

27TH ANNUAL

# INDIANA MOTORCYCLE EXPO

WHERE MOTORCYCLE ENTHUSIASTS MEET  
FEBRUARY 16TH - 18TH, 2018



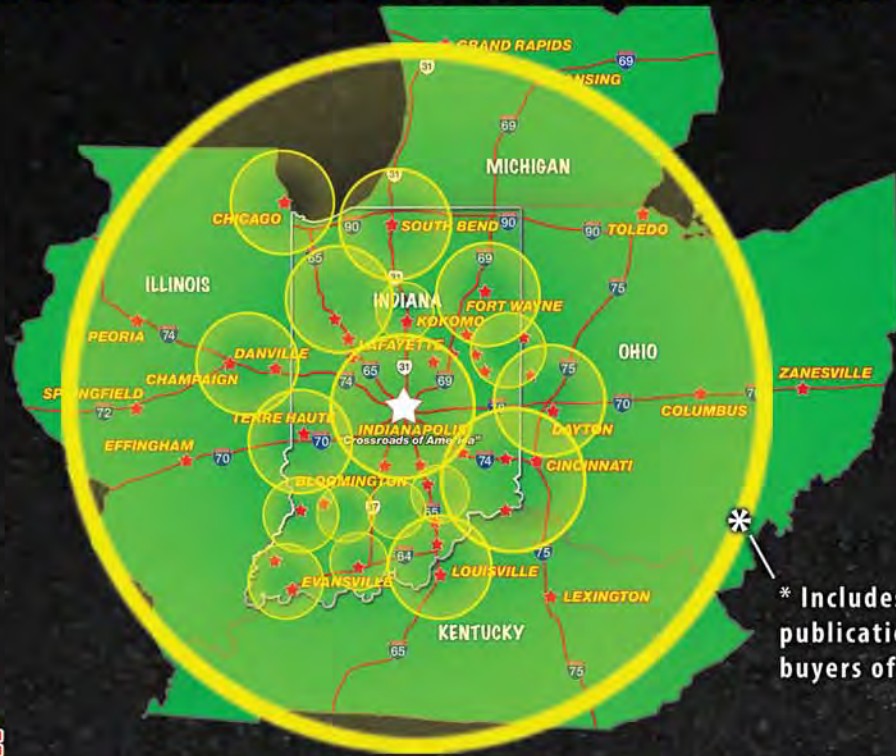
# 2018

[WWW.INDYSPORTSHOW.COM](http://WWW.INDYSPORTSHOW.COM)

INDIANA STATE FAIRGROUNDS • EXPOSITION HALL

# A SHOW WITH DRAWING POWER!

## Reach over 1 Million Households Across The Midwest!



\* Includes specialty publications targeted to buyers of your products!

### ADVERTISING:

Our Advertising Campaign includes Over 100 Television Stations, Radio Stations and Publications in the Indianapolis, Cincinnati, Louisville and Chicago DMAs and Across the Midwest!

### PUBLICITY:

Our Publicity Campaigns include traditional and social media outlets. This massive effort generates more than \$200,000 in additional media views!

With our all-encompassing and effective regional marketing campaign, we draw attendees from the entire state of Indiana, as well as visitors from Michigan, Ohio, Kentucky and Illinois! When choosing your next consumer trade show, choose a show WITH 64 YEARS OF SUCCESS!

The Indiana Motorcycle Expo is the most cost effective way to reach buyers from multiple Midwest cities all in one show!

WHEN CHOOSING YOUR NEXT CONSUMER TRADE SHOW, CHOOSE RENFRO PRODUCTIONS – A COMPANY WITH 64 YEARS OF CONSUMER SHOW SUCCESS!



83% of our attendees said they are likely to return again next year.



68% of our attendees have come to our show for 4+ years.\*



80% of our attendees are between the ages of 25-54



68% say their purchasing decisions are influenced by what they see and learn at the Expo!

\*A show so successful it brings the crowd back year after year!

- Our show visitors have above average income with an average income of \$63,600 per year.
- Meet new prospects, renew old relationships and connect with current customers
- Sell products, test market new products and market your services
- You'll see more potential buyers in just 3 days than you could see in your shop in an entire year!

### Show Hours

Friday, February 16: 1 pm - 9 pm  
 Saturday, February 17: 10 am - 9 pm  
 Sunday, February 18: 10 am - 5 pm

### Move In

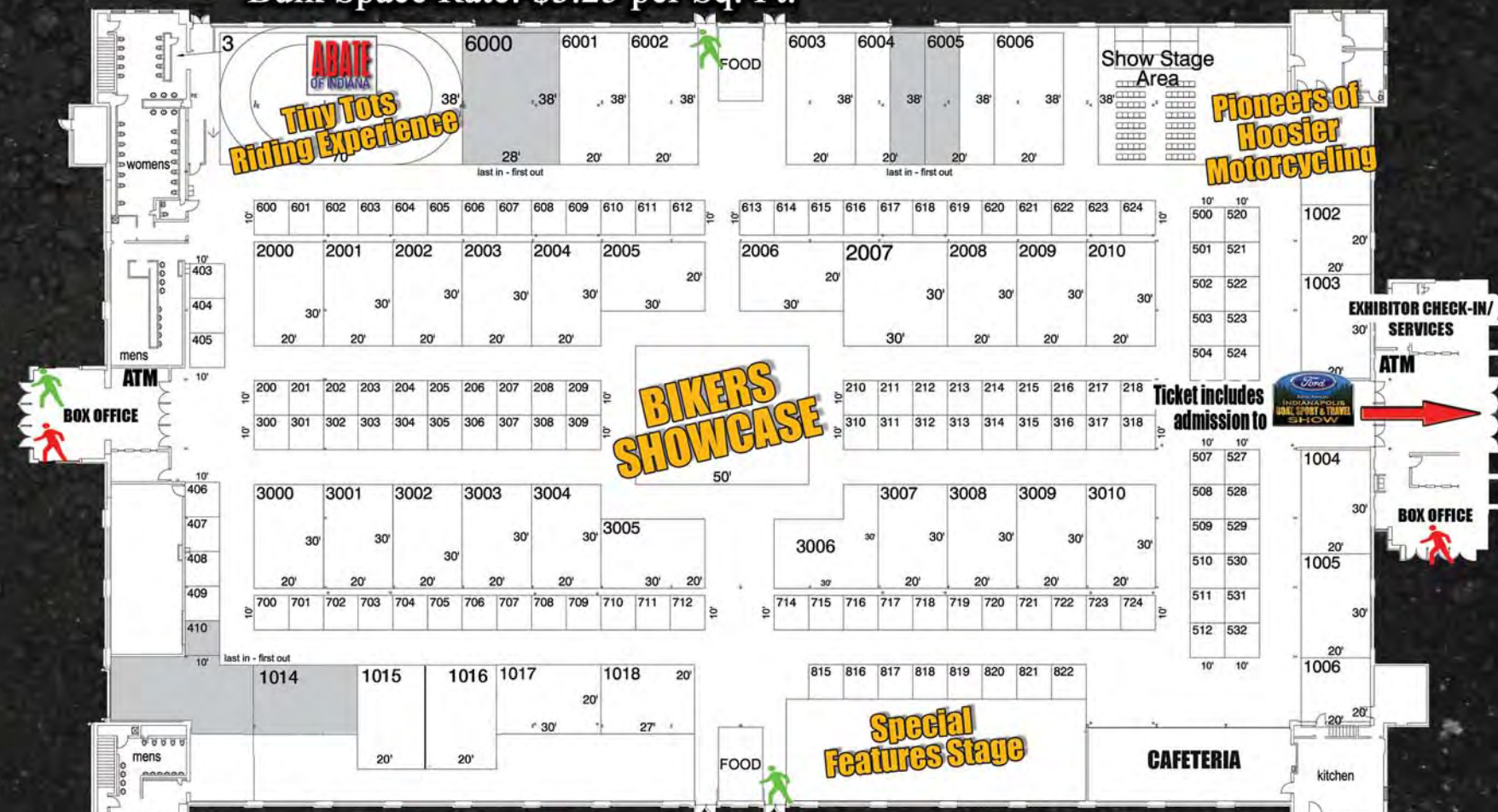
Thursday, February 15: 8 am - 8 pm  
 Friday, February 16: 8 am - 12 noon

### Move Out

Sunday, February 18: 5 pm - 10 pm

### Booth Rates

\$600 per Inline (10'x10')      \$700 per Corner (10'x10')  
 5 or more Booths: \$400 each      \$1,600 per 20'x20'  
 Bulk Space Rate: \$3.25 per Sq. Ft.



BOX OFFICE    EXHIBITOR PASSGATE ENTRANCE    LAST IN-FIRST OUT

# GET AHEAD OF THE COMPETITION!



Put your information in the hands of everyone who attends the show & who subscribe online by advertising in the 2018 Show Program!!

- Free to everyone who attends the show
- E-blasted to 10's of thousands of consumers who have specifically requested show information
- E-reader format
- Promoted on all of our Social Media sites with links directly to the show program
- \* Show Program Attendee Readership:
  - 50% read the Show Program at the Show
  - 40% read the Show Program on the website
  - 38% read the Show Program as an e-magazine

- Full Page Back Cover - \$2,500
- Full Page Inside - \$1,800
- Front Cover Banner Ad - \$1,500
- ½ Page Ad - \$975
- Banner Ad - \$875
- ¼ Page Ad - \$595
- Business Card Ad - \$200

**FULL COLOR ADS!**

**SAVE 10% on Your Ad When Purchased With Your Booth Space! Space is Limited!! Order Now!!**

## Here Are Some Unsolicited Comments from our Exhibitor Survey...

"The attendance was awesome!"

"The show was great, good friendly staff, great traffic flow, no issues!"

"We had positive feedback all during the show! We have secured new customer jobs each week since the Show. Great return on investment!"

"The show is FINE! We talked to lots and lots of interested and interesting people and are still selling after the Show!"

"The vendors do a good job with their booths and give the Show a high quality feel."

"Easy move-in and move-out, we love it!"

**Call us today for information and reserve your space!**

**Kevin Renfro • Mitch Renfro • Chuck Evans**

**765-641-7712 • 877-892-1723 • fax 765-641-7756 • info@renfroproductions.com**



**www.IndySportShow.com**