

FIFTH ANNIVERSARY  
**ADIRONDACK**  
SPORTS & FITNESS

# SUMMER EXPO

**Saratoga Springs City Center • Saratoga Springs  
April 24 & 25, 2010**

Saturday: 10am-6pm • Sunday: 10am-5pm

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



***Bringing Your Summer to Life! • 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, highly interactive marketplace will provide you with the venue to showcase, demonstrate and sell directly to this lucrative buying audience.

**5,000 Enthusiasts • 100 Exhibitors • Sales • Demos • Activities • Seminars**  
**The Expo will sell out so book your space today!**

### EXHIBITOR CATEGORIES

Camps & outdoor education programs • Clubs & organizations • Races & events • Outfitters & sporting goods dealers • Kayak/canoe retailers & manufacturers • Bicycle retailers & manufacturers • Scuba dive shops • Health & fitness clubs • Sports medicine & wellness organizations • Nutrition & natural food stores • Adventure travel operators • Travel & tourism agencies • Whitewater rafting companies • Lodging & restaurants • Campgrounds • Guidebook publishers • Automotive dealers • Professional services

### 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: \$500 • Second or third booths: 20% discount. Fourth or more booths: 30% discount.

Non-profit organizations: 50% discount • Terms: Full payment due by March 15, 2010

ASF advertiser frequency rates: 3-5x = 5% discount, 6-11x = 10% discount, 12x = 15% discount

Booth space: 8' deep x 10' wide with 8' back drape, 3' side drapes, 8' covered/skirted table, 2 chairs, 1 booth ID sign



**Adirondack Sports & Fitness, LLC**  
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# Kick-Off the Summer Recreation Season!

## EXPO ATTENDEES

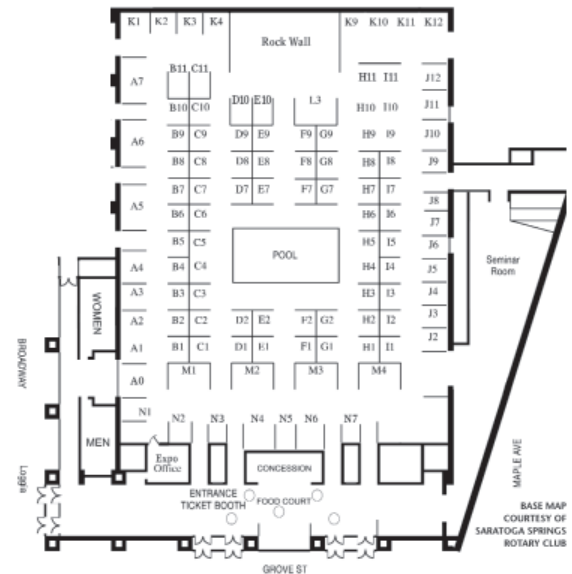
Consumers of the Adirondack Sports & Fitness Summer Expo are committed to a lifestyle that involves aerobic sports, health/fitness and travel activities of all kinds – from running, paddle sports and bicycling to hiking, climbing, triathlon and adventure travel. They are doers, not watchers. These individuals embrace life with passion and challenge themselves physically and emotionally to achieve the highest levels of satisfaction.

The attendees of the Summer Expo represent a mass market demographic with strong representation in the 18 to 59 range. Our visitors, both male and female, are multi-sport 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!*

## 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 Hilton, 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 Summer Expo will be promoted through extensive advertising and editorial in Adirondack Sports & Fitness magazine (circulation: 20,000 monthly with 50,000 readership) beginning in the January 2010 issue. A 4-page special section will be published in the April 2010 issue (available April 1). 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 advertising and promotion campaign will be conducted in regional newspapers, magazines, club 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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