FLORIDA SPORTSMAN

Since 1969

2017-2018 MEDIA KIT

25 YEARS

FLORIDA SPORTSMAN EXPO

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25 YEARS FLORIDA SPORTSMAN EXPO

For the 25th year, Florida Sportsman Magazine will be hosting the extremely popular Florida Sportsman Expos.

BOOTH SPACE

- All booths are 10' × 10' indoors.
- In-line or Corner locations available.
- Combine booths for larger display area.
- 10' × 8' curtain backdrop (per booth) for hanging signs or banners.
- Includes (1) 8' Skirted table & (2) chairs.
- Wide aisles.
- Electrical hook-up & carpet available for additional charge.

BULK SPACE

- Only $2 per Sq. Ft.
- Less expensive for larger displays – Boats, RVs, ATVs, etc.
- Electrical hook-up & carpet available for additional charge.

EXPO HIGHLIGHTS

- 2- Day Event, Saturday & Sunday
- Put your products in the hands of a Florida Sportsman.
- 6 Stages with non-stop seminars keep attendees there all day.
- Attendees expecting to find Buying Opportunities.
- Displays include: Fishing tackle, Boats, RVs, ATVs, Archery, Hunting gear, Guns, Outdoor apparel.
- Heavily promoted—Magazines, Billboards, Radio, Social Media, Website, Email

SPONSORSHIP OPPORTUNITIES

- Inshore Stage
- Offshore Stage
- Angler on Foot Stage
- Kayak Stage
- Flyfishing Stage
- Fly Casting Pond
- Hunting Stage
- Bait, Rigs & Tackle Seminar Area
- Kids Activity Area
- Product Demo Area
- Expo Program Ads

2-Day Events
Buying opportunities are **#2 reason** for attending expo

Numerous **sponsor** opportunities

Put **your product** in the hands of a Florida sportsman!

2017/2018 Show Schedule

TAMPA October 7-8 Florida State Fairgrounds ■ **FT. MYERS January 20-21 Lee Civic Center**

This will be the 25th year that Florida Sportsman Magazine will be hosting the Florida Sportsman Expo at the Florida State Fairgrounds in Tampa and at the Lee Civic Center in Ft. Myers. Inside the Expo halls we have 150 exhibitors in Tampa and over 90 exhibitors in Ft. Myers all displaying fishing tackle, hunting gear, outdoor apparel and much more.

- Hourly seminars, on 6 different stages; hosted by the areas best angling and hunting experts. Inshore, Offshore, Angler on Foot, Flyfishing, Kayak & Hunting.
- Hands-on instruction for throwing a Cast Net.
- An indoor fly-casting pond.
- Baits, Rigs and Tackle Academy, which has room for up to 60 anglers to take turns sitting at tables with all supplies and tackle while Florida Sportsman staff gives hands-on instruction on properly rigging baits and lures.
- Kids will be kept busy and win free prizes with the FWC's "Fish ID" contest, kids fishing derby and activity area.
- A 3-D archery shoot where attendees can hone their bow hunting skills shooting at life-sized targets.
- Outside, exhibitors will display boats, trucks, RVs and ATVs.

It's a great chance for everyone from beginners to experts to learn new tactics, pick up added skills and take advantage of show specials. If you love the outdoors, you don't want to miss this show.

EXPO TAMPA

OCT 7-8, 2017

Florida State Fairgrounds
4800 U.S. 301
Tampa, FL

Show Hours:

10am – 5pm, Saturday
10am – 4pm, Sunday
Admission: $8 adults,
kids under 12 w/parents free.

EXPO FT. MYERS

JAN 20-21, 2018

Lee Civic Center
11831 Bayshore Rd.
Ft. Myers, FL

Show Hours:

10am – 5pm, Saturday
10am – 4pm, Sunday
Admission: $8 adults,
kids under 12 w/parents free.

Inshore Fishing Stage - $1,000
5 hourly seminars each day. Your product on display at the stage. Your banner displayed on the stage along with logo adjacent to seminar times listed in the Expo Programs.

Offshore Fishing Stage - $1,000
5 hourly seminars each day. Your product on display at the stage. Your banner displayed on the stage along with logo adjacent to seminar times listed in the Expo Programs.

Kayak Stage - $500
4 hourly seminars each day. Your banner and product displayed on the stage along with logo adjacent to seminar times listed in the Expo Programs.

Flyfishing Stage - $500
Beginners and veteran flyfishers alike will benefit from expert tips from some of Florida's best flyfishers. 4 hourly seminars each day. Your banner and product displayed on the stage along with logo adjacent to seminar times listed in the Expo Programs.

Angler on Foot Stage - $1,000
5 hourly seminars each day. Your product on display at the stage. Your banner displayed on the stage along with logo adjacent to seminar times listed in the Expo Programs.

Hunting Stage - $500
4 hourly seminars each day. Your product on display at the stage. Your banner displayed on the stage along with logo adjacent to seminar times listed in the Expo Programs.

The Baits, Rigs and Tackle Academy – $1,000
Anglers get hands-on instruction on rigging baits and lures. Your banner displayed on the stage along with logo adjacent to seminar times listed in the Expo Programs.

Fly Casting Pond - $500
Free fly-casting and fly-tying instruction throughout the entire Expo. Your banner displayed at the pond along with logo in the Expo Programs.

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Expo Program Ads
1/8 page - $100
1/4 page - $200
1/2 page - $400
Full page - $800
Back Page of the Expo Program - $800

Thanks for being an exhibitor at the upcoming Florida Sportsman Expo in Tampa on October 7-8, 2017, at the Florida State Fairgrounds. Below are the move-in/out instructions and other info you'll need.

MOVE-IN/MOVE-OUT, TAMPA, FLORIDA STATE FAIRGROUNDS

1. Upon arrival for set-up go to the Expo Registration office inside the hall to check in and receive exhibitor badges. These are for those who will be working your booth. On show days, to avoid parking fees, you must enter through the Orient Road entrance after 8 am and show the security guard your exhibitor badge. There must be a badge for each person in the vehicle. At check in you will be shown the exhibitor's parking lot.

2. BOATS: For all boats/trailers/RVs that will be indoors during the Expo need to arrive anytime between 12:00 pm. and 5:00 pm. on Thursday, 10/5. Boats can be staged outside Thursday morning beginning at 8 am.

PLEASE NOTE: This schedule must be followed to avoid causing delays for our other vendors. No one will be allowed to move-in on Saturday.

3. Inside Booth Exhibitors and Outside may arrive anytime between 10 am. and 6 pm. on Friday, 10/6.

4. Show Hours: The Fairgrounds will be open to exhibitors beginning at 8 am. each morning of the show. Public Hours are Saturday, 10/7, 10 am. - 5 pm. and Sunday, 10/8, 10 am. - 4 pm. You must be set-up and ready when the show opens at 10 am. on both days.

5. Move-out: We close an hour earlier Sunday to help with move-out, therefore, as a courtesy to our late arrival attendees, we ask that you DO NOT begin moving out before the show closes at 4 pm.

ANY EXHIBITOR WHO BREAKS DOWN THEIR BOOTH BEFORE 4PM ON SUNDAY WILL NOT BE ALLOWED TO PARTICIPATE IN FUTURE FLORIDA SPORTSMAN EVENTS!

Move-out must be completed by Sunday evening with the exception of boats/vehicles. You will have until Monday morning.

6. SECURITY: The exhibit hall will be closed Friday & Saturday nights. Security will be provided but we cannot guarantee the safety and security of your goods. Please take the appropriate measures to secure your property.

7. Ordering electric: See the attached form to order electric. This is done directly with the Fairgrounds and not Florida Sportsman. Please make note that it is cheaper to order in advance. You must bring your own extension cord.

8. Communication: Cell phones usually work in the hall. WI-FI is available for a daily fee of $15. This must be done through the Fairgrounds, not FS.

9. Carpet or additional tables: A draped skirted table and two chairs come with your booth. For Bulk space, bring your own tables/chairs or you can rent carpet, tables and chairs. See the attached form to order from Expositions Etc.

10. Shipping ahead: Send any advance shipments to the Expo no more than a week in ahead of the event to: FLORIDA STATE FAIR AUTHORITY, JANICE RILEY, 4800 HWY. 301 NORTH, TAMPA, FL. 33610. Be sure to clearly number and mark each box "For Florida Sportsman Expo".

11. Conduct: No drinking of alcoholic beverages is allowed during the Expo. Food and beverages cannot be sold or given away without the approval of the fairgrounds due to the contracts between the fairgrounds and their contractors.

12. FS Expo staff will be present throughout the event to assist you if needed. Our goal is to do everything possible to ensure you have a great, successful Expo.

THANK YOU FOR BEING A PART OF THE FLORIDA SPORTSMAN EXPO!

Contact Info:

Michelle & Mike Conner, Show Directors
Florida Sportsman
772-333-0530 tel, 772-219-6915 fax
FSExpo@outdoorsg.com

25 YEARS

FLORIDA SPORTSMAN EXPO

EXPO TAMPA

OCT 7-8, 2017

Florida State Fairgrounds
4800 U.S. 301
Tampa, FL

Show Hours:

10am – 5pm, Saturday
10am – 4pm, Sunday
Admission: $8 adults,
kids under 12 w/parents free.

Thanks for being an exhibitor at the upcoming Florida Sportsman Expo in Ft. Myers on January 20 - 21, 2018, at the Lee Civic Center. Below are the move-in/out instructions and other info you'll need.

MOVE-IN/OUT, FT. MYERS, LEE CIVIC CENTER

1. Upon arrival at the Lee Civic Center you must check in with the Show Office to receive exhibitor badges BEFORE you begin to set up your booth. Set-up will begin on Thursday, Jan 18th at 9 am. and will begin with move-in of boats, RVs, and trailers. Friday, Jan 19th doors will open at 10 am. You can unload through the large roll up door behind the main building. Park in the outside lot, behind the fence, in the back of the main building during the Expo over the weekend. Do NOT park up against the building. This area must remain open during the show.

2. All boats/trailers/RVs that will be indoors during the Expo can begin move-in any time on Thursday, Jan 18, between 9 am. and 5 pm. If desired, you can stage outside Thursday morning beginning at 8 am. Please note: Because of the complex floor plan that allows for booths mixed with boats, stages, casting ponds, etc., this schedule is critical to an orderly move-in and set-up. Boat, trailers or RV move-ins on Friday would create difficult or impossible situations and cause delays because of narrow aisles, tight corners and scattered hand trucks, boxes and dollies. Your cooperation and understanding is appreciated.

3. Booth Exhibitors and Outside boats, trailer and RVs: On Friday, Jan 19, the doors will open at 10 am. until 8 pm.

4. Move-ins are not allowed Saturday morning or during the show. The Lee Civic Center will be open to exhibitors beginning at 8 a.m. each morning of the show, but do not attempt to start or complete your move-in Saturday morning. Expo hours: Sat., Jan 20, 10 to 5; Sun., Jan 21, 10 to 4. Please be present each morning before the expo opens.

5. Move-out: As a courtesy to late-arriving attendees, start tearing down only when the show closes at 4 pm. on Sunday. Move out should be completed by Sunday evening, although if needed we will be present Monday from 8 am. to 11 am.

ANY EXHIBITOR WHO BREAKS DOWN THEIR BOOTH BEFORE 4PM ON SUNDAY WILL NOT BE ALLOWED TO PARTICIPATE IN FUTURE FLORIDA SPORTSMAN EVENTS!

6. Security: The building will be locked down when not in use. HOWEVER, WE CANNOT GUARANTEE THE SECURITY OR SAFETY OF YOUR GOODS AND IT IS STRONGLY RECOMMENDED THAT YOU TAKE STEPS TO SAFEGUARD YOU OWN PROPERTY.

7. Communications: Cell phones generally work well. Wi-Fi is available inside the Center.

8. Tables: A draped, skirted table and two chairs come with each 10x10 booth. Extra tables can be rented for $10 each and $2 per chair. For bulk spaces, you can bring your own tables and chairs. Carpet can be arranged through Chene (727-577-1168)

9. Camping: Camp sites are available around the large lake for $25 per night.

10. Shipping ahead: Send any advance shipments to arrive ahead of the expo but no more than one week before the event to:

Lee Civic Center
11831 Bayshore Road
Ft. Myers, FL 33917

Be sure to clearly number and mark each box: For Florida Sportsman Expo

FS management staff will be present in the Show Office during move-in/out and throughout the Expo to address your needs or concerns.

Contact Info:
Michelle & Mike Conner, Show Directors
Florida Sportsman
772-333-0530 tel, 772-219-6915 fax
FSExpo@outdoorsg.com

25 YEARS
FLORIDA SPORTSMAN EXPO

EXPO FT. MYERS

JAN 20-21, 2018

Lee Civic Center
11831 Bayshore Rd.
Ft. Myers, FL

Show Hours:

10am – 5pm, Saturday
10am – 4pm, Sunday
Admission: $8 adults,
kids under 12 w/parents free.

25 YEARS FLORIDA SPORTSMAN EXPO

Application and Contract for Exhibit Space

Fishing • Boating • Hunting • Guns • RVs

❑ Tampa • Florida State Fairgrounds October 7-8, 2017

We require ____ 10×10 booth(s) @ $495
We require ____ 10×10 corner booth(s) @ $595
We require ____ sq. ft. of indoor space @ $2 sq. ft.
We require ____ sq. ft. of outdoor space @ $1.50 sq. ft.

Name of Company _____

Date _____

Address _____

City _____

State _____ Zip _____

Contact Person _____

Phone _____

Email _____

Authorizing Signature _____

The undersigned has read and agrees to the terms, rules and regulations of the Florida Sportsman Expo and hereby reserves the following exhibit space as indicated. (Please print clearly)

Exhibit Space: All booths are 10x10, indoors and include (1) 8' table, (2) chairs. Electric hook-up and carpet available for additional charge. **Deposits:** A $200 deposit for booths and $500 for bulk space is due for each Expo with application. Balance must be paid no later than 30 days prior to each Expo.
Space Selection: Booth space will be confirmed only after deposit and application is received, and in accordance with below stated previous exhibitor agreement. New exhibitors and previous exhibitor space increases will be assigned on a first-come, first-served basis. Previous exhibitors are given right of first refusal to space occupied during the prior year, provided that application and deposit are received no later than 90 days prior to the show they are attending.
Show hours: 10am – 5pm on Saturday, 10am – 4pm on Sunday.
Admission: $8 adults, kids under 12 with parents free.
Move In: Booths – Friday, 8 am to 8 pm. Boats & RVs – Thursday, 10am to 6pm.
Move Out: Sunday, 4pm and Monday, 8am to noon.

❑ Ft. Myers • Lee Civic Center January 20-21, 2018

We require ____ 10×10 booth(s) @ $495
We require ____ 10×10 corner booth(s) @ $595
We require ____ sq. ft. of indoor space @ $2 sq. ft.
We require ____ sq. ft. of outdoor space @ $1.50 sq. ft.

Special Instructions:

_____

_____

_____

We will require electric. ❑ YES ❑ NO (check one)

Booths: Total booth(s) per Expo _____ × rate = Total $ _____ per Expo

Boat & RV Space/Bulk: Total sq. ft indoor _____ outdoor _____ per Expo × rate

= Total $ _____

Sponsorship: Stage/Area _____ $_____

Grand Total: Booth(s)/Bulk Space/Sponsorship $ _____

Deposit $ _____ Balance Due $ _____

Name of Card Holder _____

Card # _____

Expiration Date _____

Security Code _____

Amount Charged $ _____

Show Location(s) ❑ Ft. Myers ❑ Ft. Pierce ❑ Tampa

Signature _____

Date _____

Credit cards accepted or make check payable to Florida Sportsman Magazine and mail to:
Florida Sportsman Expo, Michelle & Mike Conner, Show Directors, 2700 S. Kanner Hwy. Stuart, FL 34994 • Ph: 772-333-0530 • Fax: 772-219-6915 • Email: FSExpo@outdoorsg.com

TERMS, RULES AND REGULATIONS

In consideration of the deposit received with this application for exhibit space to be provided by Florida Sportsman in accordance with the laws of the State of Florida, the following is agreed:

1. Admissible Exhibits-Florida Sportsman Expos (hereinafter FS) will be the sole judge of exhibits that are admissible for the Expos. Exhibitor agrees to display only new product. No products may be displayed without the endorsement of the manufacturer.

2. Payment-All amounts due FS must be paid in full before exhibitor moves into the Expos. Any changes in exhibit space necessitating a change in the amount due will be made in writing and the difference paid by FS or exhibitor within 10 days of the written modification. Deposits for space are not refundable. If exhibitor cancels prior to 30 days of the opening of an Expo, any amount paid over the deposit will be refunded. A cancellation within 30 days of the show does not relieve exhibitor of payment or other contractual obligations.

3. Forfeiture of booth-If exhibitor fails to pay the full amount due within the above-mentioned timeframes, or fails to occupy the allotted booth space for whatever reasons, FS shall have the right to dispose of said space as it considers in the best interest of the Expo.

4. Subleasing-Exhibitors may not sublease their booth space. Non-exhibiting entities shall not be allowed to solicit or place any kind of sales or advertising materials anywhere in the Expo.

5. Show Coordination-Each exhibitor will receive complete information on services provided by the Expo site and various contractors available. It is the responsibility of each exhibitor to enter into such agreements with said contractors and FS does not warrant or guarantee performance on their part.

6. Liability-Exhibitor shall hold harmless FS, its agents, employees and assigns, from all claims, liability, damage, actions, judgments or other losses resulting out of negligence of the exhibitor. This shall include expenses incurred, injuries, death, theft or damage while in transport to or from the Expo site or anywhere on the Expo site premises at any time. Exhibitor shall be responsible for maintaining sufficient liability and other necessary insurance to protect its interest and those of visitors to their space. The exhibitor shall comply with all local, state and federal laws. FS shall have no liability whatsoever for any matter or thing resulting from strikes, lock-outs, fire, acts of God or other causes beyond the reasonable control of FS, except that if Exhibitor's Expo space has not been made available to exhibitor, FS shall return to exhibitor payments made by Exhibitor after deducting therefrom a pro-rata share of expenses incurred in connection with said Expo. FS may return to exhibitor all or a portion of payments made by exhibitor if judged warranted by FS.

7. Amendments, Expo Conduct-FS shall have full power to alter Expo events or schedules in a manner deemed beneficial to the Expo. Exhibitor agrees to be bound by all decisions regarding space assignment, nature and style of exhibit, floor management before, during and after Expo hours, interpretations and enforcement of rules including amendments and changes or further rules as may be considered necessary for the sake and proper conduct of the Expo.

8. Binding Agreement-This agreement shall bind the parties thereto, their successors, heirs, executors or administrators. If any changes are needed to bring any part of this agreement within the ambit of law, it is agreed that only those changes shall be made and the remainder and balance of the agreement will be valid and binding.