED LEADS** Connect face-to-face with high-income, motivated buyers.
- BRAND EXPOSURE** Put your brand in front of thousands of engaged outdoor enthusiasts.
- DIRECT SALES** Sell products, book trips and build your customer base.
- MARKET EXPANSION** Grow your business across the Rocky Mountain West.
- MAXIMIZED ROI** Three shows. One tour. Maximum impact.

*Exact \$100,000+ cannot be determined for Sacramento and Salt Lake City due to income bands. Estimates assume ~55% of the \$90,000-\$149,999 group earn \$100,000+.



Contact Us

800-545-6100
service@SportsExpos.com
www.SportsExpos.com
Facebook.com/Sportsexpos

Join ISE's 2027 Tour

Denver - Jan 7-10, 2027
Sacramento - Jan 14-17, 2027
Salt Lake City - Mar 18-21, 2027



EXPO ADVERTISING

MORE WAYS TO REACH.
MORE REASONS TO EXHIBIT.

Since 1975!



TARGETED CHANNELS. PROVEN RESULTS.

| | | |
|--|--|--|
| | TELEVISION & CABLE <i>Showing consumers expo offers: activities, gear, destinations.</i> | |
| | STREAMING & CTV <i>Expo ads to targeted viewers.</i> | |
| | RADIO <i>During "drive-time", the largest audience.</i> | |
| | BILLBOARDS <i>Images...folks doing what the expo offers.</i> | |
| | SOCIAL NETWORKS <i>Targeting by interest, geography.</i> | |
| | SMS <i>A discount coupon on their phone.</i> | |
| | EMAIL <i>They've signed up for Expo details.</i> | |
| | WEB <i>Always there: expo details & offerings.</i> | |
| | COUPONS <i>Hundreds of retail-partner locations.</i> | |

Meet Face-to-face Thousands of Ready-to-Buy Customers

Direct Sales

New Customers

Product Demos

Networking

Distribution



www.SportsExpos.com • Service@SportsExpos.com
800-545-6100 (U.S. & Canada) • 360-693-3700 (Intl)
P.O. Box 87940, Vancouver, WA 98687 USA