



part of the
**His & Hers
Weekend**

July 20-22

**Ford Park
Beaumont, TX**

2018

Sponsorship Opportunities

For More Information:

Jessie Bergmann

512-358-1000 x 211

jessie.bergmann@iemshows.com

About The Expo

Since 2003, the Expo has grown to include 2 buildings and 100,000 sq ft of exhibit space, including the "Big Motor Showcase," featuring RV's, Boats, Cars & more.



2 Events.
1 Price.

The Peddler Show
Perfect Street of Shops

His & Hers
Weekend

In 2009, we partnered with Texas' premier shopping show, The Peddler Show, for the His and Hers Weekend, where attendees for either of the two shows can access both events for no additional fee.

This innovative concept has been a huge success, and exhibitors have noted the significant portion of sales derived from female shoppers, including big-ticket purchases, which are typically family decisions.

Total Attendance: 11,000 - 14,000

Friday, Saturday & Sunday
(one admission good all 3 days)

Promotion

Promotion begins approximately 3 months out. Media includes broadcast television, print, radio and online. We work closely with local media properties to deliver contests, on-air interviews, news coverage and live broadcasts.

We partner heavily with Southeasttexas.com, the area's premier source for event information.

This media partner distributes over 500 free tickets through an online promotion that has been a huge success for the past five years.

Our primary demo is men (25-54). All expo spots are tagged (5-seconds) with a Peddler Show mention. Likewise, all Peddler Show ads are tagged with a Great Outdoors Expo mention, effectively **doubling the ad campaign's reach**, and significantly boosting frequency

Television buys include heavy emphasis on local news programs, fringe, select prime time and sports programming. Radio buys include market leaders in Country, Rock and News-Talk programming.



Success

We don't gauge success by gate count; A successful event delivers positive results for attendees, vendors, sponsors, media partners, and the local community.



Packages

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Presenting Sponsor ----- \$8,500

- Sponsor mentioned whenever Expo is mentioned
- Logo and/or mention on all radio and TV ads
- Mention in press releases along with Expo title
- Prominent logo at top of all signage at event
- Daily PA announcements on-site with sponsor message
- Logo in web and email ads
- Up to 40x20 exhibit space
Educate attendees, sample, demonstrate or sell!
- 30 tickets to event

Wristband Sponsor ----- \$7,000

- Bounceback or promo printed on all attendee wristbands
- Logo and/or mention on all TV and radio ads
- Mention in press releases with activities
- Logo on all signage at event
- Inclusion in on-site PA announcements
- 15 tickets to event

*BOTH EVENTS!
(over 11,000
attendees!)*

Feature Sponsor ----- \$5,500

- Naming rights of show feature (Kids' Zone, Entertainment, etc.)
- Mention whenever feature is mentioned
– ads, on-site, press releases, interviews, etc.
- Logo and/or mention on all TV and radio ads
- Mention in press releases with activities
- Logo on all signage at event
- Inclusion in on-site PA announcements
- 20 tickets to event

Supporting Sponsor ----- \$1,500

- Logo on all TV ads
- Mention in press releases
- Logo on all signage at event
- Inclusion in on-site PA announcements
- 10 tickets to event



Let us customize a package to meet your goals, including:

**Exhibit Space to interact face-to-face with thousands of outdoor enthusiasts
From a 10x10 to 500 sq. ft. for a mobile marketing display**

Customized On-site Involvement through feature sponsorship or presentation

Bounce back offer on wristbands given out to all attendees to drive traffic to you