



# 2021 EVENT PROSPECTUS



January 8-10 // 2021  
CincinnatiFishingExpo.com

## ABOUT THE EVENT

IF FISHING IS YOUR PASSION, THEN BE SURE TO MARK YOUR CALENDAR FOR JANUARY 8-10, 2021 WHEN THE CINCINNATI FISHING EXPO COMES TO THE SHARONVILLE CONVENTION CENTER.

Join us January 8-10, 2021 when the Cincinnati Fishing Expo comes to the Sharonville Convention Center for three days of sport fishing education and fun! With a jam-packed schedule of educational seminars, speakers, activities, and nearly 250 booth spaces, the Cincinnati Fishing Expo provides an excellent opportunity for anglers of all ages and skill levels to expand their fishing knowledge.

### SHOW HOURS

Friday 12:00 (noon) -7:00 pm

Saturday 9:00 am - 6:00 pm

Sunday 10:00 am - 4:00 pm

- Nearly 250 exhibitor booths on display. Exhibitors from the U.S. and Canada including fishing tackle and gear, guides and trips, outdoor outfitters and much more.
- Daily free seminars taught by professional bass, walleye, crappie, musky, perch, trout, catfish and carp anglers.
- The Ultimate Kid's Zone with live seminars, casting contests, interactive demonstrations and more. Kids 17 and under free with adult admission.

### 50+ FREE SEMINARS



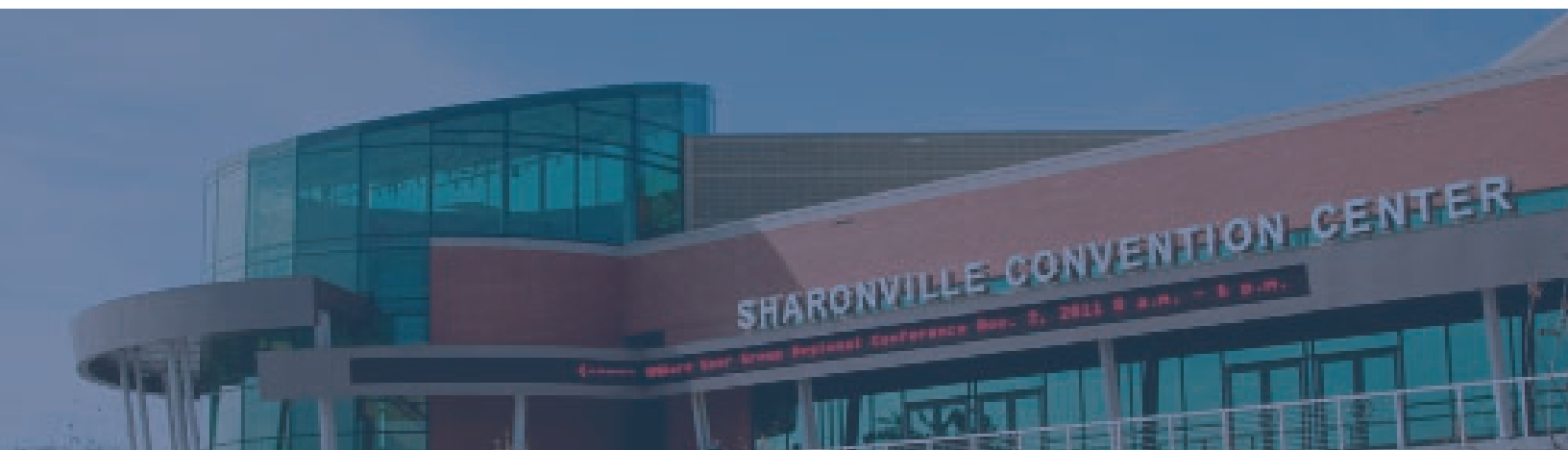
### CASTING CONTESTS



### ULTIMATE KIDS ZONE



### THE LATEST GEAR





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# THE EXPO

## WHY ARE WE THE BEST FIT FOR YOUR BUSINESS?

- **2021 estimated attendance: 15,000+**
- Comprehensive regional marketing campaign.
- On-Site operations team.
- Statistical and demographic info gathered by professional marketing firm.
- Show owned and operated by fishermen.

## SHOWCASING

American and Canadian Fishing Lodges and Charters · State Tourism Offices · Fishing Tackle and Gear · Great Lakes Fishing Charters · Boats · Outfitters · Boat Accessories · Canoes · Kayaks · Trucks · and more!

## SPECIAL FEATURES

- 50+ Free Seminars
- Top Pros from every species
- Ultimate Kids Zone
- Kids 17 and under free!

## CINCINNATI, OH

Resting along the banks of the Ohio River, the vibrant Cincinnati region spans portions of three states and boasts the largest metropolitan population in Ohio.

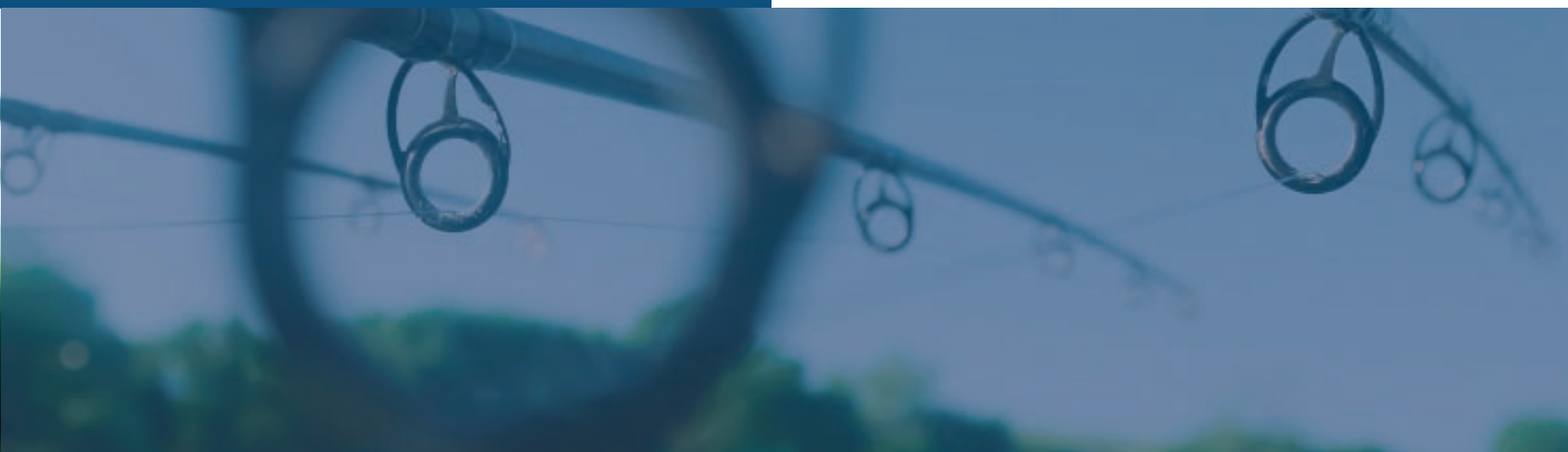
Selected by Travel and Leisure as one of the "Best Places to Travel" and listed as one of the top ten "Best Places to Go" by the New York Times. The Cincinnati region has a lot to offer.

## THE VENUE

The Sharonville Convention Center is Cincinnati's premier facility for world class events. With over 65,000 square feet of event space and another 40,000 square feet opening in the summer of 2021.

## THE REACH

The Cincinnati Fishing Expo is the premier fishing event in the region. With visitors traveling from Indiana, Kentucky, Tennessee, and West Virginia.





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# EXHIBITORS

**THE CINCINNATI FISHING EXPO** is attended by thousands of fishing and outdoor enthusiasts with an affinity for your products. We can't wait to put them in touch with you.

## 2021 BOOTH RATES

**8'x10' Inline** - \$600

**5'x10' Club and Org** - \$300

**8'x10' Corner** - \$700

**8'x20' Double** - \$1,000

Booth rental includes pipe and drape, 2 chairs and 8' table and wireless internet.

Electric service available for an extra fee.

## 2021 BULK RATES

**\$3.00 per square foot**

Bulk spaces are for large items such as vehicles, boats, etc.

### Move In/Set Up Hours

**Thursday, January 7** 10AM-6PM

**Friday, January 8**

9AM-11AM

**Note:** Please review your exhibitor kit for information on dock use and shipping.

### Move Out/Tear Down Hours

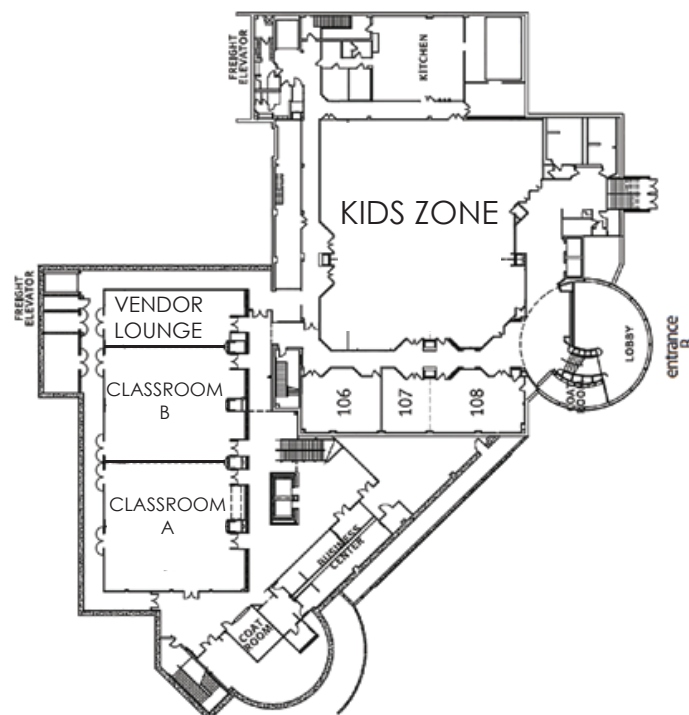
**Move Out:** January 10, 4PM-10PM





# FLOORPLAN

**THE COLUMBUS FISHING EXPO** is attended by tens of thousands of fishing and outdoor enthusiasts with an affinity for your products. We can't wait to put them in touch with you.





# SPONSORSHIP

**THE CINCINNATI FISHING EXPO** creates greater awareness for your brand. Our sponsors reach millions of targeted consumers all over the region.

## **Title Sponsor (1) \$10,000**

- Brand incorporated into event logo
- Sponsorship mention in commercials
- Banner on exterior of event building
- Banner placement on main stage (provided by sponsor)
- Logo on all print collateral
- Logo on expo guide
- Logo/Linking on website
- Naming rights to event "Cincinnati Fishing Expo, powered by [Sponsor]"
- Name mention during PA announcements during the event
- Name mention during all media releases and interviews
- Complimentary booth space (16'x20') (additional space at 50% discount)
- **Copy of attendee database for remarketing.**

## **Presenting Sponsor (5) \$5,000**

- Banner placement in exhibit hall (provided by sponsor)
- Logo on all print collateral
- Logo on expo guide
- Logo on billboard advertising
- Sponsorship mention during PA announcements
- Logo/Button on website
- 50% discount on booth rental
- **Copy of attendee database for remarketing.**

## **Primary Event Sponsor (4) \$1,500**

- Banner placement in event area (Kid's Zone, Great American Fish Fry, Kayak Pool)
- Naming right of event "Kroger Great American Fish Fry"

## **Speaker Sponsor (3) \$1,000\***

- "Tracker Boats presents Roland Martin"
  - Speaker in your booth for 30 minutes
  - Autographed promotional item giveaway during seminar on main stage
- \* Subject to speaker approval.

## **Seminar Stage Sponsorship (2) \$750**

- Banner Placement behind seminar stage
- Naming right of stage

## **Mobile App Sponsor \$750**

- Your brand will be recognized on the splash page each time the app is opened and will have up to 4 banners ad in the app.

## **Social Media Package \$250**

- 5 native messages advertising your company starting 2 weeks before the show, and 5 native messages the week of the show.
- Send us prepared messages or let the Fishing Expo marketing staff do it for you.

## **Email Sponsorship \$250/email**

- Emails are sent to our opt-in list
- Sponsor logo will appear at the end of the mail with a hyperlink to the designated website.

## **A-Frame Signage (3) \$225**

- Promote your company outside the entrance to the crowds standing in line with a weather proof a-frame insert you provide (24x36)

## **Restroom Marketing \$200**

- Promote your company and booth # on t-stands outside our 4 restroom entrances (11x17)

## **Digital Screen Advertising (3) \$250**

- Located in ticket area
- Promote your company with a digital static ad 2x per minute or a 10 sec video/minute each day of the show.



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# CONTACT

## Event Promoter & Owner/ Sponsorships

David Hoheisel  
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## Booth/Exhibitor Information/Media Inquiries

Lesley Hoheisel  
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# FISHING SEASON STARTS NOW!

[www.CincinnatiFishingExpo.com](http://www.CincinnatiFishingExpo.com)