



Fall 2013

Dear Outdoor Recreation Vendor,

Enclosed is an application to participate in one or more of EXPOSURE's 2014 Sportsmen's and Outdoor Recreation Shows.

Over the past several years, EXPOSURE has developed three well-attended and widely promoted Sportsmen's and Outdoor Recreation Shows covering southern Oregon. All three shows continue to fare very well in both attendance and sales. We would like to believe this validates the importance of these shows and their value to our exhibitors. You are being sent this information because we believe you would benefit from these shows as an exhibitor, while enhancing both the quality and appeal of our presentation. Our goal is to feature exhibitors representing the breadth of outdoor recreational pursuits to southern Oregon's one million like-minded inhabitants— with over \$1 billion in buying power.

The particulars are noted in the enclosed application, but here are a few highlights:

- The 41st annual **Eugene** show (January 31-February 2) is in a market of 350,000 with outdoor retail sales of about \$400 million and attendance of 15,000 patrons.
- The 18th annual **Roseburg** show (February 14-16) is in a market of 150,000 with outdoor retail sales of about \$150 million and attendance of 13,000 patrons.
- The 14th annual **Medford** show (February 21-23) is in a market of 250,000 with outdoor retail sales of about \$500 million and attendance of 14,500 patrons.

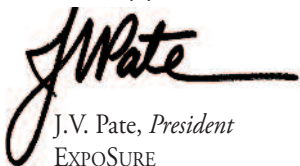
These constantly evolving shows represent the highlight of the cabin fever season in their respective markets. We produce well over 3,000 TV, cable, and radio spots and dozens of newspaper and magazine ads. These ads and thousands of collateral material's encourage some 40,000 annual patrons to seek the latest in outdoor recreation equipment, services and supplies, while enjoying engaging attractions, seminars and hundreds of exhibits.

This year's headline attractions:

- *Howe & Howe Technologies*, of Discovery Channel fame, will display and demonstrate their incredible all-terrain vehicle for extreme outdoor adventures, public safety, military use and accessibility for the handicapped.
- *The Condor Encounter*, a live bird show, will feature the largest flying land birds in the Western hemisphere. The California Condor can have a wing span of up to 9 1/2 feet!
- If you want to fly like a bird, you can hook into a super *ZipLine* for a fast flight.
- Headlining the line-up of expert speakers in the *Sportsmen's Theater* will be hunting and fishing guide Jody Smith of Elkton and Glenn Hall, Host of *Hawg Quesr*, and *Ootdoor Channel* fishing show.
- They will join the perennial favorites: the 10th annual *Head & Horns Competition*, the 2014 *Northwest Tour of Big Game Exhibit*, the *Giant Fish Tank*, the *Live Trout Pond*, *Fly-Fishing Pool*, *Shooting Gallery* and *Archery Range for Kids*, and much more.

Please review the enclosed application for dates and fees. If you want to join the hundreds of exhibits representing fishing, hunting, camping, boating, RVing, ATVing, cycling, kayaking, hiking, climbing, scuba diving, and their supporting advocacy groups and governmental agencies, please call, e-mail (jvpate@roadrunner.com) or fax (207-825-3020) the attached application. If you have any questions, contact information is listed on the application. We look forward to hearing from you soon.

Sincerely yours,



J.V. Pate, President
EXPOSURE

An Event Development Company

Oregon Office: 1224 NE Walnut #401, Roseburg, OR 97470 • 207-992-3976 • jvpate@roadrunner.com

Home Office: 72 Hatfield Road, Orrington, Maine 04474 • 207-825-4143 • Fax 207-825-3020 • www.exposureshows.com



2014 SPORTSMEN'S & OUTDOOR RECREATION SHOWS

EXHIBIT SPACE APPLICATION

EUGENE

Jan. 31-Feb. 2, 2014

Eugene Boat &
Sportsmen's Show

Lane County Fairgrounds
Convention Center
Eugene, Oregon

ROSEBURG

February 14-16, 2014

Douglas County
Sportsmen's & Outdoor
Recreation Show

Douglas County
Fairgrounds Complex
Roseburg, Oregon

MEDFORD

February 21-23, 2014

Jackson County
Sportsmen's & Outdoor
Recreation Show

Jackson County Expo
Medford, Oregon

www.exposureshows.com

REQUEST FOR EXHIBIT SPACE (Please type or print clearly)

Company Name _____

Contact Person(s) _____

Mailing Address _____

City _____ State _____ Zip _____

Telephone _____ Cell _____ Fax _____

E-mail _____

Products/Services Description _____

Do you use a pop-up tent as part of your exhibit? ☐ YES ☐ NO

| I would like to reserve: | # of Booths (10' x 10') | Bulk Space sq/ft (500' min.) |
|--|-------------------------|------------------------------|
| Eugene <small>(add'l \$100 corner booth premium)</small> | _____ @ \$500 | _____ @ \$2.00 sq/ft |
| Roseburg <small>(add'l \$100 corner booth premium)</small> | _____ @ \$300 | _____ @ \$2.00 sq/ft |
| Medford (Expo lower level or Olsrud) <small>(add'l \$100 corner booth premium)</small> | _____ @ \$400 | _____ @ \$2.00 sq/ft |
| <small>(Reserved Expo upper level) <small>(add'l \$100 corner booth premium)</small></small> | _____ @ \$450 | _____ @ \$2.00 sq/ft |
| Total Exhibit Space Cost | \$ _____ | \$ _____ |

Draped Booth Space includes registration, program listing & 500 watt electrical outlet.

Bulk Space includes registration and program listing. Info on electricity and decorating will be provided.

I understand that this is an application for a contract for exhibit space.

signature

date

Please email to jvpate@roadrunner.com • fax to 207-825-3020 • or mail to:

EXPOSURE, 1224 NE Walnut Street #401, Roseburg, OR 97470

Questions? Call Joe Pate at 207-992-3976 or 207-825-4143, e-mail jvpate@roadrunner.com or visit www.exposureshows.com