

Exhibitor Prospectus

FireandIceExpo.com



New Jersey Convention & Expo Center | Edison, New Jersey

January 12-15, 2017

4th Annual

**Co-locating with the
Garden State Outdoor Sports Show
JANUARY 12-15, 2017**

**Co-locating with the
Chicago Outdoor Sports Show
JANUARY 19-22, 2017**

Fire & Ice Expo

The Art of: Mancaves, Camping and Backyard Barbeques

A RETAIL SHOW AND SALE

Co-Located with the largest Fishing & Hunting expo in the entire state, the Garden State Outdoor Sports Show, the Fire & Ice Expo is a retail, direct response show for tailgating, camping, and barbecue enthusiasts. The vast array of products and services associated with outdoor cooking is sure to please the entire family! A Super Market of outdoor cooking products for the New Jersey, Pennsylvania and New York 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 cooking enthusiasts in surrounding states. Newspaper, magazines, posters, TV and radio advertising together with high-gear public relations drive means each exhibitor can be assured of potential customers.

Garden State Outdoor Sports Show 2016 Attendance: 21,150

82% of all U.S households own a grill and the majority of grill owners use theirs year-round while camping, tailgating or in the backyard. Hearth, Patio and Barbecue Association

FEATURING:

Apparel	Cookware	Hiking & Backpacking	Retail
Associations	Cooking Tools	Hot Sauces	Tents
Beverages	Coolers / Refrigeration	Non Profit	Tourism
Camping Accessories	Cookers, Smokers & Steamers	Mancaves & Cabins	
Campers / RV's	Food Vendors	Promotional Items	
Charcoal, Smoked Woods & Starters	Grills / Grill Accessories	Publications / Cookbooks	



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 shows and why your participation is more important now than ever before.

We are already working on the 2017 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 the following 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

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

2017 Booth Packages – Industry Vendors

PACKAGE F: Fire and Ice Expo Early Bird Rate – Expires June 1 & Aug. 31, 2016

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 June 1	After June 1	After Aug. 31
100	\$7.00	\$7.50	\$9.00
200	\$6.75	\$7.25	\$8.75
300	\$6.50	\$7.00	\$8.50
400	\$6.25	\$6.75	\$8.25
500	\$6.00	\$6.50	\$8.00
600	\$5.75	\$6.25	\$7.75
800	\$5.25	\$5.75	\$7.25
1000	\$4.75	\$5.25	\$6.75
1200	\$4.25	\$4.75	\$6.25
1400	\$3.75	\$4.25	\$5.75

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

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

Marketing Opportunities

Online at www.FireandIceExpo.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 a Booth

sales@osgshows.com

(212) 564-8823

The Sales Rep. for your Region
will contact you

Jennifer Bain

Marketing Manager

Marketing & Education

jennifer@osgshows.com

(212) 564-8823

Rick Rosalina

Managing Partner

Exhibit Sales & Sponsorship

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