



SACRAMENTO

Jan 16-19, 2020

Cal Expo, 1600 Exposition, Sacramento, CA



Advertising Impact

See Samples of ISE ads
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

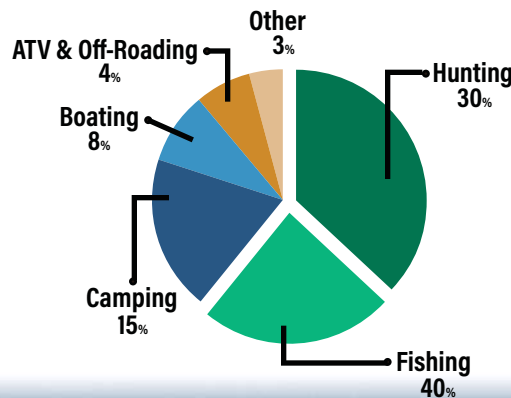
Bringing loyal customers year after year.

California's Monster Sportsman Expo

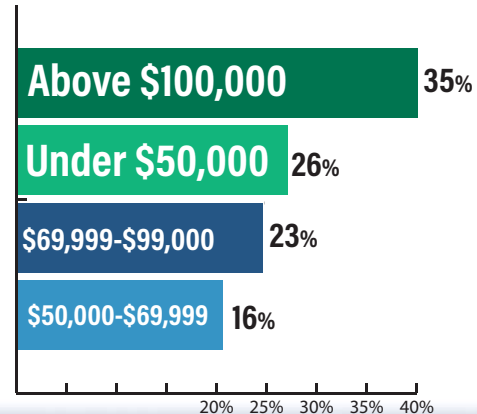
Sacramento's access to salt and fresh water, foothills and mountains, rice fields and wetland basins creates one of America's top recreation areas for fishing, hunting, boating and offroading.

California's largest sportsman expo, ISE Sacramento attracts avid consumers from the Bay area to Nevada, southern Oregon to central California. Five buildings and vast outside space create a prime selling opportunity for 600+ exhibitors. The expo's Youth Fair fills four more buildings and outside space, drawing thousands of families.

Attendee Interests



Attendee Incomes



Contact Us

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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 Sacramento 2020

WHAT: 33rd Annual Sacramento International Sportsmen's Exposition (ISE)

ONLINE: SportsExpos.com and [Facebook.com/SportsExpos](https://www.facebook.com/SportsExpos)

WHEN: January 16 – 19, 2020

WHERE: Cal Expo, 1600 Exposition Blvd., Sacramento, CA 95815

HOURS: Thurs & Fri-11a-8p; Sat-10a-7p; Sun-10a-5p

ADMISSION: \$16 adult; youth 15 and under and active military (with ID)

EXHIBITORS: *600+ companies exhibit in 5 building and outside space, 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 Sacramento is the region's largest presentation of nearby and worldwide travel destinations, plus fishing, hunting, offroading and outdoor products. Attendees rendezvous at the ISE from throughout California, Oregon and Nevada.*

SPECIAL FEATURES:

- Sportsman's Warehouse and Turner's Outdoorsman retail
- Rifle and pistol sales
- **NEW:** Shooting Game
- **NEW:** DockDogs Contest
- Outdoor Product Showcase
- Wilderness Archery Test Range
- Offroad Test Track
- California Sportsmen Theater
- Aquarium Demonstration Tank
- Kayak Theater
- Sporting-Dog Arena
- Fly-Fishing Theater, Tying How-To Center, and Fly-Casting Pond
- Youth Fair at Expo Center

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

International Sportsmen's Expositions
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