



Spring 2011

Dear Outdoor Recreation Vendor,

Enclosed is an application to participate in one or more of EXPOSURE's 2012 Shows.

Over the past several years, EXPOSURE has developed three well-attended and widely promoted Sportsmen's and Outdoor Recreation Shows covering southern Oregon. In fact, in 2011, all three shows were up again, despite the troubled economy. We would like to believe this validates the importance of these shows and their value to our exhibitors. 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 1 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 39th annual **Eugene** show is presented in a market of 350,000 with outdoor retail sales of about \$400 million and annual attendance of 15,000-plus patrons.
- The 16th annual **Roseburg** show is in a market of 150,000 with outdoor retail sales of about \$150 million dollars and attendance of 13,500-plus.
- The 12th annual **Medford** show is in a market of 250,000 with outdoor retail sales of about \$500 million and attendance of over 14,500.

These constantly evolving shows represent the highlight of the cabin fever season in their respective markets. Well over 3,000 TV, cable, and radio spots; dozens of newspaper and magazine ads; and thousands of collateral material's encourage over 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 are in the works and will feature a stellar animal attraction such as the Wild World of Wolves, Grizzly Experience and Great Cats of the World, in addition to a world-record trophy display of elk, blacktail or mule deer and our 8th annual Head and Horns Competition. They will join the perennial favorites: the Giant Fish Tank, expert speakers, a new Northwest Tour of Big Game Exhibit, 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 the enclosed application to 207-825-3020. 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



2012 SPORTSMEN'S & OUTDOOR RECREATION SHOWS

EXHIBIT SPACE APPLICATION

EUGENE
February 3-5, 2012
 Eugene Boat & Sportsmen's Show
 Lane County Fairgrounds
 Convention Center
 Eugene, Oregon

ROSEBURG
February 17-19, 2012
 Douglas County Sportsmen's & Outdoor Recreation Show
 Douglas County Fairgrounds
 Complex
 Roseburg, Oregon

MEDFORD
February 24-26, 2012
 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? (circle one) YES NO

I would like to reserve:	# of Booths (10' x 10')	Bulk Space sq/ft (500' min.)
Eugene <small>(add'l \$50 corner booth premium)</small>	_____ @ \$500	_____ @ \$2.00 sq/ft
Roseburg <small>(add'l \$50 corner booth premium)</small>	_____ @ \$300	_____ @ \$1.75 sq/ft
Medford <small>(Expo lower level or Olsrud)</small> <small>(add'l \$50 corner booth premium)</small>	_____ @ \$400	_____ @ \$2.00 sq/ft
<small>(Reserved Expo upper level)</small> <small>(add'l \$50 corner booth premium)</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 fax (preferable) to 207-825-3020 or mail to ExpoSURE, 1224 NE Walnut Street #401, Roseburg, OR 97470

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