

# DENVER

## Jan 9-12, 2020

Colorado Convention Center, 700 14th St., Denver, CO



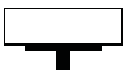
### Advertising Impact

See Samples of ISE ads  
[www.SportsExpos.com/advertising](http://www.SportsExpos.com/advertising)



### 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

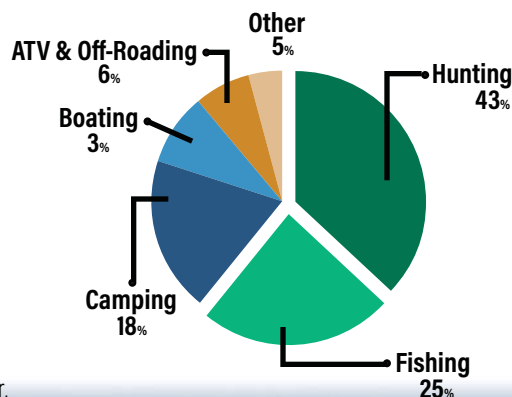
Bringing loyal customers year after year.

## Rocky Mountain Region's Largest

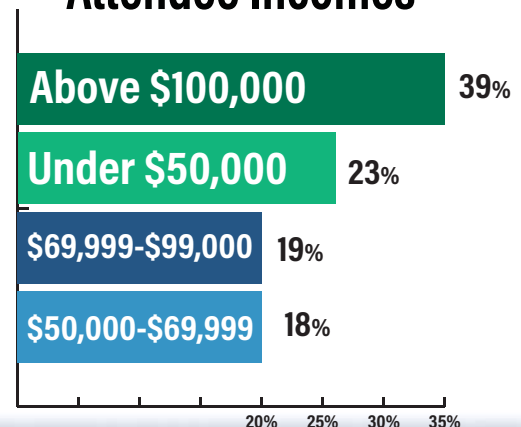
Colorado offers an unprecedented number of outdoor pursuits and matching consumer participants. This is why ISE's longest-running expo continues to expand—product offerings, destinations, activities, number of attendees. Hunting and fishing remain core.

Several generations of outdoor enthusiasts from Colorado and the seven bordering states attend, while the expo's Youth Fair, hosted by Colorado Parks and Wildlife, educates and inspires thousands of future outdoor enthusiasts.

### Attendee Interests



### Attendee Incomes



### Contact Us

p: 800-545-6100  
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w: [www.SportsExpos.com](http://www.SportsExpos.com)

### Join ISE's 2020 Tour

Denver - Jan 9-12  
Sacramento - Jan 16-19  
Scottsdale - Mar 13-15  
Salt Lake City - Mar 19-22



## ***Fast Facts . . . ISE Denver 2020***

**WHAT:** 43<sup>rd</sup> Annual Denver International Sportsmen's Exposition (ISE)  
**ONLINE:** [SportsExpos.com](http://SportsExpos.com) and [Facebook.com/SportsExpos](https://Facebook.com/SportsExpos)  
**WHEN:** January 9 – 12, 2020  
**HOURS:** Thurs & Fri-Noon-8p; Sat-10a-7p; Sun-10a-5p  
**ADMISSION:** \$16 adult; youth 15 and under and active military (with ID) free  
**WHERE:** Colorado Convention Center, 700 14<sup>th</sup> St., Denver, CO 80202

**EXHIBITORS:** 500 companies exhibit in a single 290,000-sq.-ft. hall, including:

- Lodges and resorts
- Travel/destination groups
- State and federal agencies
- Outfitters and guides
- Fishing and hunting retail
- Watercraft: kayaks, pontoon, SUP
- UTVs, ATVs
- SUVs, trucks
- Campers, tent-toppers, RVs
- Camping gear and apparel
- Camo, optics, calls
- Mountain-living furnishings
- Wildlife and outdoor art
- Outdoor clubs and organizations

**ATTENDEES:** ISE Denver is the region's largest presentation of nearby and worldwide travel destinations, plus fishing, hunting, offroading and outdoor products. Attendees gather from throughout Colorado, Utah, Wyoming, Nebraska and Kansas.

### **SPECIAL FEATURES:**

- **NEW**—Colorado Campfire Theater
- Colorado Parks and Wildlife Outdoors Colorado Pavilion
- Youth Fair (free activities)
- Outdoor Product Showcase
- Adventure Theater
- Lady's Shooting Through Barriers
- Expert's Corner
- Sporting-Dog Arena
- **NEW**—Shooting Game
- RMEF Regional Elk-Calling Contest
- Saturday Family Day and Sunday Angler Day at Demo Tank
- Archery Experience
- Fly-Fishing Pavilion: theater, tying, entomology and Casting Contest
- KastKing Combo Casting Contest: fly-/spin-/bait-casting teams

**CONTACT:** [Service@SportsExpos.com](mailto:Service@SportsExpos.com) or [Facebook.com/SportsExpos](https://Facebook.com/SportsExpos)

**International Sportsmen's Expositions**  
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