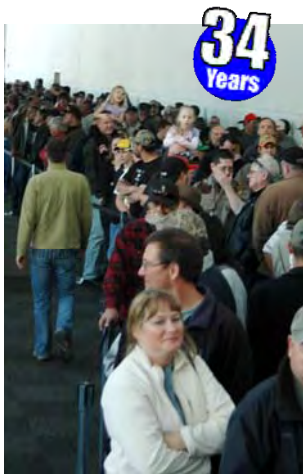




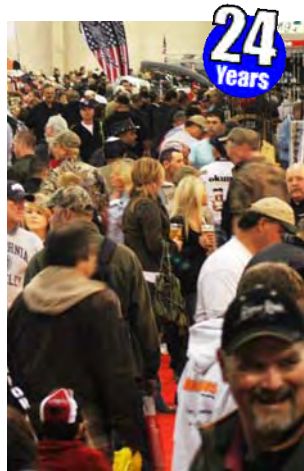
2011

Event Profile and Sponsorship Opportunities



Denver

January 6 – 9, 2011



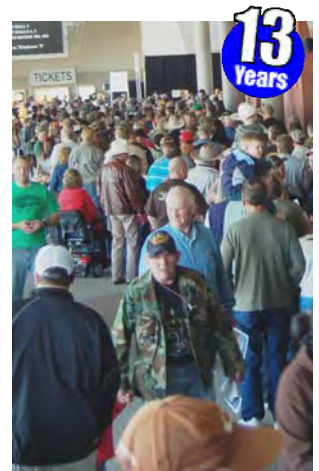
Sacramento

January 20 - 23, 2011



Phoenix

February 24 - 27, 2011



Salt Lake City

March 17 - 20, 2011



*America's Premier Adventure
Travel, Fishing, Hunting and Outdoor Sports Shows*

For more information contact:

Bruce Tarbet
Sponsorship and Advertising Manager

International Sportmen's Expositions
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Phone: 360-397-0213 – Fax: 360-397-0243
btarbet@sportsexpos.com
www.SportsExpos.com



Event Profile

The outdoor world under one roof. That's what you'll find at every International Sportsmen's Exposition (ISE). If it has anything to do with the great outdoors... ISE shows have it.

Our mission is two-fold.

- **Attendees:** Present the consumer with the industry leading outdoor gear and services.
- **Exhibitors:** Bring exhibitors thousands of qualified consumers to purchase products, travel and services.

This combination of quality exhibits and affluent consumers has enabled ISE to be the leader in the western outdoor consumer show industry for 36 years.

Every ISE show features:

- Industry leading advertising and promotion
- High levels of customer satisfaction and loyalty
- Public relations campaigns to draw attendees to the shows
- World-class competitions that attract top-level competitors and spectators
- Seminars and demonstrations by celebrities and the most respected outdoor professionals
- A wide range of Boats, SUV's, ATV's and RV's

Advertising & Promotion

Each show is supported by mass media and niche marketing. Through extensive relationships with our media providers, ISE sponsors are supported with market-saturating levels of advertising.

- Television and Cable
- Radio
- Newspaper
- Internet
- E-mail
- Publicity
- Media Promotions
- Show Programs – Onsite and extended distribution

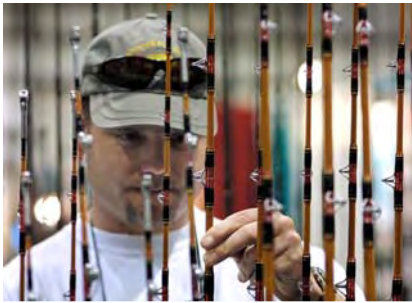
Exhibitor Profile

Exhibitors have learned that our aggressive advertising and promotions drive qualified buyers to ISE shows.

A typical mix of products and service exhibitors include:

- Fishing Tackle
- Shooting Sports & Accessories (No firearms)
- Fly Fishing Gear
- Boats & Motors
- RV's, Campers, ATV's
- SUV's & 4x4's
- Sporting Dogs
- Decoys & Calls
- Guides & Outfitters
- Lodges & Resorts
- Camping Gear
- Outdoor Apparel
- Electronics
- Sports Optics
- Wildlife Art
- Books & Maps
- Lifestyle Furnishings
- Publishers, authors
- Archery Equipment
- Kayaks
- Websites and online publishers

Our exhibitors, sponsors and marketing partners include these industry-leading companies



Sponsorship Opportunities

Briefly outlined here, your sponsorship will be custom tailored to meet your business objectives. ISE brings together the most highly qualified attendees of any sportsman show.

Show Sponsors

Show level sponsors enjoy the full force of ISE advertising and marketing. With robust inclusion in a variety of media, sponsors in this level will have primary association with the event in a market.

- **Title Sponsor**from \$40,000 per market
 - Full inclusion in ISE's aggressive marketing campaign
 - Benefits include approx 1,500 sq. ft. of exhibit space, appearance in television, radio, newspaper, e-mail, internet, public relations and all promotion of ISE in a market
- **Category Sponsor**from \$25,000 per market
 - Customized benefits for categories such as: sport utility vehicles, retailers and equipment manufacturers.
 - Benefits include approx 1,000 sq. ft. exhibit space, targeted inclusion in ISE media, and enhanced on-site presence through customized banners and signage, and public address announcements.
- **Retail Sponsor**from \$12,000 per market
 - Customized benefits that include approx. 400 sq. ft of exhibit space, targeted inclusion in ISE media, enhanced on-site presence through banners and other visual assets. Discount tickets and coupons available for key retailers

Feature Sponsors

Feature level sponsors are companies looking for enhanced presence on the ISE show grounds. Benefits include primary association with one of ISE's popular features.

- **Named Feature Sponsor**\$5,000 per market
 - Naming rights to a feature in ISE shows (See following list of available features)
 - Benefits include 10 x 10 exhibit space near the feature, naming rights to the feature, banner and signage right, logo presence on printed and online show schedules, public address announcements and more.
- **Associate Feature Sponsor**\$2,500 per market
 - Benefits include standard exhibit booth near a targeted feature with opportunity for additional visibility through banners and signage.



Tournament Sponsors

Highlighting each ISE show are the exhibitions of world-class competitions in all outdoor interests. Your company can benefit from high-visibility presence with these targeted competitions.

Sponsors at this level receive association with the contest throughout the ISE tour. Prices shown are per market. Tournament sponsorships are for all tournament events in the series. Sponsors must exhibit in at least one ISE show.

- **Presenting Tournament Sponsor**\$2,000 per event
 - Sponsor's name is directly associated with the tournament: "Best of the West Casting Competition, presented by ACME Products."
 - Logo presence on tournament website, e-mails, schedules (print and web) and primary logo position on tournament banners or recognition signage
 - Sponsor recognition in all public relations releases and promotion of the tournament
 - Public address recognition at tournament site.
 - Barter of equipment or travel for prizes and promotions, up to 25% of fee, may be considered.
- **Supporting Tournament Sponsor**\$1,000 per event
 - Logo presence on tournament website and recognition signage at event site.
 - Public address recognition at tournament site
 - Barter of equipment or travel for prizes and promotions may be considered.

Promotional Partners

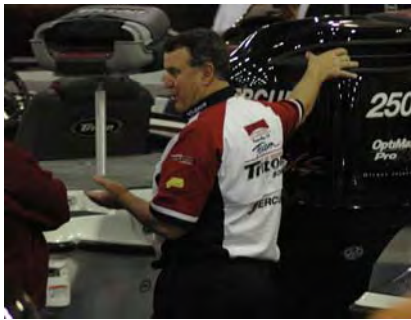
Throughout the season, ISE works with media partners to create promotions to generate interest in ISE and its exhibitors. ISE Promotional Partners provide gear and travel accommodations in exchange for inclusion in specific promotions.

Gear Bags

gear and accessories collected into customized backpacks for use in media promotions, drawings and giveaways. These are especially well suited for radio enter-to-win promotions and can bring additional visibility to your product or brand.

Trips and Experiences

These higher value prizes are targeted for high impact promotions with television stations or larger media. Destinations in the western United States are popular for a variety of experiences: fishing, hunting, rafting, kayaking and other activities. International destinations such as Mexico, Canada, South America and Africa are also popular for specific promotions.



Attendance

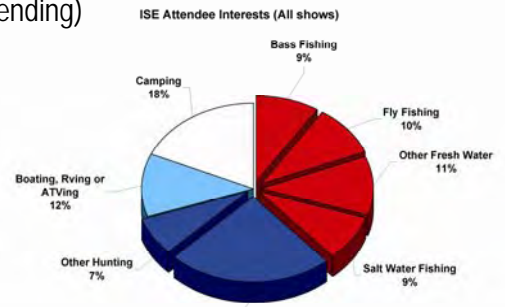
4-Day Shows 22,000 to 40,000 paid adults

In addition to paid attendance, ISE shows feature 300 to 500 exhibitors, who test and purchase products for their homes and businesses. Several thousand event passes and promotional tickets to sponsors, media and other guests augment attendance.

Attendee Profile

Interests (cited as primary reasons for attending)

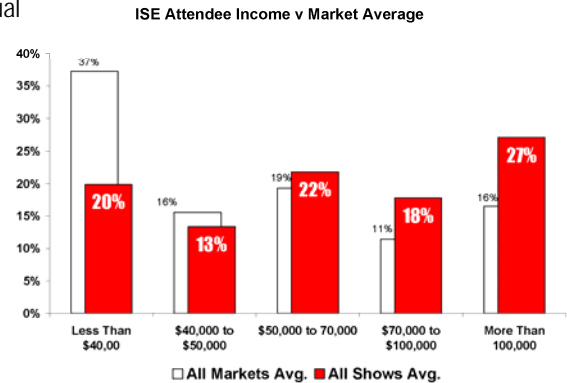
Fishing	29%
Fly Fishing	11%
Bass Fishing	9%
Salt Water Fishing	9%
Hunting	31%
Big Game Hunting	24%
Other Hunting	7%
Boating & RVing	12%
Camping	18%



Annual Household Income

ISE Attendees are twice as likely to have annual household incomes greater than \$100,000 per year than the market average.

Up to \$39,999	20%
\$40,000 to \$50,000	13%
\$50,000 to \$69,999	22%
\$70,000 to \$100,000	18%
Above \$100,000	27%



Age

18 to 24	8%
25 to 29	8%
30 to 39	20%
40 to 54	38%
55 to 72	21%
72+	2%

Gender and Lifestyle

Male	76%	<i>The majority, 62% are married and have children.</i>
Female	24%	
Homeownership	75%	

Introduce, test and sell products directly to consumers within ISE's highly targeted demographic. By choosing an appropriate sponsorship level, your company can gain a higher level of awareness and interaction with these important consumers.



2011 Features Available for sponsorship



DockDogs

This family friendly feature combines a love of canines and competition. Coming from hundreds of miles away, dog-lovers bring dogs of all breeds to see which one can jump the furthest distance into the DockDog pool.

DEN SAC PHX SLC



Casting Ponds

At all ISE shows, customers can try out equipment on one of our water filled pools. These pools are constantly in use, and provide sponsors with excellent signage opportunities. The pool gets consistent traffic, and is the featured site of our "Best of the West" fly casting competitions.

DEN SAC PHX SLC



Adventure Theatre

100 to 150 seat gathering places at each ISE show, the Adventure Theatre is the "Main Stage" where celebrities deliver informative and entertaining seminars on outdoor topics. This theatre is a key high-visibility platform that is also the frequent subject of local press coverage.

DEN SAC PHX SLC



Fishing Demonstration Tank

Bass and trout fishing pros gather from all across the western United States at ISE shows to share their winning techniques. Top fishers such as Skeet Reese, Gary Dobyns and John Murray are regulars on ISE's schedules.

DEN SAC PHX SLC



Fishing Theater

Interactive multi-media theaters that share news, information and techniques on fishing nearby and around the globe. High visibility customized banners provide constant branding. Additional visibility through PA announcements, logos on schedule pages and custom activations bring even more awareness to your brand.

DEN SAC SLC



Youth Fair

One of the most heavily visited features in any ISE show; the Youth Fair offers real education and excitement to kids of all ages. The Youth Fair educates children about safety, conservation, technique and fun in the great outdoors. The presentation is lively and captivating, and even gives youngsters a chance to catch a live fish or win great prizes

DEN SAC PHX SLC



Campsite

A feature that is designed for automotive display. Highlight the capabilities of rugged 4 x 4's, trucks and SUV's in an outdoor context. Contacts developed here are more easily converted to sales after the show.

DEN SAC PHX SLC

2011 Features Available for sponsorship



Archery Range

A highly theatrical feature and tournament, where archers compete for cash prizes in an exciting contest.

Opportunities exist for product demonstrations, signage and other specialty exposure that is targeted to archery's highly competitive (typically younger and couples oriented) participants.

DEN PHX SLC



Sporting Dog Arena

This is where top breeders, trainers and entertainers show off the skills of "man's best friend." The sporting dog arena is a popular feature and provides excellent cross-promotional opportunities for sponsors and retailers.

DEN SAC

2011 Tournaments Available for sponsorship

Fly Casting

- | | | | | |
|---|-----|-----|-----|-----|
| • Best of the West Accuracy Flycasting Tournament | DEN | SAC | PHX | SLC |
| • Fly Skins Team Accuracy | DEN | SAC | | |

Game Calling

- | | | | | |
|--------------------------|-----|-----|-----|-----|
| • Duck and Goose calling | | | | SLC |
| • Elk | DEN | SAC | PHX | SLC |

DockDogs

The new ISE Best of the West division of DockDogs is entering it's second year. Dogs will participate in distance, height and endurance competitions. Winners will compete in the televised World Championships.

DEN SAC PHX SLC

Archery

A challenging course for archers that includes moving 3-D targets. A competitor and crowd-pleasing favorite.

DEN PHX SLC

Dutch Oven Cooking

SAC SLC

Promotional Partners

- ISE Promotional partners provide services or products in exchange for visibility in media promotions. Opportunities vary by show, call for more information



Gear Bag

Filled with a wide variety of outdoor gear, Gear Bags are used as prizes and distributed through media and tournaments. A great opportunity for product sampling and new product introductions. 40 Gear bags are used throughout the season, in all markets. Popular items include:

- | | |
|---------------------|-------------|
| GPS and electronics | Optics |
| Apparel | DVD's |
| Knives | Accessories |

DEN SAC PHX SLC



Promotional Trips

Travel and destination experiences are used through media promotions and tournament prizes.

- | | |
|-----------------------|-----------------|
| Alaska | Mexico |
| South America | South Africa |
| Western United States | Central America |

DEN SAC PHX SLC

ISE Shows have earned a solid reputation of America's Premier Fishing, Hunting and Adventure Travel consumer shows.

To begin planning your sponsorship program, contact:

Bruce Tarbet,
Sponsorship and Advertising Manager

Phone..... (360) 397-0213
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