



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

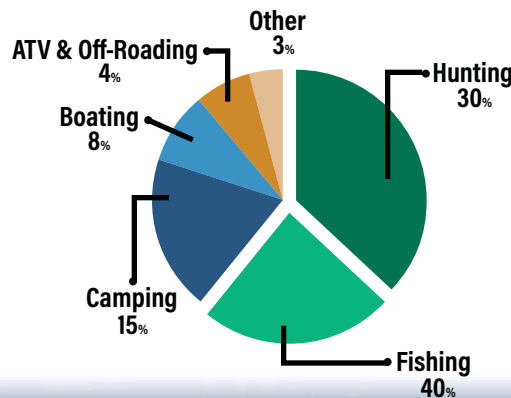
Bringing loyal customers year after year.

California's Monster Sportsman Expo

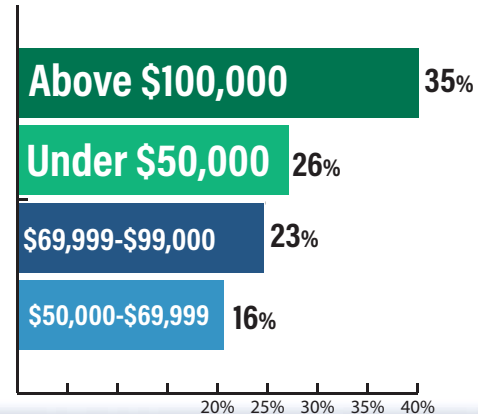
Sacramento's access to salt and fresh water, foothills and mountains, rice fields and wetland basins creates one of America's top recreation areas for fishing, hunting, boating and offroading.

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: 34th Annual Sacramento International Sportsmen's Exposition (ISE)
ONLINE: SportsExpos.com and 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; free for youth under 16 & active military (with ID)

EXHIBITORS: 625+ 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: Attendees journey from throughout northern California, southern Oregon and western Nevada to the region's largest presentation of travel destinations, fishing boats, and fishing, hunting, offroading and outdoor products. The expo features California Department Fish and Wildlife's *Outdoor California* area, selling discounted licenses and answering questions all day, every day. CDFW also provides lunker bass for the expo's Demo Tank and trout for the youth catch-and-release pond.

SPECIAL FEATURES:

- **NEW:** Shooting Game
- **NEW:** DockDogs
- Outdoor Product Showcase
- Wilderness Archery Range/Contest
- Offroad Test Track
- California Sportsmen Theater
- Fishing Demo Tank
- Kayak Theater
- Sporting-Dog Arena
- Fly-Fishing Theater, Tying How-To Center, and Fly-Casting Pond
- Youth Fair at Expo Center (Sat-Sun)

CONTACT: jkirk@YourLifeOutdoors.com or Facebook.com/SportsExpos

International Sportsmen's Expositions
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