Largest Sport Show in the Nation

Ford

72ND ANNUAL

INDIANAPOLIS BOAT, SPORT & TRAVEL SHOW™

February 19-21 & 24-28

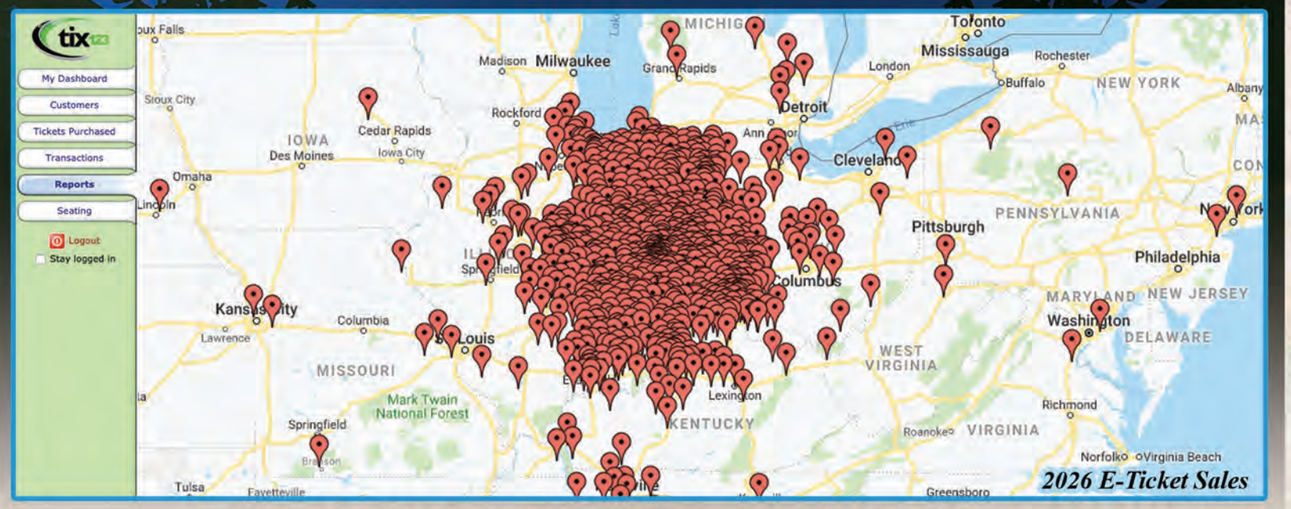
2027

INDIANA STATE FAIRGROUNDS • INDIANAPOLIS, INDIANA

www.RenfroProductions.com

A REGIONAL SHOW WITH DRAWING POWER!

Our Advertising Reaches Millions of Households Across The Midwest!



LOCATIONS OF OUR ACTUAL TICKET SALES SHOW JUST HOW FAR OUR REACH IS!

ADVERTISING:

Our comprehensive Advertising Campaign airs on media throughout all of Indiana and across major cities in the Midwest. Through television, radio and print - we reach everything from the hometown market to major metropolitan areas!

PUBLICITY:

Our Publicity includes: • Feature Stories in Daily, Weekly & Monthly Publications
- **Television Broadcasts with Exhibitors Live From the Show Floor & In-Studio**
- **Experience LIVE podcasts from the Sport Show with Industry Experts**
- **Pre-show and live radio interviews from the floor**
- **New products and story ideas sought out and featured by outdoor industry writers**

SOCIAL MEDIA:

We Use All Social Media Platforms Extensively Through Posts, Videos, Shared Content & Live Streamed Events to Promote Exhibitors & Showcase New Products.

Follow Us on
- **• Facebook: Indianapolis Boat, Sport & Travel Show**
- **• Instagram: @IndySportShow**
- **• YouTube: Indpls Boat Sport & Travel Show**

NEW: Exhibitors can now access the show 2 hours prior to opening each day

Show Hours

Fri., February 19:	1 pm - 8 pm
Sat., February 20:	10 am - 8 pm
Sun., February 21:	10 am - 5 pm
Closed Mon. & Tues.	
Wed., February 24:	12 noon - 7 pm
Thur., February 25:	12 noon - 7 pm
Fri., February 26:	12 noon - 8 pm
Sat., February 27:	10 am - 8 pm
Sat., February 28:	10 am - 5 pm

**Show office will be open from 8a-6p daily for check-in.*

For more details about move-in/setup, see Exhibitor Guide.

Move In/Set Up Hours*

	All Buildings	
Tues., February 16:	Bulk Only	8 am – 8 pm
Wed., February 17:	Bulk Only	8 am – 6 pm
Thurs., February 18:	Bulk Only	8 am – 8 pm
	Booths Only	12 pm – 8 pm
Fri., February 19:	Bulk & Booth	8 am – Noon
Mon. Feb 23 & Tues. Feb. 24 - CLOSED		
Wed., February 24:	Bulk & Booth	8am - 11am

Move Out/Tear Down Hours

	All Buildings
Sun., February 21:	5:01 pm – 10 pm
Sun., February 28:	
After Official Closing	5:01 pm – 10 pm
Mon., March 1:	8 am – 4 pm

Booth & Bulk Space Rates

Inline:	Corner:
$1,000 (Full Show)	**$1,100 (Full Show)**
$800 (First 3 Days)	**$900 (First 3 Days)**
$900 (Last 5 Days)	**$1,000 (Last 5 Days)**

Booth spaces leased in standard units of 10'x10' or 8'x10'
Includes: 8 foot back drape, 3 foot side drape, 500-watt outlet

Fishing Tackle Rates (Full Show Only):
3-4 Booths: $580.00 each (Tackle Only)
5+ Booths: $530.00 each
Special Tackle Bulk Rate: 1,000 SF. & up: $3.60 per SF
Easy access to stock trailer parking

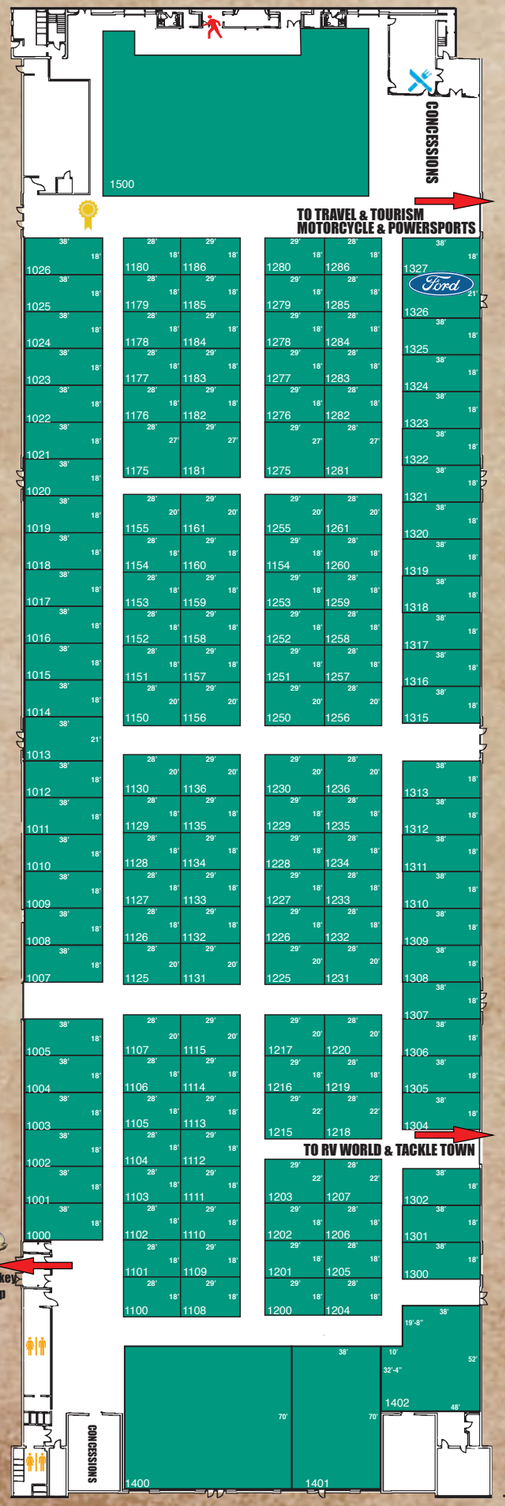
Bulk Space Rates*:	(Before 6/30)	(After 6/30)
Up to 2,000 SF:	$4.80 SF	$5.80
2,001 SF and up:	$3.80 SF	$4.80

**Bulk space areas are 400 SF and up.*

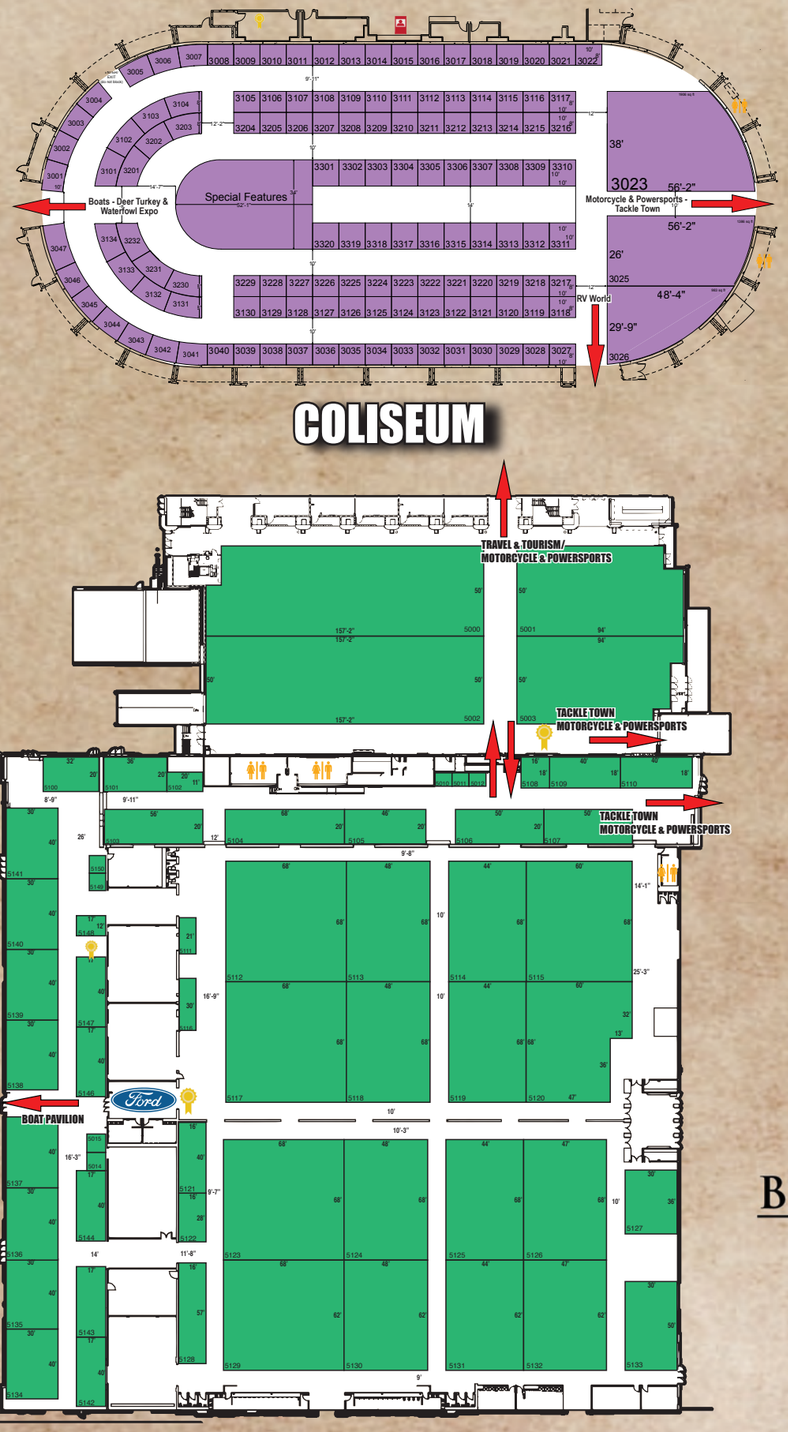
2-Show Discount!
$50 off Each Show if you do both the Indy & Cincy Sport Shows!

IndySportShow.com / mitch@renfroproductions.com

Reserve your booth today! 1.765.641.7712

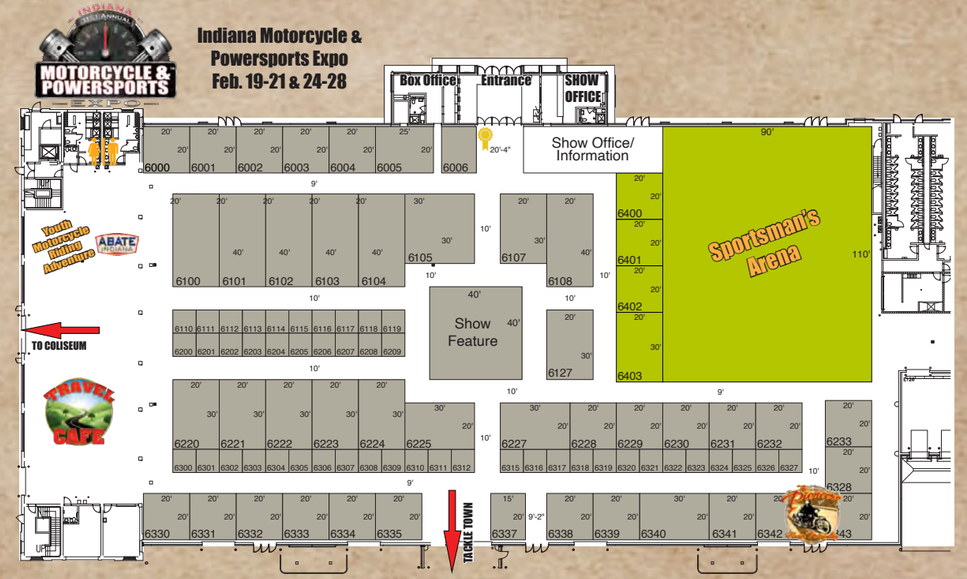


WEST PAVILION



COLISEUM

SOUTH PAVILION



CHAMPIONS PAVILION

BLUE RIBBON PAVILION

BUILDING LEGEND

- Travel & Tourism
- Tackle Town USA Fishing Tackle & Fishing Charter Captains Boating Accessories
- Boats, Docks & Lifts
- Recreational Vehicles
- Exhibitor Check-in and Services
- Motorcycle & Powersports
- Box Office

ADVERTISE IN OUR SHOW PROGRAM!

Put your information in the hands of everyone who attends the show & who subscribe online by advertising in the 2027 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 version with clickable links to your website
- Nearly ½ of our Attendees indicate they've read the Show Program in advance of the Show!
- Promoted on all of our Social Media sites with links directly to the show program

- **Center Spread (2 Pages) - $4,500**
- **Full Page Back Cover - $3,000**
- **Full Page Inside - $2,000**
- **Front Cover Banner Ad - $1,900**
- **½ Page Ad - $1,200**
- **Banner Ad - $925**
- **¼ Page Ad - $800**
- **Business Card Ad - $250**

FULL COLOR ADS!

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

71+ Years of Tradition in the Outdoor Industry!

Why are we so successful?

- An all-encompassing marketing, advertising and publicity campaign
- On-site operational experts
- Our in-house marketing team uses a multi-faceted campaign to increase reach to potential new customers for YOU
- Show Producers who care and are always accessible!
- We listen

Showcasing:

- American and Canadian Hunting and Fishing Lodges
- State Tourism • Convention and Visitors Bureaus
- Fishing Tackle Manufacturers and Retailers
- Great Lakes Sport Fishing Charters
- Vacation Resorts • Boating Accessories
- Boats • Recreational Vehicles • RV Accessories • ATVs
- Motorsports • Canoes • Kayaks • and much more!

If your business is related to the outdoors then you can't afford to miss being a part of this huge regional event!

Scan the Code and Reserve Your Booth Today!

RenfroProductions.com

It's a Fact!!

Our Show is a cost-effective and efficient way to meet face-to-face with qualified buyers.

- 80% of all attendees gathered vacation information relating to: Fishing, Camping, Hunting, Houseboat Vacations, Whitewater Rafting, & Much More.
- 87% of our attendees want to know who is at the "end of the road" before booking their big adventure!
- 75% of our attendees rated the quality of vacation information they received as above average to excellent.

ATTENTION RETAILERS!

- 77% of attendees planned to make a purchase while at the show.
- Over 82% of attendees were likely to make future purchases based on what they saw at the show.

A traditional Midwestern sport show which continues to modernize and bring in new customers who will purchase tackle, book trips, and plan their next big family vacation. A regional consumer show you cannot afford to miss!

What do our exhibitors say?

82% report that they have done business after the Show with contacts they made while exhibiting at the Show
82% reported they were satisfied & very satisfied with the number of qualified buyers/leads visiting their exhibit
91% reported they were satisfied or very satisfied with the attendance at the Show
91% of the exhibitors reported having done business with attendees from multiple markets around the Midwest region
93% said their company's participation in the show was worthwhile or very worthwhile

CONSIDER EXHIBITING IN OUR OTHER EXCITING CONSUMER EVENTS!

INDIANA SHOWS

INDIANAPOLIS Fall BOAT & RV SHOW

INDIANA MOTORCYCLE & POWERSPORTS EXPO

INDIANA DEER, TURKEY & WATERFOWL EXPO

For booth rates & to reserve your space, contact Kevin Renfro or Mitch Renfro
1.765.641.7712

HERE ARE SOME UNSOLICITED, ANONYMOUS COMMENTS FROM OUR EXHIBITORS:

"Enjoyed seeing my existing clients and making some new contacts from across the Midwest. The show appeared to have good advertisement in Kentucky which is where I'm from."

"This show is very well advertised and the Renfro staff is great to work with."

"This is a GREAT SELLING SHOW!"

"Very professional event, easy access and it's very easy to work here."

"Kevin and staff were always helpful. The current hours are great!"

"Best consumer trade show I've done so far this year!"

"The show hours are perfect.....not too long, not too short."

Reserve Your Booth Space Today!

RENFRO PRODUCTIONS & MANAGEMENT

Call us today for more information and to reserve your space!

Kevin Renfro • Mitch Renfro

Renfro Productions & Management, Inc. • 6405 Dr. MLK Jr. Blvd. • Anderson, Indiana 46013

765-641-7712

info@renfroproductions.com

Hoosier Outdoor Writers

AGLOW Association of Great Lakes Outdoor Writers

Outdoor Writers of Ohio — Conservation — Truth