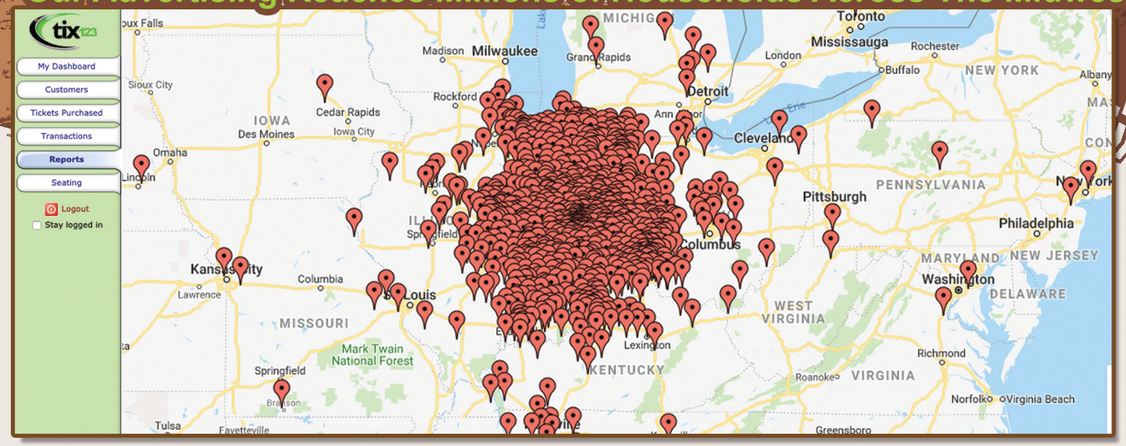
THE MIDWEST'S PREMIER
POWERSPORTS EXPO
30TH ANNUAL
INDIANA
MOTORCYCLE
AND
POWERSPORTS
EXPO
FEBRUARY 19-21, 2021
INDIANA STATE FAIRGROUNDS • EXPOSITION HALL
www.RenfroProductions.com

A SHOW WITH DRAWING POWER!

Our Advertising Reaches Millions of Households Across The Midwest!



MAP OF 2020 E-TICKET PURCHASES

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 includes: • Television Broadcasts with our Exhibitors Live from the Show Floor & In-Studio • Feature Stories in Daily, Weekly & Monthly Publications • Facebook Live Interviews with Exhibitors & Celebrity Guests

SOCIAL MEDIA:

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

Facebook: Indiana Motorcycle Exposition Instagram: @IndyMotoExpo YouTube: Indiana Motorcycle Expo

WHEN CHOOSING YOUR NEXT CONSUMER TRADE SHOW, CHOOSE RENFRO PRODUCTIONS - A COMPANY WITH OVER 65 YEARS OF CONSUMER SHOW SUCCESS.

83% ATTENDEES LIKELY TO RETURN AGAIN NEXT YEAR

79% ATTENDEES HAVE COME TO THE SHOW FOR 4+ YEARS

60% ATTENDEES ARE BETWEEN THE AGES OF 25-54

81% ATTENDEES SAY THEIR PURCHASING DECISIONS WERE INFLUENCED BY WHAT THEY SEE & LEARN AT THE EXPO

Our show visitors have an above average income, earning an average 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.
Move your store location where you will see tens of thousands of potential customers in 3 days!

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 per Sq. Ft.: 401-800 - $3.25
801-1600 - $3.00
1601-1800 - $2.75
1801 & over - $2.50

SHOW HOURS

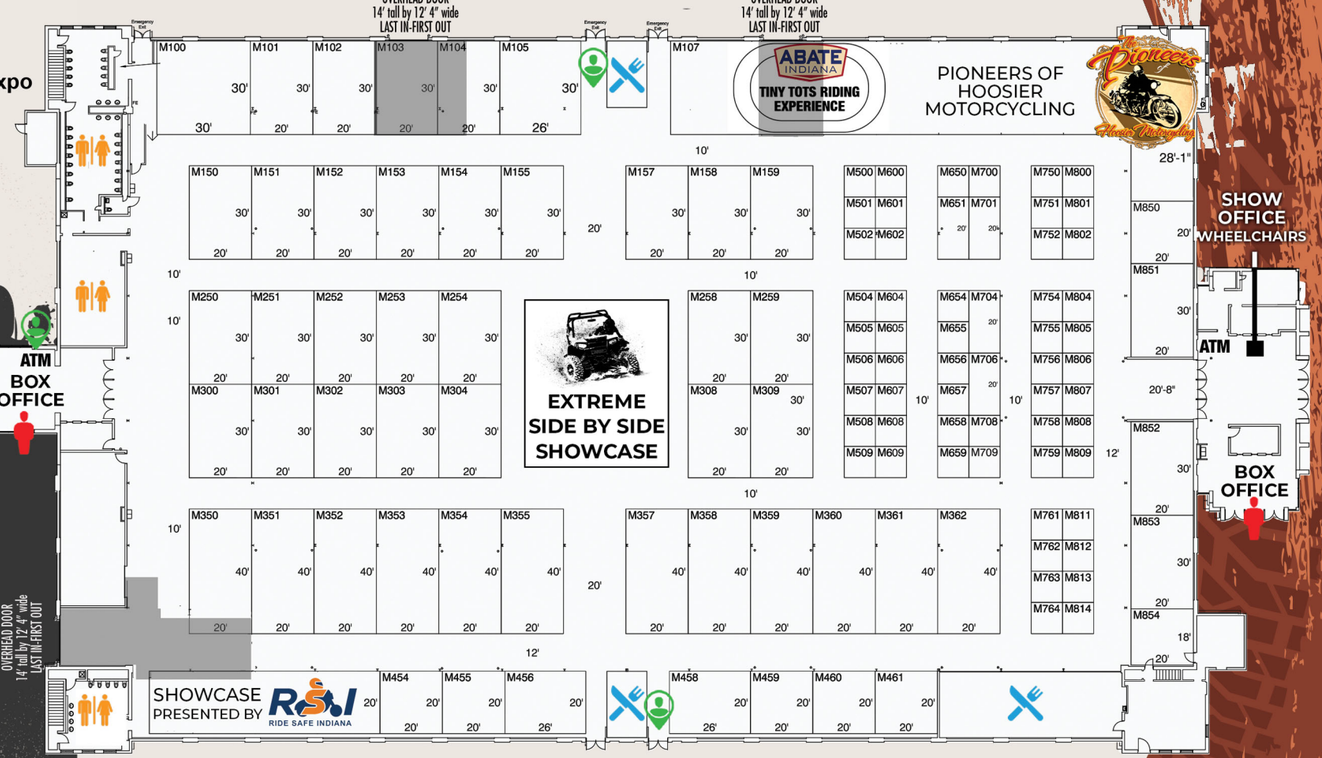
Friday, February 19:	1 pm - 8 pm
Saturday, February 20:	10 am - 8 pm
Sunday, February 21:	10 am - 5 pm

MOVE IN

Thursday, February 18:	8 am - 8 pm
Friday, February 19:	8 am - 12 noon

MOVE OUT

Sunday, February 21:	5 pm - 10 pm



ADVERTISE IN OUR SHOW PROGRAM!

Put your information in the hands of everyone who attends the show & who subscribe online by advertising in the 2021 Show Program!!

- Get ahead of your competition. Start selling before the show begins
- 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
- Over 50% of our Attendees indicate they've read the Show Program in advance of the Show!

- **Full Page Back Cover - $2,500 -SOLD**
- **Full Page Inside - $1,800**
- **Front Cover Banner Ad - $1,500 -SOLD**
- **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. . .

"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."

"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

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www.RenfroProductions.com