



Spring 2018

Dear Outdoor Recreation Vendor,

Attached is an application to participate in one or more of EXPOSURE's 2019 Sportsmen's and Outdoor Recreation Shows.

EXPOSURE has developed four well-attended and widely promoted Sportsmen's and Outdoor Recreation Shows covering southern Oregon and northern California. These shows continue to fare very well in both attendance and sales. This validates the importance of these shows and their value to our exhibitors. We believe you would benefit from any or all of these four 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 and northern California's over 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 46th annual **Eugene** show (**February 1-3**) is in a market of 350,000 with outdoor retail sales of about \$400 million and attendance of 15,000 patrons.
- The 23rd annual **Roseburg** show (**February 15-17**) is in a market of 150,000 with outdoor retail sales of about \$150 million and attendance of 13,000 patrons.
- The 19th annual **Medford** show (**February 22-24**) is in a market of 250,000 with outdoor retail sales of about \$500 million and attendance of 14,500 patrons.
- The 33rd annual **Anderson, CA** show (**March 1-3**) is in a market of 175,000 with outdoor retail sales of about \$210 million and attendance of about 10,000 patrons.

These constantly evolving shows represent the highlight of the cabin fever season in their respective markets. The shows are promoted by some 4,000 TV and cable; 4,000 radio spots; dozens of newspaper and magazine ads; and social media. These ads and thousands of collateral material encourage some 50,000 annual patrons to seek the latest in outdoor recreation equipment, services and supplies, while enjoying engaging attractions, seminars and hundreds of exhibits.

As we plan the Shows for 2019, we will be seeking new and exciting headliners and show stoppers to replace last year's live animal acts, attractions and displays. Last year's features included the LIVE Great Cats of the World show; Hydro Flight shows; a vintage trailer exhibit; Tuff Shed's "Ultimate Base Camp"; a kayak, canoe and SUP Demo Pool; UBCO electric bikes, and other exciting exhibits. The new attractions will once again be joining our perennial favorites: the 15th annual Head & Horns Competition and the Northwest Tour of Big Game Exhibit, Giant Fish Tank, Live Trout Pond, Shooting Gallery, Youth Archery Range, Gold Panning, Inflatable BB Gun Range and more.

Please review the attached application for dates and fees. 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 by completing and mailing the accompanying application. If you have any questions, please contact me at 207-992-3976 or email [jvpate@roadrunner.com](mailto:jvpate@roadrunner.com). We look forward to hearing from you soon.

Sincerely,

J.V. Pate, *President*  
EXPOSURE

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*An Event Development Company*

Home Office: 72 Hatfield Road, Orrington, Maine 04474 • Oregon Office: 1224 NE Walnut #401, Roseburg, OR 97470  
[jvpate@roadrunner.com](mailto:jvpate@roadrunner.com) • 207-992-3976 • 207-825-4143  
[www.exposureshows.com](http://www.exposureshows.com) • [facebook.com/exposureshows](https://facebook.com/exposureshows) • [www.norcalsportshow.com](http://www.norcalsportshow.com) • [facebook.com/norcalsportshow](https://facebook.com/norcalsportshow)