



Exhibitor Prospectus

Chicagoland's Fishing & Hunting Spring Spectacular
www.chicagosportshow.com

Arlington Park **CHICAGO SPORTS SHOW** **March 22-25, 2018**

Celebrating 39 Years of Sports Shows in Chicago



Co-Located with



Arlington Park, Arlington Heights, IL

OSG 2018 Tour Schedule

Garden State Outdoor Sports Show
January 11-14, 2018

Milwaukee Journal Sentinel Sports Show
March 7-11, 2018

Chicago Sports Show
March 22-25, 2018

ChicagoSportsShow.com



Arlington Park **CHICAGO SPORTS SHOW** March 22-25, 2018

A RETAIL SHOW AND SALE

A retail, direct response show for enthusiasts of The Great Outdoors. The vast array of products and services associated with outdoor recreation is sure to please the entire family! A Super Market of Outdoor Sporting Products for the Chicago buyer who has buying on his mind. They spend hours and visit every booth. You can marshal your sales efforts at one time, in one place, and maximize your sales impact by bringing your newest products and best sales staff to represent you at the show. The net result will be more sales action.

SHOW ADVERTISING AND PROMOTION

Each exhibitor can count on Show Promotion and Publicity to bring buyers to the Show!

An intense advertising and promotion program will bring the show message to outdoor enthusiasts in Illinois and surrounding states. Newspaper, magazine, posters, TV and radio advertising together with a high-gear public relations drive means each exhibitor can be assured of potential customers.

2017 GUN & SPORTS SHOW ATTENDANCE: 22,600*

Chicagoland sports enthusiasts spend \$1.12 billion on fishing and hunting per year.

FEATURING:

Fishing	Recreational Vehicles	Vacations	ATV'S	Travel
Boating	Fishing Charters	Wildlife Art	Knives	White Water Rafting
Hunting	Adventure Travel	Publications	Clothing	Archery
Camping	Outfitters	Organizations	Clubs	and More!

WHY ARLINGTON? Quick Fact Sheet:

The Arlington Park - Chicago Sports Show, will provide what no other sports show in the country provides, over **7,500 FREE** attendee and exhibitor **Parking Spots**. In addition, to compliment the **NEW VENUE** the show will be creating several discounted ticket programs to expand its community outreach, support local charities and clubs, plus Arlington Park provides **The Chicagoland's Fishing & Hunting Spring Spectacular** the following:

- Located 20 miles outside Chicago / Easy access to major highways and Chicago Metra Northwest Train Line
- Over 100,000 square feet of versatile indoor space
- Up to two million square feet of parking lot space for a featured Boat & RV pavilion
- Multiple meeting room configurations for outdoor seminars
- Space for over 300 exhibit booths for outfitters, charters, fishing tackle, etc.
- Technologically advanced audiovisual services on-site to broadcast vendor show promotions
- Easy move-in, with multiple entryways to unload without union regulations
- On-site parking for over 7,500 cars / Bus and handicap parking
- Median household income of \$78,865, average household income of \$104,062 & household net worth of \$711,222
- 14.2 % of household incomes are \$75-100K, 38.8 % of household incomes are 100K to over 200K
- Large selection of lodging options close to Arlington Park
- Free wireless Internet access

*Attendance is based on daily entry of adult & children attendees, exhibitors, press, speakers and VIP buyers

Exhibitor Application Instructions

The shows give us the opportunity to connect face to face with our customers on a scale that cannot be duplicated in any other arena. In addition, as part of your face to face experience Outdoor Sports Group is integrating technology into the show booth package so you can continue your marketing campaign and sales year round through the show website, newsletter, e-blasts, OSG VIP buyers program and many other digital platforms available to you.

Even with the changes and advances in technology people will always love to get together, share, sell goods to each other and talk about what is passionate to them. That is what is so special about sports & gun shows and why your participation is more important now than ever before.

We are already working on the 2018 shows and look forward to working with you again for another successful year!

OSG Exclusive Offer: Loyalty Exhibitor Program

- Sign up early for discounted rates
- Premier Floor Plan Selection
- Sign Up for These Two Shows: New Jersey & Chicago and receive a 10% discount
- Sign Up For Three Shows: Milwaukee, New Jersey & Chicago and receive a 20% discount on New Jersey & Chicago
- Loyalty Program- you receive \$50 off your booth price for every client you refer that signs up or \$250 in marketing value to spend on show marketing packages

Follow this Criteria and OSG will upgrade you to Digital Package B at No Charge:

- Like Us on Facebook
- At Minimal 1 Facebook Post Per Month
- Promote the Show Banner Ad on Your Website
- Send OSG your Pre-Show & At Show Deals to be promoted in the e-Newsletter
- Send us your company Logo
- Promote the show in your company newsletter and or e-blasts
- Send us your list of prior customers and we will invite them to the show as a VIP Buyer



How do I submit my Vendor Application to OSG?

Complete the Exhibitor Application with Booth Deposit and Submit to Outdoor Sports Group.

Mail To: Outdoor Sports Group LLC
P.O. Box 2952
New York, NY 10163
(212) 564-8823

Fax To: (866) 728-3775

Email: Jennifer@osgshows.com ; Peter@osgshows.com

Complete Online: <http://www.osgshows.com/exhibitor.php>

2018 Booth Packages – Industry Vendors

PACKAGE A: Perch

Early Bird Rate – Expires Oct. 31, 2017

Booth & Marketing Package A

- Show Program - Directory Listing with Company Name
- Buyers Guide - Website Listing with Company Name
- Show Specials - Listed on Show Website

Booth Rates – Industry Vendors

Sq Ft	Before OCT 31	After OCT 31
100	\$5.50	\$6.00
200	\$5.25	\$5.75
300	\$5.00	\$5.25
400	\$4.75	\$5.00
500	\$4.50	\$4.75
600	\$4.25	\$4.25
800	\$3.75	\$4.75
1000	\$3.25	\$3.75
1200	\$2.75	\$3.25
1400	\$2.25	\$2.75

Booth Furnishings

In Line Booths Include:

- 8' high pipe & drape back wall
- 3' high pipe & drape side wall
- 7" x 44" company ID sign

Bulk Space & Island Booths

- company ID sign

Boats / RV's / ATV's / Tractors

- Includes Spotting Fee / Drayage

Note: Tables, Booth Carpeting, Furniture, Electrical and Phone Lines are not included in the booth fee. These items can be ordered through the exhibitor manual.

** The fees set forth above reflect a 3% discount for payments made via cash, checks or bank wire transfers. Payments made using credit cards are not entitled to the cash, check and bank wire transfer discount and the applicable fees will be recalculated accordingly.*

Corner Fee: \$100 per corner | Booth Share: \$350 additional fee – Can only be shared only with prior approval

Booth Liability Insurance (Required):

- A valid liability Insurance certificate naming Outdoor Sports Group as an additional insured must be included with your final booth payment. Exhibitors in need of coverage can purchase insurance through ShowInsurance.com

PACKAGE B: Walleye

A Sure Catch!

Advertising Rate: \$150

Booth & Marketing Package A above + B below:

- Featured Exhibitor Listing & Logo in Show Newsletter (all issues)
- Show Exclusive Newsletter Article (one issue)

PACKAGE C: Big Bucks

Best Value!

Advertising Rate: \$300

Booth & Marketing Package A, B above + C below:

“Shop the Show”

- Buyers Guide / Enhanced Directory Listing - Website Listing with Company Name, Logo & Link
- Show Program / Plan of The Day Enhanced Floor Plan - Bolded Booth # & Logo Callout

PACKAGE D: The Musky

A Monster Catch!

Advertising Rate: \$500

Booth & Marketing Package A, B, C above + D below:

- Preview mailed / digitally broadcasted to 30,000 + attendees
- Grand Scale Advertising – Logo printed on show entrance unit as a featured exhibitor

Reserve Your Booth Today!

Package E

Home Goods, Services & Non Industry Vendors (Limited to 8 vendors per category)

Sq Ft	Before OCT 31	After OCT 31
100	\$9.00	\$9.50
200	\$8.75	\$9.25
300	\$8.50	\$9.00
400	\$8.25	\$8.75

Package F

Food Service (Limited to 16 vendors)

Sq Ft	Before OCT 31	After OCT 31
100	\$9.00	\$9.50
200	\$8.75	\$9.25
300	\$8.50	\$9.00
400	\$8.25	\$8.75

Package M

Manufacturers (Display only - the sale of retail merchandise is not permitted)

Sq Ft	Before OCT 31	After OCT 31
100	\$3.00	\$3.50

Package N

Non Profit (Proof of 501c3 is required)

Sq Ft	Before OCT 31	After OCT 31
100	\$2.00	\$2.50

Note: Per each interior Booth Only; Corner Booth Full Price

Corner Fee: \$100 per corner | Booth Liability Insurance (Required)

Marketing Opportunities

Online at www.chicagosportshow.com

Website Banner Ad
Website Logo

Pre-Show Print Advertising

Show Preview Ad
Show Preview Logo

Onsite Advertising

Directory Ad
In-Show Network
Meter Boards
Calendar Ad
Door Decals
Deer Classic Signage
Concession Cups

Main Aisle Banners

Show Specials Listing / Ad
Show Bags
Logo & Booth # on Wristband
Banners
Postcard Distribution @ Reg
Floor Decals
Enhanced Floor Plan Listing

Reaching your customers has never been easier.

If the above marketing opportunities don't service your needs please contact us
and we will customize a package to maximize your exposure!

**To place your booth reservation or to inquire about
marketing & sponsorship opportunities, please contact**

Reserve Your Booth Today.

sales@osgshows.com

(212) 564-8823

The Sales Rep. for your Region
will contact you

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