13TH ANNUAL

ADIRONDACK SPORTS SUMMER EXPO

RUN BIKE TRI SHOW

HIKE PADDLE SHOW

MARCH 17 & 18

Saturday 10-5
Sunday 10-4

FREE ADMISSION

SARATOGA SPRINGS CITY CENTER
522 Broadway

150 EXHIBITORS

HEALTH, FITNESS & TRAVEL SHOW

$10,000 IN PRIZES

Get face-to-face with 8,000 sports, fitness and travel enthusiasts!

- Promote/sell your products/services at the start of the season, when attendees are ready to make decisions, and plan events and trips
- Showcase your products/services to an active audience
- Stay ahead of your competition! Our exhibitors had great success at the 2017 show
- Advertise in our attendee guide to extend your exposure
- Reach 50,000 enthusiasts through our magazine, expo guide, social media and email marketing

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

MAXIMIZE YOUR EXPOSURE

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: $495 • Second or third booths: 10% discount • Fourth or more booths: 20% discount • Non-profit organizations: $295 • Booth space: 8' deep x 10' wide with 8' back drape, 3' side drapes, 8' covered/skirted table, 2 chairs, 1 booth ID sign and Wi-Fi.

Sales • Demos • Activities • Seminars • Prizes

The Expo will sell out, so book your space today!

ADIRONDACK SPORTS
Adirondack Sports & Fitness, LLC

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THE SUMMER SEASON STARTS HERE!

A Preseason Gathering of the Outdoor Sports Community

EXPO ATTENDEES

Attendees of the 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.

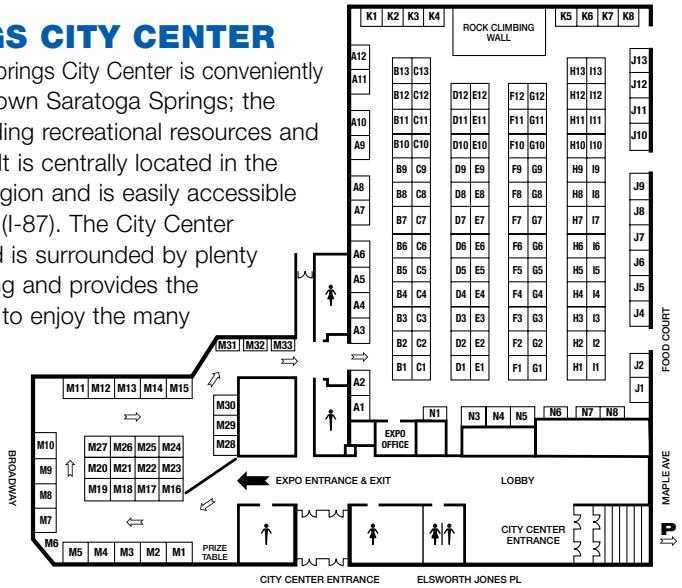
The attendees of the Summer Expo represent a mass market demographic with strong representation in the 25 to 65 range. Our visitors, equally male and female, are quality of life enthusiasts and are in the prime of their spending years. Whether beginner or expert, this market spends substantially on clothing, 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 magazine (circulation: 18,000 monthly with 50,000 readership). A **Summer Expo Attendee Guide** special section will be published in the March 2018 issue. The magazine, Facebook.com/AdirondackSports, Instagram/AdirondackSports and AdkSports.com (1,000 unique visitors per day), will have compre-hensive event coverage. Adirondack Sports Weekly email newsletters will be sent to more than 10,000 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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