

18TH ANNUAL

ADIRONDACK SPORTS SUMMER EXPO

MARCH 16-17, 2024

EXPLORE THE OUTDOORS

Saturday 10-5 • Sunday 10-4 • **FREE ADMISSION**
SARATOGA SPRINGS CITY CENTER
522 BROADWAY, SARATOGA SPRINGS

The Northeast's Run, Bike, Tri, Hike & Paddle Expo!
Plus Health, Fitness, Recreation & Travel Destinations

10,000 Attendees • 200 Exhibitors
Sales • Activities • Demos • Prizes

[MORE INFO & EXHIBITOR LIST](#)

AdkSports.com/summer-expo

EXHIBIT SPACE: Regular Booth: \$495, w/electric \$525
Non-Profit Booth: \$395, w/electric \$425

8' deep x 10' wide booth includes: 8' back and 3' side pipe/drapes,
8' or 6' x 2.5' table, 2 chairs, Wi-Fi coverage and security

REGISTER ONLINE: AdkSports.com/summer-expo-booths

REGISTER BY MAIL: Complete the contract and mail a check.
Download contract: AdkSports.com/summer-expo-exhibitors

Reach our Active, Interested Attendees!

2023 Exhibitor Testimonials – Wonderful event • Constant flow of people • It was awesome • Love the exposure • Great mix of vendors • Great turnout • Well organized • Down to earth, relaxed and fun • Something for everyone • Interested, active people • Plenty of cyclists • Almost ran out of materials – thrilled • Spoke to lots of folks • Non-stop traffic • You do a great job • Attendance was great • So happy with this expo • We handed out a lot of material • It really is an awesome event • Never a quiet moment • Great staff • One of the best shows we've been to • Lots of friendly, enthusiastic, open-minded families and individuals • Great discussions • Wide variety of quality vendors and attendees • Kid-friendly • Good mix of outdoor and community organizations • Easy for visitors to focus on their interest • Active, enthusiastic and upscale attendees • Well organized, well run and obviously well received by visitors • Well-planned layout of vendors • Great connecting with other vendors • Everything went well, would do the show again • Constant traffic all day, both days • Interested runners • Exceeded expectations, ran out of some materials • Lots of new inquiries • Lots of people showed interest in our trips • At lot more travel vendors, made it interesting • By far the best attended event • Love the food options • Good mix of retail sales • Saratoga Springs is a good location • Organization was exemplary • People were very happy to learn about our club's mission, programs and races • Great atmosphere, plenty of exposure and foot traffic • Amazing attendees and vendors • My booth had the best traffic yet • Great show organizer



ADIRONDACK SPORTS

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THE GATHERING OF OUTDOOR ENTHUSIASTS



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EXPO ATTENDEES

Attendees are committed to a lifestyle that involves outdoor sports, healthy living and travel activities. They are doers, not watchers. They embrace life with passion and challenge themselves to live life to the fullest.

Our visitors are outdoor enthusiasts and are in the prime of their spending years. They spend substantially on clothing, gear, events, services and travel. They invest in a wide variety of products and services that will enhance their experiences and assist them in reaching their personal goals.

EXPO PUBLICITY

Promotion through advertising and editorial coverage in *Adirondack Sports* magazine (circulation: 25,000 monthly in print and online with 60,000 readership), plus social media.

An *Expo Attendee Guide* special section in the March issue with event coverage. *Adirondack Sports Weekly* emails sent to 20,000 subscribers.

A regional ad/promo campaign in newspapers, magazines, online, social media, and on radio and TV.

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Photos: Dave Kraus/KrausGrafik.com

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SARATOGA SPRINGS CITY CENTER

Conveniently located on Broadway in downtown Saratoga Springs, it's the perfect choice with its outstanding recreational resources and history of health and wellness. It is centrally located in the Capital-Saratoga-Glens Falls region and is easily accessible from the Adirondack Northway (I-87). The City Center adjoins the Saratoga Hilton, has a new adjoining parking garage as well as plenty of free on- and off-street parking, and provides the opportunity to stroll the streets to enjoy the many shops and restaurants. The Saratoga Hilton has Summer Expo room block rates of \$164 per night. Register online by 2/12/24: <https://book.passkey.com/go/ADKSportsExpoMarch2024>

EXPO FLOOR PLAN

