

SECOND ANNUAL

# ADIRONDACK

SPORTS & FITNESS

## WINTER EXPO

Kick-Off  
the Winter  
Recreation  
Season!

Featuring  
ALL  
Winter  
Sports!

**Saratoga Springs City Center • Saratoga Springs  
Saturday, November 21, 2009 • 10am-6pm**

***The Capital Region's Winter Sports,  
Health, Fitness and Travel Expo!***



Photos: Fischer Skis, Dan McNamara, Craig Murphy/Gore

**Attendee Admission is FREE!**

As an exhibitor you will have countless opportunities to reach thousands of active sports, health, fitness and travel enthusiasts looking for the latest products, services, information and ideas! This targeted, interactive, high-energy marketplace will provide you with the venue to *showcase, demonstrate, and sell* directly to this lucrative buying audience.

**4,000 Attendees • 100 Exhibitors • Sales • Demos • Activities • Seminars**

***The expo will sell out so book your space today!***

### EXHIBITOR CATEGORIES

Alpine Ski Areas/Resorts • Clubs & Organizations • Events & Races • Guide Services & Book Authors • Health/Fitness Clubs • Health & Medical Professionals • Lodging & Restaurants • Nordic Ski Areas/Resorts • ORDA Olympic Venues • Outdoor Education Programs • Outfitters & Sporting Goods • Retailers • Resorts & Destinations • Sports Medicine Facilities • Visitors Bureaus & Chambers of Commerce

### EXHIBITOR OPPORTUNITIES

Increased Sales • Face-to-Face Personal Contact • Lead Generation • Product/Service Awareness  
Company/Organization/Event Exposure • Networking • Sampling • Market Research

### EXHIBIT SPACE COST

First Booth: \$300 • Second or Third Booth: 20% Discount • Fourth or More Booths: 30% Discount  
Non-Profit Organizations: 20% discount • Terms: Full Payment Due by October 15, 2009  
8' deep x 10' wide with 8' back drape, 3' side drapes, 8' covered/skirted table, 2 chairs, 1 booth ID sign

# ADIRONDACK

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Adirondack Sports & Fitness, LLC

15 Coventry Drive ▲ Clifton Park NY 12065 ▲ (518) 877-8788  
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# Kick-Off the Winter Recreation Season!

## EXPO ATTENDEES

Consumers of the Adirondack Sports & Fitness Winter Expo are committed to a lifestyle that involves aerobic sports, health, fitness and travel activities of all kinds – from alpine skiing, snowboarding and cross-country skiing to ice climbing, ice skating and backcountry skiing. They are doers, not watchers. These individuals embrace life with passion and challenge themselves physically and emotionally to achieve the highest levels of satisfaction.

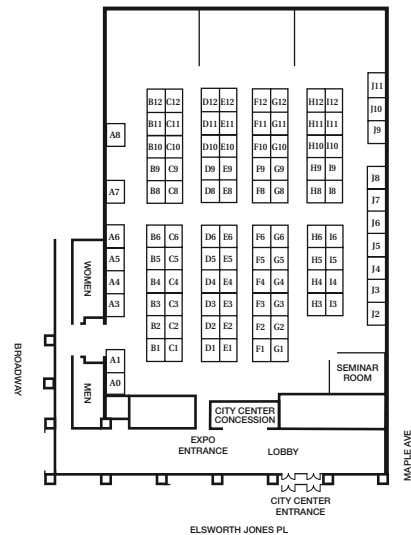
The attendees represent a mass market demographic with strong representation in the 18 to 59 range. Our visitors, both male and female, are multisport enthusiasts, and are in the prime of their spending years. Whether beginner or expert, this market spends substantially on clothing, gear and services. They have the means and the desire to invest in a wide variety of products and services that will enhance their experiences and assist them in reaching their personal goals.

### Attendee Admission is FREE!

Age Demographics: 22% are 18-29 • 50% are 30-49 • 23% are 50-69

## SARATOGA SPRINGS CITY CENTER

The Saratoga Springs City Center is conveniently located on Broadway in downtown Saratoga Springs; the perfect choice with its outstanding recreational resources and history of health and wellness. It is centrally located in the Capital-Saratoga Region and is easily accessible from the Adirondack Northway (I-87). The City Center is at the core of a unique complex that adjoins The Saratoga Hotel, which is surrounded by plenty of free on- and off-street parking and provides the opportunity to stroll the streets to enjoy the many shops and restaurants.



## EXPO PUBLICITY

The Winter Expo will be promoted through advertising, promotion and editorial coverage in Adirondack Sports & Fitness magazine (circulation: 20,000 monthly with 50,000 readership) beginning in the August 2009 issue. A 4-page Winter Expo Guide special section will be published in the November 2009 issue. AdkSports.com, the magazine and Expo website (unique visitors: 1,000 per day), will have comprehensive event coverage. Adirondack Sports & Fitness email newsletters will be sent semi-monthly to more than 5,000 interested recipients.

An extensive ad promo campaign will be conducted in regional newspapers, magazines, club newsletters, club websites, email newsletters, and on radio and television. This will include display ads, print and audio press releases, feature articles and interviews.

**Increased Exposure!**  
**Increased Leads!**  
**Increased Sales!**



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