



Fall 2015

Dear Outdoor Recreation Vendor,

Enclosed is an application to participate in one or more of EXPOSURE's 2016 Sportsmen's and Outdoor Recreation Shows.

Over the past several years, EXPOSURE has developed three well-attended and widely promoted Sportsmen's and Outdoor Recreation Shows covering southern Oregon. All three shows continue to fare very well in both attendance and sales. We would like to believe this validates the importance of these shows and their value to our exhibitors. New this year, is the addition of the NorCal Boat, Sport & RV Show in Anderson, CA! We believe you would benefit from any of these four shows as an exhibitor, while enhancing both the quality and appeal of our presentation. Our goal is to feature exhibitors representing the breadth of outdoor recreational pursuits to southern Oregon and northern California's over one million like-minded inhabitants— with over \$1 billion in buying power.

The particulars are noted in the enclosed application, but here are a few highlights:

- The 43rd annual **Eugene** show (**February 5-7**) is in a market of 350,000 with outdoor retail sales of about \$400 million and attendance of 15,000 patrons.
- The 20th annual **Roseburg** show (**February 19-21**) is in a market of 150,000 with outdoor retail sales of about \$150 million and attendance of 13,000 patrons.
- The 16th annual **Medford** show (**February 26-28**) is in a market of 250,000 with outdoor retail sales of about \$500 million and attendance of 14,500 patrons.
- The 30th annual **Anderson, CA** show (**March 4-6**) is in a market of 175,000 with outdoor retail sales of about \$210 million and attendance of 10,000 patrons.

These constantly evolving shows represent the highlight of the cabin fever season in their respective markets. The shows are promoted by well over 3,000 TV, cable, and radio spots; dozens of newspaper and magazine ads; and social media. These ads and thousands of collateral materials encourage some 50,000 annual patrons to seek the latest in outdoor recreation equipment, services and supplies, while enjoying engaging attractions, seminars and hundreds of exhibits.

Last year, we featured two live shows, Venom and The Art of Falconry; a kayak demonstration pool; wake surfing and the incredible outdoor zipline. This year we will feature the Great Bear Show and other exciting exhibits. These will be joined by the perennial favorites: the 12th annual Head & Horns Competition, the 2016 Northwest Tour of Big Game Exhibit, the Giant Fish Tank, the Live Trout Pond, the Shooting Gallery and Archery Range for kids and much more!

Please review the enclosed application for dates and fees. If you want to join the hundreds of exhibits representing fishing, hunting, camping, boating, RVing, ATVing, cycling, kayaking, hiking, climbing, scuba diving, and their supporting advocacy groups and governmental agencies, please review, complete and mail or email the accompanying application. If you have any questions, please call us at 207-992-3976 or email jvpate@roadrunner.com. We look forward to hearing from you soon.

Sincerely,

J.V. Pate, *President*
EXPOSURE

An Event Development Company

Oregon Office: 1224 NE Walnut #401, Roseburg, OR 97470 • 207-992-3976 • jvpate@roadrunner.com

Home Office: 72 Hatfield Road, Orrington, Maine 04474 • 207-825-4143 • www.exposureshows.com • facebook.com/exposureshows



2016 SPORTSMEN'S & OUTDOOR RECREATION SHOWS

EXHIBIT SPACE APPLICATION

EUGENE

February 5-7, 2016

Eugene Boat & Sportsmen's Show

Lane County Fairgrounds
Convention Center
Eugene, Oregon

ROSEBURG

February 19-21, 2016

Douglas County Sportsmen's & Outdoor Recreation Show

Douglas County Fairgrounds
Complex
Roseburg, Oregon

MEDFORD

February 26-28, 2016

Jackson County Sportsmen's & Outdoor Recreation Show

Jackson County Expo
Medford, Oregon

ANDERSON

March 4-6, 2016

NorCal Boat, Sport & RV Show

Shasta District Fairgrounds
Anderson, California

www.exposureshows.com
facebook.com/exposureshows

REQUEST FOR EXHIBIT SPACE *(Please type or print clearly)*

Company Name _____

Contact Person(s) _____

Mailing Address _____

City _____ State _____ Zip _____

Telephone _____ Cell _____ Fax _____

E-mail _____

Products/Services Description _____

Do you use a pop-up tent as part of your exhibit? YES NO

I would like to reserve:	# of Booths (10' x 10')	Bulk Space sq/ft (500' min.)
	<i>Draped Booth Space includes registration, program listing & 500 watt electrical outlet.</i>	<i>Bulk Space includes registration and program listing. Info on electricity, facility services and decorating will be provided.</i>
Eugene <i>(add'l \$100 corner booth premium)</i>	_____ @ \$550	_____ @ \$2.50 sq/ft
Roseburg <i>(add'l \$100 corner booth premium)</i>	_____ @ \$350	_____ @ \$2.50 sq/ft
Medford (Expo lower level or Olsrud) <i>(add'l \$100 corner booth premium)</i>	_____ @ \$450	_____ @ \$2.50 sq/ft
(Reserved Expo upper level) <i>(add'l \$100 corner booth premium)</i>	_____ @ \$500	_____ @ \$2.50 sq/ft
Anderson (NorCal) <i>(email jvpate@roadrunner.com for details or questions)</i>	_____ @ \$395	_____ @ \$2-2.50 sq/ft
Total Exhibit Space Cost	\$ _____	\$ _____

I understand that this is an application for a contract for exhibit space.

signature

date

Please email to jvpate@roadrunner.com for approval, then mail with 50% deposit to:

EXPOSURE, 1224 NE Walnut Street #401, Roseburg, OR 97470

Questions? Call Joe Pate at 207-992-3976 or 207-825-4143, e-mail jvpate@roadrunner.com or visit www.exposureshows.com