

SEVENTH ANNUAL
ADIRONDACK
SPORTS & FITNESS
SUMMER EXPO

**RUNNING • HIKING • BICYCLING
PADDLING • TRIATHLON • MORE!**

**Saratoga Springs City Center • Saratoga Springs • 522 Broadway
March 10 & 11, 2012 • Saturday: 10am-5pm • Sunday: 10am-4pm
The Capital Region's Outdoor Sports, Healthy Living and Travel Expo!**



PHOTOS BY BRIAN TEAGUE

Attendee Admission is Free!

As an exhibitor you will have countless opportunities to reach thousands of outdoor sports, healthy living 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.

5,000 Attendees • 125 Exhibitors • Sales • Demos • Activities • Seminars • Giveaways
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 • Health & fitness clubs • Sports medicine & wellness organizations • Nutrition & natural food stores • Adventure travel operators • Travel & tourism agencies • Whitewater rafting companies • Lodging & restaurants • Campgrounds • Green Living • 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 February 10, 2012
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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info@AdkSports.com ▲ AdkSports.com ▲ Facebook.com/AdirondackSports

THE SUMMER SEASON STARTS HERE!

A Preseason Gathering of the Outdoor Sports Community

EXPO ATTENDEES

Attendees of the Adirondack Sports & Fitness Summer Expo are committed to a lifestyle that involves outdoor sports, healthy living and travel activities of all kinds. 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 25 to 65 range. Our visitors, equally male and female, are quality of life 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.

EXPO DEMOGRAPHICS

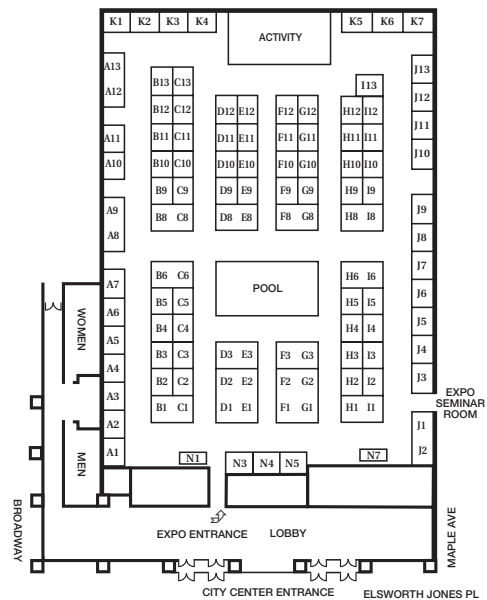
Gender – Male: 53%, Female: 47% • **Age** – 24-under: 20%, 25-44: 35%, 45-64: 35%, 65+: 10%

Household – Children 18-under: 35%, Married Couples: 55%, Individuals: 30%

Income - \$100K+: 24%, \$60K-\$99K: 34%, \$35K-\$59K: 25% • **Education** – Post-Grad: 22%, College Grad: 58%, High School: 20%

SARATOGA SPRINGS CITY CENTER

The newly renovated 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-Glens Falls region and is easily accessible from the Adirondack Northway (I-87). The City Center adjoins the Saratoga Hilton and 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 advertising, promotion and editorial coverage in Adirondack Sports & Fitness magazine (circulation: 20,000 monthly with 50,000 readership) beginning in the December 2011 issue. A 7-page Winter Expo Guide special section will be published in the March 2012 issue. The magazine, Facebook.com/AdirondackSports and AdkSports.com (1,000 unique visitors per day), will have comprehensive event coverage. Adirondack Sports & Fitness email newsletters will be sent semi-monthly to more than 8,000 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, press releases, feature articles and interviews.

Increased Exposure! • Increased Leads! • Increased Sales!



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