



Fall 2020

Dear Outdoor Recreation Vendor,

Attached is an application to participate in one or more of EXPOSURE's 2021 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 48th annual **Eugene** show (**February 5-7**) is in a market of 350,000 with outdoor retail sales of about \$400 million and attendance of 15,000 patrons.
- The 25th annual **Roseburg** show (**February 19-21**) is in a market of 150,000 with outdoor retail sales of about \$150 million and attendance of 13,000 patrons.
- The 21st annual **Medford** show (**February 26-28**) is in a market of 250,000 with outdoor retail sales of EXPOSURE about \$500 million and attendance of 14,500 patrons.
- The 35th annual **Anderson, CA** show (**March 5-7**) 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 spots; 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.

The 2021 shows will be packed with adventure with the Birdman of Las Vegas' MEGABIRDS live appearances and Combat Hero Bike Build's \$70,000 custom Harley. Basin Tackle Rob will enthrall guests with fish tales and humorous emceeing. And our Greatest Giveaways ever feature a Smoker Craft boat package, Polaris RZR ATV, Apex Travel Trailer, Gold Beach Fishing adventure, Surf Perch Fishing Getaways and more! And is that Sasquatch?

These be joined by the 18th annual Head & Horns Competition and the 2021 Northwest Tour of Big Game Exhibit, Giant Fish Tank and guides from Alaska to Africa, guest speakers and demonstrators. The Kids Adventure Zone features the live Trout Pond, Laser Shot Shooting Gallery, Youth Archery Range, BB Gun Range and Zipline. And everyone can shop our HUGE selection of boats, RVs and ATVs.

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. We look forward to hearing from you soon.

Sincerely,

J.V. Pate, *President*
EXPOSURE

An Event Development Company

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