



Presented by  **LEUPOLD®**

2021

SPORTSMEN'S SHOW ADVERTISING GUIDE



Presented by  **LEUPOLD®**

JANUARY 27-31, 2021
Washington State Fair
Events Center
Puyallup, WA



Presented by  **LEUPOLD®**

FEBRUARY 10 -14, 2021
Portland Expo Center
Portland, OR



Presented by  **LEUPOLD®**

MARCH 11 - 14, 2021
First Interstate Bank
Center and Deschutes
County Fair & Expo
Redmond, OR

THE SPORTSMEN'S SHOW ADVERTISING UPGRADES AND TRADING POST EXHIBITOR WEBSITE LISTINGS

SPORTSMEN'S SHOW EXHIBITOR LISTING

FREE

Business name & booth number **ABC COMPANY**
BOOTH 343

Runs a month before and a month after the show.

OR

EXHIBITOR LISTING UPGRADES

BOLD \ \$200 *Price Per Show Washington* **\$200** Pacific Northwest* **\$100** Central Oregon*

Business name and booth number in bold with web link or phone number. Inclusion in year round Sportsmen's Show Trading Post Online Outdoor Directory with signed contract and full payment.

ABC COMPANY
BOOTH 899

ENHANCED \ \$350 *Price Per Show Washington* **\$350** Pacific Northwest* **\$250** Central Oregon*

Business name, booth number, logo, website link, and up to 200 characters for profile. Inclusion in year round Sportsmen's Show Trading Post Online Outdoor Directory with signed contract and full payment.



ABC COMPANY
BOOTH 1003

ABC Outfitters is your gateway to the world's best hunts. Specializing in international hunts. All-inclusive packages. We handle every detail from flights to taxidermy. World-class animals and service.

PREMIUM

\$650 for all three shows
Exhibitor

Business name, booth number, logo, website link, video, and up to 400 characters for profile included in all three show directories. Inclusion in year round Sportsmen's Show Trading Post Online Outdoor Directory with signed contract and full payment.



ABC COMPANY
BOOTH 1220

ABC Marine is the Northwest's leading fishing boat and outboard dealer. Featuring Seven Strand, Fish Slayer and Arctic brand boats and Yopipi Outboards, ABC Marine has region's biggest selection at the best prices, every day! Expert rigging, service and sales are your assurance of peak performance every fishing trip!



\$2,000
Past Non-Exhibitor

Business name, logo, website link, video, and up to 400 characters for profile included in all three show directories PLUS the year round Sportsmen's Show Trading Post Online Outdoor Directory.

SPORTSMEN'S SHOW TRADING POST YEAR-ROUND ONLINE OUTDOOR DIRECTORY

Runs from October 1st, 2020 to September 30, 2021.

The Sportsmen's Show Trading Post is an online outdoor directory designed expressly for Pacific Northwest outdoor enthusiasts.

Heavily promoted through various social media platforms using paid promotion, this new directory capitalizes on the strong reputation of the Sport Shows and the hundreds of exhibitors who participate at these Northwest shows.

For past exhibitors not exhibiting in these shows there is an option to purchase a Premium Listing that is included in the exhibitor list of all three Sportsmen's Shows, as well as the Sportsmen's Show Trading Post.

With the purchase of a Bold, Enhanced or Premium Listing your business is included in the year-round directory with a signed contract and deposit in any or all of the three Sportsmen's Shows.

It's the region's best outdoor advertising buy! Elevate your show presence with an advertising upgrade in one or more Exhibitor Listings and when you do, you're immediately included in Sportsmen's Show Trading Post Online Outdoor Directory for free!

Reach tens of thousands of passionate, enthusiastic consumers. The Sport Shows reach the biggest retail audience in the region. Sign-up today!

Year-round listing will be posted from October 1st, 2020 to September 30th, 2021.

Below is the initial business category listing for the online Trading Post and Exhibitor Listings. These categories will continue to grow and change as needed. Select up to three applicable categories for your business.

- African Safaris/Hunts
- Aftermarket Accessories
- Alaska Fishing & Hunting
- Alberta Fishing & Hunting Apparel
- Archery Products
- Art/Home Decor
- Association/Non Profit/Gov't Agency
- ATV's/UTV's
- BBQs/Grills
- BC Fishing
- BC Hunting
- Black Powder Products
- Boats
- Booking agents
- Calls
- Campers
- Camping Products
- Cars/Trucks/Motorcycles
- Colorado Fishing/Hunting
- Docks/Boat Lifts
- Dog Kennels/Training
- Educational
- Electronics
- Firearm Products
- Fishing Products
- Fishing Tackle
- Fly Fishing Guides
- Fly Fishing Products
- Food & Beverage
- Footwear
- Game Processing
- Generators
- Gun Club/Range
- Houseboats
- Hunting Products
- Idaho Fishing/Hunting
- Insurance/Financial
- International Fishing/Hunting
- Jewelry
- Knives/Sharpeners
- Log Homes/Furniture
- Marinas
- Marine Accessories
- Marine Service/Repair
- Media
- Mexico Fishing
- Montana Fishing
- Montana Hunting
- New Zealand
- Optics
- Oregon Fishing
- Oregon Hunting
- Packs/Bags
- Paddle Sports
- Pet Supplies
- Recreational Properties
- Resorts/Destinations
- RV Accessories
- RV Repair
- RV Service
- RV's
- Safes
- Shelters/Storage Systems
- Specialty Gifts
- Sporting Goods
- Sunglasses
- Survival/First Aid Products
- Tack
- Taxidermy
- Tools/Equipment
- Trailers
- Travel/Tourism
- TV/Phone/Internet Providers
- Upholstery
- Upland Bird Hunting
- US Fishing/Hunting
- Wall Tents/Stoves
- Washington Fishing/Hunting
- Waterfowl Guide/Products
- Wyoming Fishing/Hunting

SPORTSMEN'S SHOW WEBSITE ADVERTISING

Take advantage of enormous website traffic before and during the shows with our limited website advertising opportunity on each Sportsmen's Show website. There are only 6 positions available and they occur on the show information page, the most heavily trafficked page on the website. Ads are sized to 300 x 250. All ads can be linked to websites or specific web pages.

WEBSITE ADS

Limited to 6 ads per show.

PAGE STATS:

Washington | 93,128 views

Pacific Northwest | 145,381 views

Central Oregon | 35,563 views

*Average traffic over 4 months - 2019/2020.

AD RATES:

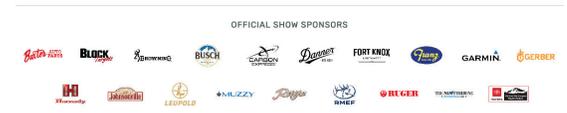
Washington | November - January **\$1,000/Ad**

Pacific Northwest | November - Mid February **\$1,250/Ad**

Central Oregon | January - Mid March **\$ 750/Ad**

AD SPECIFICATIONS:

- jpeg or gif files
- 300 x 250 pixels
- File size > 50k, 72 dpi
- Link to desired URL



THIS IS THE BIG ONE!™

ADMISSION NO MATTER YOUR SCHEDULE OR BUDGET—WE GOT YOU COVERED. TICKET PRICES THAT WILL WORK FOR YOU AND YOUR FAMILY.	ALL-DAY Good all day, any day of the show.	\$15	MILITARY** Good all-day, every day. Not combinable with any other discount or promotion.	\$8
BUY TICKETS ONLINE AVOID THE LONG LINES AND BUY YOUR ALL-DAY TICKETS, KIDS, AND 2-DAY PASSES ONLINE. TICKETS WILL BE AVAILABLE FOR PURCHASE ONLINE THIS FALL.	1/2 DAY ADULT* (4:00 pm - Closing) (Wed. - Sat. only, not available on Sunday. Not combinable with any other discount or promotion.	\$8	JUNIORS (Ages 6-18) Good all day, any day of the show.	\$5
COMING SOON	2-DAY PASS (Good any two days of the show) Not combinable with any other discount or promotion.	\$24	1/2 DAY JUNIOR* (Ages 6-18) (4:00 pm - Closing) Wed. - Sat. only, not available on Sunday. Not combinable with any other discount or promotion.	\$3
	FREE Children 5 and under.	FREE	<small>*Available only at the gate. Not available for purchase online. **Available only at the gate. Valid with proof of any military or veteran ID - active, retired, reserve.</small>	



2021 SHOW HIGHLIGHTS

The Washington Sportsmen's Show presented by Leupold returns to the Washington State Fair Events Center in Puyallup, January 27th-31st.

The 2021 show promises to be the biggest and best ever with more than 500 fishing, hunting and outdoor recreation-related companies showing and selling newly released products and services. All features and seminars at the Washington Sportsmen's Show are free with admission into the show.

Check back soon for more information and show highlights.



OFFICIAL SHOW GUIDE ADVERTISING

MAXIMIZE YOUR SHOW EXPOSURE

The Sport Shows are the Northwest's most attended fishing, hunting and outdoor-recreation related consumer shows. They're selling shows and shoppers come to buy! Get your message in front of thousands of buyers at the point of sale and optimize your participation in these shows with advertising in the Show Guide. There's a number of ad sizes to choose from but space is limited so sign-up early.

AD RATES

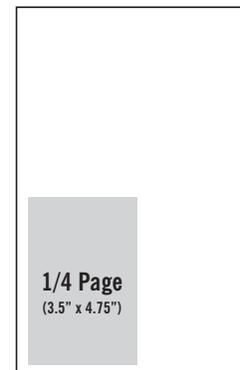
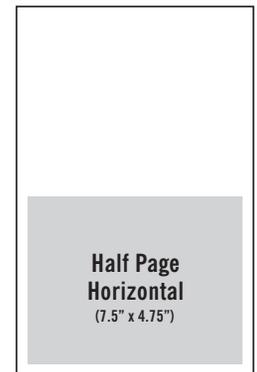
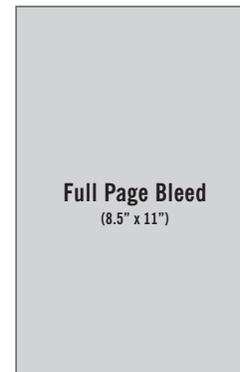
	Washington	Pacific NW
Full Page	\$2,500	\$2,500
Half Page	\$1,500	\$1,500
Quarter Page	\$800	\$800
Business Card	\$400	\$400
Inside Front Cover	\$3,500	\$3,500
Inside Back Cover	\$3,500	\$3,500
Back Cover	\$5,000	\$5,000

PRINTING QUANTITIES

Washington	Pacific NW
20,000	25,000

PRINT ADVERTISING SPECIFICATIONS

	WIDTH x HEIGHT
Full Page	8.5" x 11" must include 1/8" bleed live area 8" x 10.5"
Half page Horizontal	7.5" x 4.75"
1/4 page	3.5" x 4.75"
Business Card	3.5" x 2.375"



DOCUMENT

- Create your document to the exact size it will print.
- On full-page ads, bleeds must extend a minimum of 1/8" past the trim.
- On full-page ads, please allow an 1/4" margin from the trim for text and images

IMAGES

- All images should have a minimum resolution of 300 dpi at 100%.
- All images should be converted to CMYK.
- All image files should be TIF, JPG or EPS. PICT and GIF files are low-resolution web files not suitable for printing.
- Do not copy and paste images from a program into a page layout program. Import or place the image through the page layout program.
- Make sure the file extensions remain intact on all files. If they are changed or omitted, they are unrecognizable when transferred.

ADVERTISING POLICY:

Full payment is due immediately upon signing advertisement agreement. Cancellation of ad space must be directed in writing to O'Loughlin Trade Shows; however, all payments are final and no refunds will be given. O'Loughlin Trade Shows reserves the right to decline any materials which in its sole judgment are considered inappropriate due to wording or appearance. Submission of materials is the responsibility of the advertiser. Advertisements must be received by December 15, 2020 (Washington Sportsmen's Show), January 15, 2021 (Pacific Northwest Sportsmen's Show), February 1, 2021 (Central Oregon Sportsmen's Show), to ensure placement.

FILE FORMAT:

High resolution, print optimized PDFs are preferred. In all formats, fonts (printer and screen) and graphics must be outlined.

RESOLUTION:

Size and rotate graphics within original application before placement into ad. Line artwork should be 1200 dpi. Color and grayscale photos should be 300 dpi.

COLORS AND GRAPHICS:

Avoid using white boxes to eliminate objects. Remove unwanted objects within original application. Convert all RGB and Pantone colors to CMYK. Eliminate unused colors from color palette. Same-colored objects and text must be named and defined exactly. Line weight should be at a minimum of .5 point (not hairline).

SAMPLE OF EXHIBITOR WEBSITE LISTINGS

ABC COMPANY
BOOTH 343

ABC COMPANY
BOOTH 899

ABC COMPANY
BOOTH 343

ABC COMPANY
BOOTH 899

ABC COMPANY
BOOTH 343

ABC COMPANY
BOOTH 899

ABC COMPANY
BOOTH 899

ABC COMPANY
BOOTH 343

ABC COMPANY
BOOTH 343



ABC COMPANY
BOOTH 1220



ABC Marine is the Northwest's leading fishing boat and outboard dealer. Featuring Seven Strand, Fish Slayer and Arctic brand boats and Yopipi Outboards, ABC Marine has region's biggest selection at the best prices, every day! Expert rigging, service and sales are your assurance of peak performance every fishing trip!



ABC COMPANY
BOOTH 343

ABC COMPANY
BOOTH 343

ABC COMPANY
BOOTH 343

ABC COMPANY
BOOTH 899

ABC COMPANY
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ABC COMPANY
BOOTH 343

ABC COMPANY
BOOTH 343

ABC COMPANY
BOOTH 343

ABC COMPANY
BOOTH 343



ABC COMPANY
BOOTH 1003

ABC Outfitters is your gateway to the world's best hunts. Specializing in international hunts. All-inclusive packages. We handle every detail from flights to taxidermy. World-class animals and service.

ABC COMPANY
BOOTH 343

ABC COMPANY
BOOTH 899

ABC COMPANY
BOOTH 343

ABC COMPANY
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ABC COMPANY
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BOOTH 343

ABC COMPANY
BOOTH 343

ABC COMPANY
BOOTH 899

ABC COMPANY
BOOTH 343

CLIENT #

SALESPERSON #



2021 ADVERTISING SALES ORDER

Thank you for your advertising with the Sport Shows. **Important!** Advertising will only run with a signed "Advertising Sales Order" contract and full payment.

EXHIBITOR NAME _____

PHONE _____

EXHIBITOR CONTACT _____

EMAIL _____

Exhibitor Listing – Runs a month before and a month after each show. The Sportsmen's Show Trading post runs from October 1st, 2020 to September 30, 2021. All paid exhibitor listings (Bold, Enhanced or Premium listings) will be included in the Sportsmen's Show Trading Post.

Bold

- Washington Sportsmen's Show - **\$200**
- Pacific Northwest Sportsmen's Show - **\$200**
- Central Oregon Sportsmen's Show - **\$100**

Enhanced

- Washington Sportsmen's Show - **\$350**
- Pacific Northwest Sportsmen's Show - **\$350**
- Central Oregon Sportsmen's Show - **\$250**

Premium

- Exhibitor All Shows - **\$650**
- Non-Exhibitor All Shows - **\$2,000**

Available only to past exhibitors.

Website Advertising – Advertising runs from November 1st until a month after the show closes. Limited availability. Limited to 6 ads per show. All appear on most heavily trafficked page on the website, the "Show Info" page. All ads 300 pixels wide x 250 pixels tall.

- Washington Sportsmen's Show - **\$1,000/Ad**
- Pacific Northwest Sportsmen's Show - **\$1,250/Ad**
- Central Oregon Sportsmen's Show - **\$750/Ad**

Show Guide Advertising – Limited availability.

**Washington Sportsmen's Show
20,000 copies printed**

- Full page (8.5" x 11") - **\$2,500**
- Half page (7.5" x 4.75") - **\$1,500**
- Quarter page (3.5" x 4.75") - **\$800**
- Business card (3.5" x 2.375") - **\$400**
- Inside Front Cover - **\$3,500**
- Inside Back Cover - **\$3,500**
- Back Cover - **\$5,000**

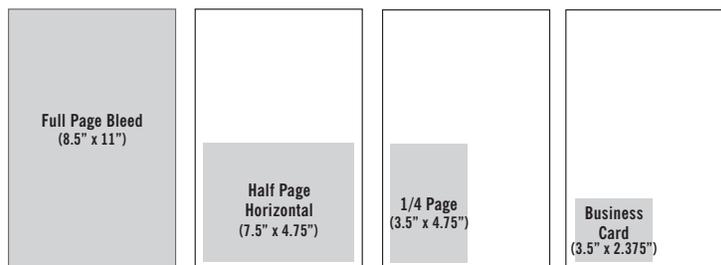
**Pacific Northwest Sportsmen's Show
25,000 copies printed**

- Full page (8.5" x 11") - **\$2,500**
- Half page (7.5" x 4.75") - **\$1,500**
- Quarter page (3.5" x 4.75") - **\$800**
- Business card (3.5" x 2.375") - **\$400**
- Inside Front Cover - **\$3,500**
- Inside Back Cover - **\$3,500**
- Back Cover - **\$5,000**



BE SURE TO TURN THIS FORM OVER AND CHOOSE YOUR WEBSITE CATEGORY LISTINGS.





All pricing at net. Checks and credit cards payable to O'Loughlin Trade Shows.

ADVERTISING SUBTOTAL

\$ _____

Multiply the subtotal above by 2.5% for our credit card transaction fee.

\$ _____

TOTAL COST

\$ _____

CREDIT CARD # _____ - _____ - _____

EXPIRATION DATE _____ / _____ **3-4 DIGIT CCV** _____

CONTACT NAME _____

PLEASE PRINT

CONTACT SIGNATURE _____ **DATE** _____ / _____ / _____

ACCEPTED BY _____



Below is the initial business category listing for the online Trading Post and Exhibitor Listings. These categories will continue to grow and change as needed. Select up to three applicable categories for your business.

- African Safaris/Hunts
- Aftermarket Accessories
- Alaska Fishing & Hunting
- Alberta Fishing & Hunting Apparel
- Archery Products
- Art/Home Decor
- Association/Non Profit/Gov't Agency
- ATV's/UTV's
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- BC Fishing
- BC Hunting
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- Boats
- Booking agents
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- Campers
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- Dog Kennels/Training
- Educational
- Electronics
- Firearm Products
- Fishing Products
- Fishing Tackle
- Fly Fishing Guides
- Fly Fishing Products
- Food & Beverage
- Footwear
- Game Processing
- Generators
- Gun Club/Range
- Houseboats
- Hunting Products
- Idaho Fishing/Hunting
- Insurance/Financial
- International Fishing/Hunting
- Jewelry
- Knives/Sharpeners
- Log Homes/Furniture
- Marinas
- Marine Accessories
- Marine Service/Repair
- Media
- Mexico Fishing
- Montana Fishing
- Montana Hunting
- New Zealand
- Optics
- Oregon Fishing
- Oregon Hunting
- Packs/Bags
- Paddle Sports
- Pet Supplies
- Recreational Properties
- Resorts/Destinations
- RV Accessories
- RV Repair
- RV Service
- RV's
- Safes
- Shelters/Storage Systems
- Specialty Gifts
- Sporting Goods
- Sunglasses
- Survival/First Aid Products
- Tack
- Taxidermy
- Tools/Equipment
- Trailers
- Travel/Tourism
- TV/Phone/Internet Providers
- Upholstery
- Upland Bird Hunting
- US Fishing/Hunting
- Wall Tents/Stoves
- Washington Fishing/Hunting
- Waterfowl Guide/Products
- Wyoming Fishing/Hunting