

FOURTH ANNUAL

# ADIRONDACK

SPORTS & FITNESS

Alpine Skiing,  
Snowboarding,  
Snowshoeing &  
X-C Skiing

Mind, Body,  
Spirit, Fitness  
& Green  
Living

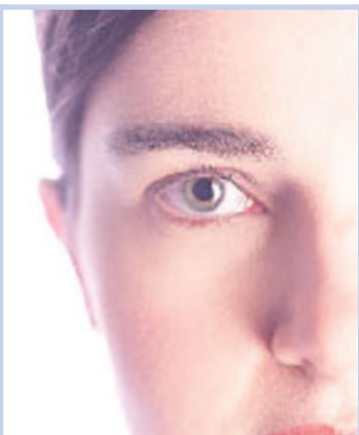
## Winter Sports & Healthy Living Expo

Saratoga Springs City Center • Saratoga Springs

November 19-20, 2011

Saturday 10am-6pm • Sunday 10am-4pm

The Capital Region's Winter Sports, Healthy Living and Travel Expo!



Photos: (Ski) Armon Benny/Gore, (Snowshoe) Brian Teague

**Attendee Admission only \$5 (18-under free)**

As an exhibitor you will have countless opportunities to reach thousands of active 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.

**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 • Diet & Nutrition • Guide Services • Health/Fitness Clubs  
Health & Medical Professionals • Mind, Body & Spirit • Nordic Ski Areas/Resorts • Green Living  
Ski Shops & Outfitters • Resorts & Destinations • Healthy Lifestyle • 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: \$450 • Second or Third Booth: 20% Discount • Fourth or More Booths: 30% Discount  
Non-Profit Organizations: 50% discount • Terms: Full Payment Due by October 28, 2011  
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

15 Coventry Drive ▲ Clifton Park NY 12065 ▲ (518) 877-8788 ▲ Fax: (518) 877-0619  
info@AdkSports.com ▲ AdkSports.com ▲ facebook.com/AdirondackSports

# Winter Sports & Healthy Living Expo

## EXPO ATTENDEES

Attendees of the Winter Sports & Healthy Living Expo are committed to a lifestyle that involves aerobic sports, healthy living and travel activities of all kinds – from alpine skiing, snowboarding and cross-country skiing to mind, body, spirit, fitness and green living. 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 25 to 65 range. Our visitors, equally male and female, are multisport and quality of life enthusiasts, and are in the prime of their spending years. 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

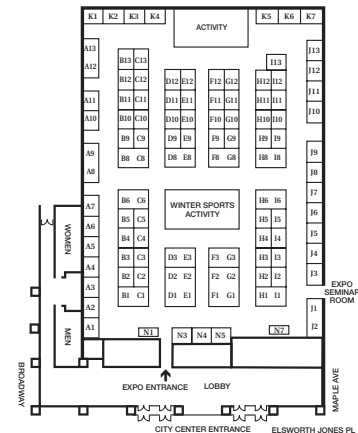
*Gender* – Male: 53%, Female: 47% • *Age* – 24-under: 20%, 25-44: 35%, 45-64: 35%, 65+: 10%

*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 Winter Sports & Healthy Living 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 2011 issue. A 5-page Winter Expo Guide special section will be published in the November 2011 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. Media sponsors include: Albany Times Union, Capital Region Coffee News, Eco-Local Living, Healing Springs Journal, Metroland, Saratoga.com, Saratoga Convention & Tourism Bureau, Saratoga Today, and more.

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



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