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**OUTDOOR  
SPORTS  
GROUP**

**Exhibitor Prospectus**

# **GARDEN STATE OUTDOOR SPORTS SHOW!**

**JANUARY 12-15, 2017**  
**34<sup>th</sup> ANNIVERSARY!**



**Featuring The Garden State Deer Classic**

**New Jersey Convention and Exposition Center - Raritan Center, Edison NJ**

Sponsored by



## **OSG 2017 Tour Schedule**

**Garden State Outdoor Sports Show**  
January 12-15, 2017

**Milwaukee Journal Sentinel Sports Show**  
March 8-12, 2017

**Chicago Outdoor Sports Show**  
January 19-22, 2017

**Chicagoland Gun Show & Outdoor Expo**  
April 1-2, 2017

[www.osgshows.com](http://www.osgshows.com)



# GARDEN STATE OUTDOOR SPORTS SHOW! JANUARY 12-15, 2017

## 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 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 enthusiasts in 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.

## 2016 ATTENDANCE: 21,150

New Jersey's 562,000 hunters and anglers are among the most prominent and influential of all demographic groups, spending more than \$1 billion a year on hunting and fishing.

National Shooting Sports Foundation

## 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!



**A recognized leader in Sports Shows in the great northeast, the Garden State Outdoor Sports Show is by far the largest Fishing & Hunting Expo in the entire tri-state area!**

# 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](mailto:Jennifer@osgshows.com)

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

# 2017 Booth Packages – Industry Vendors

## PACKAGE A: Fawns

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	\$8.00	\$8.50	\$10.00
200	\$7.75	\$8.25	\$9.75
300	\$7.50	\$8.00	\$9.50
400	\$7.25	\$7.75	\$9.25
500	\$7.00	\$7.50	\$9.00
600	\$6.75	\$7.25	\$8.75
800	\$6.25	\$6.75	\$8.25
1000	\$5.75	\$6.25	\$7.75
1200	\$5.25	\$5.75	\$7.25
1400	\$4.75	\$5.25	\$6.75

### 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: Bucks

This Buck is sure shot!

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 Shooter

A Bulls eye!

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 6/1	After 6/1	After 8/31
100	\$10.50	\$11.00	\$12.50
200	\$10.25	\$10.75	\$12.25
300	\$10.00	\$10.50	\$12.00
400	\$9.75	\$10.25	\$11.75

## Package F

### Food Service (Limited to 16 vendors)

Sq Ft	Before 6/1	After 6/1	After 8/31
100	\$10.50	\$11.00	\$12.50
200	\$10.25	\$10.75	\$12.25
300	\$10.00	\$10.50	\$12.00
400	\$9.75	\$10.25	\$11.75

## Package M

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

Sq Ft	Before 6/1	After 6/1	After 8/31
100	\$3.00	\$3.50	\$5.00

## Package N

### Non Profit (Proof of 501c3 is required)

Sq Ft	Before 6/1	After 6/1	After 8/31
100	\$2.00	\$2.50	\$4.00

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

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

## Marketing Opportunities

### Online at [www.GSOSS.com](http://www.GSOSS.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](mailto:sales@osgshows.com)  
(212) 564-8823

The Sales Rep. for your Region  
will contact you

### Jennifer Bain

Marketing Manager  
Marketing & Education  
[jennifer@osgshows.com](mailto:jennifer@osgshows.com)  
(212) 564-8823

### Rick Rosalina

Managing Partner  
Exhibit Sales & Sponsorship  
[rick@osgshows.com](mailto:rick@osgshows.com)  
(212) 564-8823

Outdoor Sports Group P. O. Box 2952, New York, NY 10163