



WHERE ADVENTURE BEGINS



Annual

Outdoor Sports, Lake & Cabin Show



www.sportsandcabinshow.com



Another
Coliseum Productions
Event

FORT WAYNE
March 16-18, 2012
Allen County Memorial Coliseum
Indiana-Ohio-Michigan



2012



BOATS & WATER SPORTS • BIKING, HIKING, CAMPING & FITNESS • HUNTING & FISHING • LOG CABINS & COTTAGE LIVING • RV & MOTOR SPORTS • VACATION & TRAVEL

A GREAT SHOW GETS EVEN BETTER!

Why Exhibit:



- ✓ A complete lifestyle show for the affluent active outdoor enthusiast
- ✓ Lots of crowd-pleasing features, attractions and seminars
- ✓ Super-aggressive ad/marketing/PR campaign
- ✓ Computer registration and scannable bar-coded attendee badges for easy post-show customer follow-up
- ✓ Handheld scanners available for easy data capture
- ✓ Pre- and post-show email blasts connect you to attendees and extend the effective life of the show
- ✓ We promote your show-only specials before the show begins
- ✓ Great prizes given away every hour
- ✓ Great exhibitor amenities include free parking, staff badges, exhibitor lounge with coffee, hotel discounts
- ✓ Great facility – easy highway access, docks, drive-in doors, trailer parking, 32' ceiling, state-of-the-art lighting

"One of the best shows I've done. All quality attendees and a great exhibitor mix. I look forward to being back next year."

–Chris White, *Beaches of Fort Myers and Sanibel*

"I do up to 34 shows a year and when an event is run with excellence I can almost always count on doing well. When you take pride in what you do, it is extremely important that the promoter do the same. Keep up the high standards and excellence! See you next year!"

– Dallas Carlson
*His Handiwork
Photography*

"You did a great job of promoting the log home aspect of the show. We'll be back next year."

– Robert Grant
*Country Creek LH,
Kuhns Bros. Dealer*

"Great show! I'll need a triple booth next year because I want to bring my boat."

– Vince Weirick,
Vince Weirick Charters

"A really good show. We love the mix of exhibitors and things to do. There were lots of folks who might not come to a log home show but saw and bought our furniture. We sold much more than expected and set up a new dealer. Plus, we'll probably sell as much after the show off our leads as we did at it."

– Katie & Bill Mueller
MCT Log Furniture

"Super show. One of the best. We ran through 20 boxes of Indiana Travel Guides. We got more brochures out on Saturday alone than the entire first weekend of a show we did recently in a much bigger market."

– Gordon Smith
Indiana Travel Showcase

"It was awesome. I sold more on Friday than at most shows all weekend."

– Mike Dayton
Almond Garden

"Great show! Great mix of exhibitors! I was busy all the time. I sold almost as much here as I did at the Indianapolis Deer & Turkey Expo."

– Larry Leslie
Hoosier Hunting Calls

"Most leads ever at a show. Best show ever!"

– Deb Watkins
*Generations
Timber Frame*

"I'm very pleased. I've done sports shows in Fort Wayne for 10 years but you drew a much more upscale crowd. We passed out 2500 brochures – a thousand more than a 5-day show we just did in St. Louis – and to people who fit our customer profile."

– Harvey Edwards
*Patoka Lake Marina
& Lodging*

"Great show. We had to go to Kinkos because we ran out of literature. We went through almost as much here as we did at a recent 10-day show."

– Patrick Helbekken
Ely Lodging

"I handed out five times as many flyers as normal and made some great contacts. People were definitely here for the right reasons."

– Larry Smith
Twin Ponds Tannery

"We sold a set of flared stairs & rails right off the floor, plus two mantels and more small items and knickknacks than any show we've ever done. Great mix of exhibitors and the crowd had a great attitude."

– Freeman Troyer
Walnut Valley LH



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PICK YOUR EXHIBIT AREA!



Boats and Water Sports

Power Boats, Sailboats, Personal Watercraft, Canoes & Kayaks, Docks & Piers and more



Biking, Hiking, Camping and Fitness

Bikes, Tents, Packs, Gear, Apparel, Fitness Equipment



Hunting and Fishing

Bows, Rods, Tackle, Gear, Apparel, Accessories



Log Cabins and Cottage Living

Log & Timber Frame Homes, Rustic Furnishings & Décor, Patio Lifestyles, Land, Green Building, Wood Treatments



RV and Motor Sports

RVs, ATV, Motorcycles, Trucks & Accessories



Vacation and Travel

Lodging, Cruises, Charters, Guides, Adventure Travel, Tourism Bureaus, Resorts, Campgrounds & Destinations

DEMOGRAPHICS:

Annual Average Attendance: **10,691**



Male
58.5%



Female
41.5%



Married
71.2%

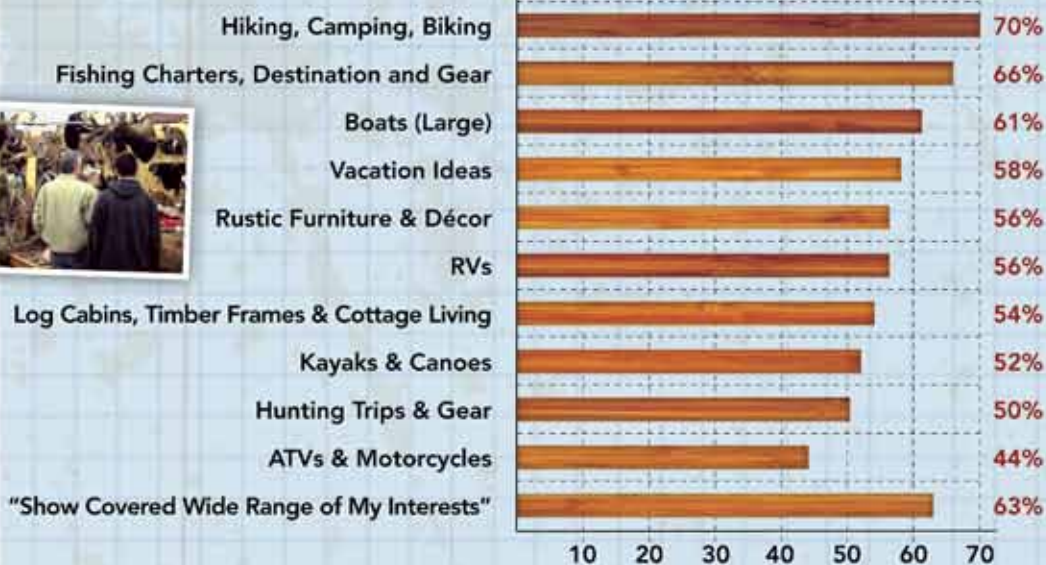


Average Household Income
\$80,543



Average Age
46.2

Thousands of attendees want your products & services...a perfect fit!



Attendee Purchase Action

43.2% MADE A PURCHASE from or BOOKED A RESERVATION with exhibitor(s) while at the show

35.5% PLAN TO MAKE A PURCHASE from or BOOK A RESERVATION with exhibitor(s) after the show

76.2% GAVE THEIR CONTACT INFO to exhibitor(s)

27.3% WILL VISIT exhibitor(s)' LOCATIONS or SHOWROOMS after the show

48.1% WILL VISIT exhibitor(s)' WEBSITES after the show

12.6% WILL PHONE or EMAIL exhibitor(s) after the show

Source: Survey Monkey 2011

New show-hot market



MOUNTAIN SPORTS CABIN & TRAVEL SHOW
Feb 17-19, 2012
Knoxville, TN

Multiple Show Discounts - call your sales rep today 317-227-7419

Source: Average of all annual attendee registration and post show survey date.



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FLOOR PLAN AND BOOTH RATES

Allen County Memorial Coliseum • March 16 - 18, 2012

10'x10' grid 10' aisles (unless noted) Electrical in floor - 30' centers 35' ceiling height



Booths are priced to sell - Reserve your space TODAY!

Booth Pricing:

As low as \$675 per 10'x10' with discounts for multiple booths. Bulk space as low as \$1.95 /sq. ft. Full rate card on website.

- | | | |
|---------------------|----------------------------|--|
| RVs & Motor Sports | Fishing | Vacation & Travel |
| Boats & Watersports | Log Cabin & Cottage Living | Hiking, Biking, Camping, Fitness & Winter Sports |
| Hunting | | |

Stay Connected Before, During & After the Show

Don't miss THE Outdoor Sports, Lake & Cabin Show
Another Coliseum Productions Event

Coliseum Productions, Inc.
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Noblesville, IN 46060
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info@coliseumproductions.net
www.coliseumproductions.net

State-of-the-art attendee registration technology.

We use technology typically seen only at large trade-only events to capture attendees' contact information, interests and purchase plans. Attendees register online before the event or at the event entrance.

Attendee badges and pass-out cards.

Attendees wear barcoded badges embedded with all the info gathered at registration. Exhibitors can rent handheld scanners, enabling info capture with a simple point and click. Attendees are also supplied with pass out cards containing their contact info. Even exhibitors who don't rent scanners

can ask attendees for these cards and avoid having to write down the info.

We market you to attendees before the show begins.

Pre-registered attendees get email reminders before the show that list all exhibitors and promote exhibitors' show-only specials, door-prize donations, seminar or clinic presentations and sponsorships.

We market you to attendees after the show is over.

Attendees get thank-you emails after the show urging them to stay in contact with all exhibitors, and we include the complete exhibitor list with website links.

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