

SALT LAKE CITY

Mar 19-22, 2020

Mountain America Expo Center, 9575 S. State St., Sandy, UT



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

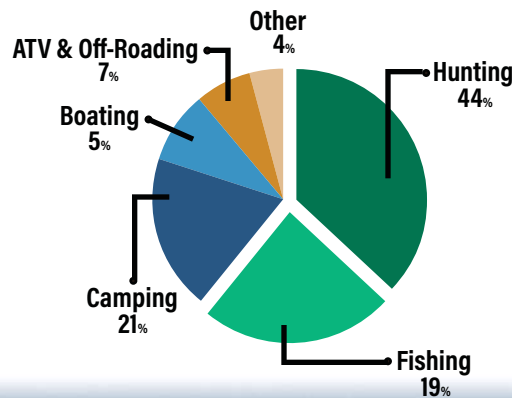
Bringing loyal customers year after year.

Camp, Fish, Hunt Retailing Powerhouse

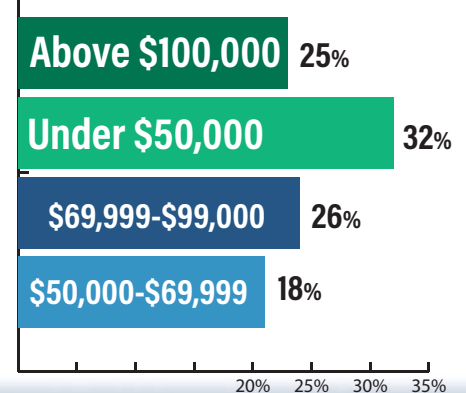
Presented by FOX 13, ISE's Utah expo offers exhibitors an ideal introduction to the outdoor-recreation marketplace: distribution, new customers, research and, of course, sales. Gear in hand, attendees *get out there*—Utah, Alaska, Colorado, California, Wyoming and Idaho are top North American destinations, while adventures in Canada, South Africa and Mexico are popular, too.

Major special features include Rocky Mountain Elk Foundation's World Elk Calling Championship Regional contest, and the lobby-filling Utah Taxidermy Association's giant display and contest.

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 . . . Salt Lake City 2019

WHAT: 22nd International Sportsmen's Expo (ISE), presented by FOX 13
ONLINE: SportsExpos.com and Facebook.com/SportsExpos
WHEN: March 19 – 22, 2020
WHERE: Mountain America Expo Center, 9575 So. State St., Sandy, UT 84070
HOURS: Thurs & Fri-11a-8p; Sat-10a-8p; Sun-10a-5p
ADMISSION: \$14 adult; Free for youth 15 and under and active military with ID

EXHIBITORS: 300+ companies exhibit in a single quarter-million-sq.-ft. hall, including:

- Lodges and resorts
- Travel/Destination Groups
- State and Federal agencies
- Outfitters and guides
- Fishing and hunting retail
- Boats, trailers, accessories
- Kayaks, pontoon craft, SUP
- UTVs and ATVs
- SUVs, trucks and accessories
- RVs and campers
- Camping gear and apparel
- Camo, optics, calls
- Mountain-living furnishings
- Outdoor clubs and organizations

ATTENDEES: ISE Salt Lake is Utah's largest presentation all year of fishing, hunting, camping, offroading, boating and outdoor products and adventures for the entire family.

SPECIAL FEATURES & EVENTS:

- **NEW:** LASR Shooting Game
- Utah Taxidermist Association Best-of-the-West Contest
- \$5,000 cash prizes for final Regional Rocky Mountain Elk Foundation Elk Calling Contest
- Adventure Theater
- Outdoor Product Showcase
- Fishing Workshop
- KastKing Combo Pond & Contest
- Youth Activity Fair
- Yellowstone Bear World (fee)
- Climbing Wall (fee)
- Gem-panning river (fees)

CONTACT: Service@SportsExpos.com or Facebook.com/SportsExpos



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