

# O'LOUGHLIN TRADE SHOWS **THE SPORTSMEN'S SHOWS** 2021

PRESENTED BY  
 **LEUPOLD**

THE NORTHWEST'S BEST SPORTSMEN'S SHOWS



## JANUARY 2021

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

*34th Annual*

## WASHINGTON SPORTSMEN'S SHOW®

**JANUARY 27-31, 2021**

Washington State Fair  
Events Center  
Puyallup, Washington

## FEBRUARY 2021

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

*46th Annual*

## PACIFIC NORTHWEST SPORTSMEN'S SHOW®

**FEBRUARY 10-14, 2021**

Portland Expo Center  
Portland, Oregon

PRESENTED BY  **LEUPOLD**

## MARCH 2021

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

*22nd Annual*

## CENTRAL OREGON SPORTSMEN'S SHOW®

**MARCH 11-14, 2021**

Deschutes County Fair  
& Expo Center  
Redmond, Oregon





# WHAT YOU GET AT O'LOUGHLIN SHOWS...

The Sport Show series is not only the biggest, best attended sportsmen's shows in the West, they're also the most productive consumer shows in the region. The success of the Sport Shows reflects decades of work and continual improvement resulting in the largest and strongest purchasing audience in the Northwest.

- *Recent studies confirm the Sport Shows are most influential in customer purchasing.\**
- *Get in front of thousands of targeted prospects.*
- *The quality and quantity of Sport Show crowds are known nationwide.*
- *Exhibitor limit in each business category to maximize your sales.*
- *Freedom to buy space in any or all O'Loughlin shows.*
- *Four generations of trade show expertise to support you.*

\* Center for Exhibition Research, 9,215 attendees were surveyed and 8 out of 10 rate face-to-face interaction with vendors as very or extremely important in making a final buying decision. 2017 Sportsmen's Show exit survey confirmed this finding.

We'll bring the crowds, you bring your business and together we'll grow market share, sales and profits! Join us for the 2021 season!



- The Biggest, Best Attended Shows
- First Rate Outdoor Sports Exhibitors
- High Visibility Media Advertising
- Multi-Media PR Coverage
- Focused Target Markets
- Pre-Qualified Prospects
- Ideal Show Dates
- The Best Buildings in Each Market
- Equipment/Product Demo Areas
- Designed Crowd Traffic Patterns
- Maximum Booth Exposure
- Professional 24-Hour Security
- Reduced Headquarters Hotel Rates
- Move-In, Move-Out Assistance
- Professional On-Site Staff
- One Free 5 Amp Electrical Outlet Per Booth
- Decorator Package Availability
- Industry/Consumer Networking
- Exciting Selling-Oriented Atmosphere
- Crowd-Drawing Seminar Speakers
- Unmatched Feature Attractions
- Fresh Innovative Ideas Every Season
- Over 80 Years of Show Expertise
- Four Generations of Personalized, Family Service

## OTHER GREAT O'LOUGHLIN SHOWS

### **Portland Boat Show®**

Jan. 13 - 17, 2021  
Portland Expo Center

### **Tacoma RV Show®**

Jan. 21 - 24, 2021  
Tacoma Dome

### **Northwest Food Show®**

Apr. 18 - 19, 2021  
Portland Expo Center

### **Portland Fall RV & Van Show®**

Sept. 16 - 19, 2021  
Portland Expo Center

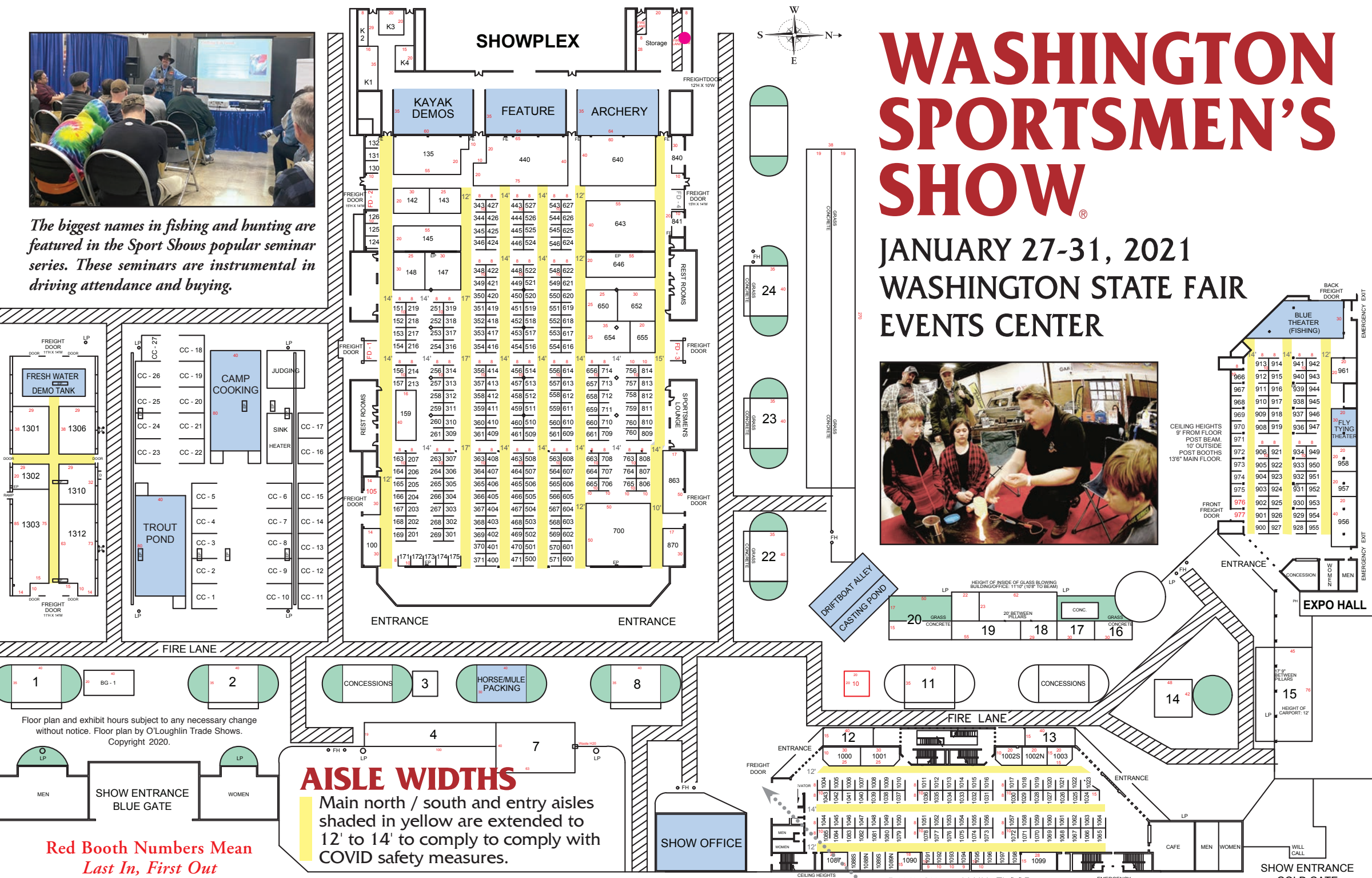
### **Tacoma Fall RV Show®**

Oct. 7 - 10, 2021  
Tacoma Dome





The biggest names in fishing and hunting are featured in the Sport Shows popular seminar series. These seminars are instrumental in driving attendance and buying.



## AISLE WIDTHS

Main north / south and entry aisles shaded in yellow are extended to 12' to 14' to comply to comply with COVID safety measures.

## BOOTH SPACE

**\$1,400 US per 8'x10' Booth**  
First increase in four years.

Each booth furnished with 8' backwall drapes and 3' sidewall drapes and one 5 amp electrical outlet at no extra charge.



Payments made with a credit card will have a 2.5% processing fee added to the total cost of the space.

## BULK SPACE

Indoor  
**\$3.50 US per Sq. Ft.**  
Outdoor  
**\$1.50 US per Sq. Ft.**  
First increase in six years.

No drapes or space dividers furnished.  
Electrical—first 1000VA receives one 5 amp outlet; each additional 750VA receives another 5 amp outlet, indoor or outdoor bulk space.

## EXHIBIT HOURS

Subject to change

Wed., Jan. 27 ..... 12 nn to 8 pm  
Thurs., Jan. 28 ..... 12 nn to 8 pm  
Fri., Jan. 29 ..... 12 nn to 8 pm  
Sat., Jan. 30 ..... 10 am to 8 pm  
Sun., Jan. 31 ..... 10 am to 4 pm

### FREIGHT DOORS, ELEVATORS AND POSTS

**Expo Hall**  
Freight Doors:  
Front: 9' x 10'  
Back: 26' x 10'  
Posts: 10" x 10"

**Expo Hall**  
Freight Doors:  
8' x 7'  
12' x 12'  
Posts: 15" x 15"

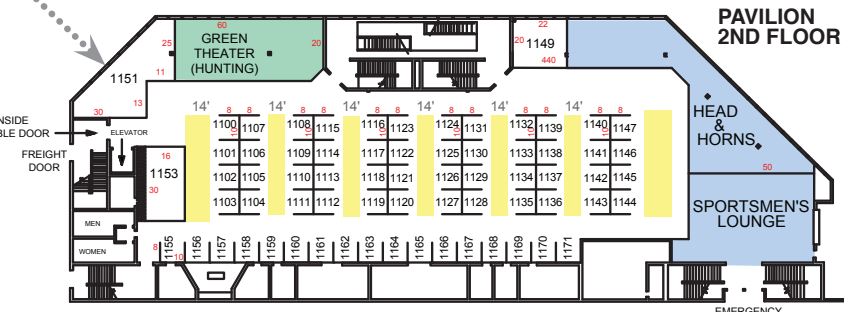
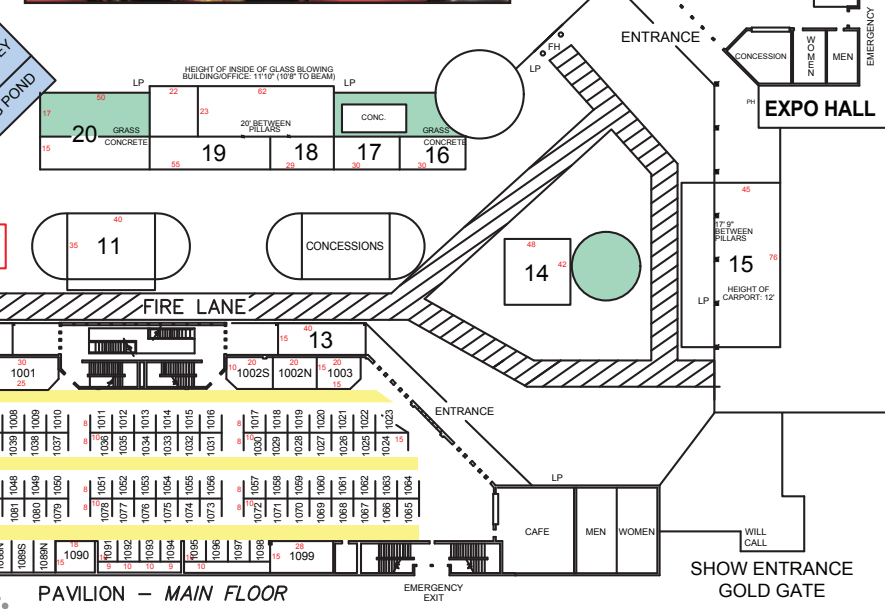
**Expo Hall**  
Freight Doors:  
8' x 6'10"  
Inside Double Doors:  
7'11" x 7'  
Posts: 12" x 12"  
Elevator: 4' x 7'

**SYMBOLS**  
EP Electrical Panel  
FH Fire Hose  
LP Lamp Post  
Post

**FREE PARKING  
FOR 5000 VEHICLES**

# WASHINGTON SPORTSMEN'S SHOW

**JANUARY 27-31, 2021**  
**WASHINGTON STATE FAIR  
EVENTS CENTER**



Baxter Auto Parts iconic Kids Trout Pond is now seeing its third generation of anglers. With the kids come the families!



The Washington Sportsmen's Show Outdoor Cooking Competition has been an exclusive and unique show feature that has captured the imagination that pulls crowds from across the Northwest.

For more information, contact  
**O'LOUGHLIN  
TRADE SHOWS®**  
**503-246-8291**  
**800-343-6973 U.S. ONLY**  
**Fax 503-246-1066**  
P.O. Box 80750  
Portland, OR 97280-1750 U.S.A.  
website: [thesportshows.com](http://thesportshows.com)  
email: [info@otshows.com](mailto:info@otshows.com)

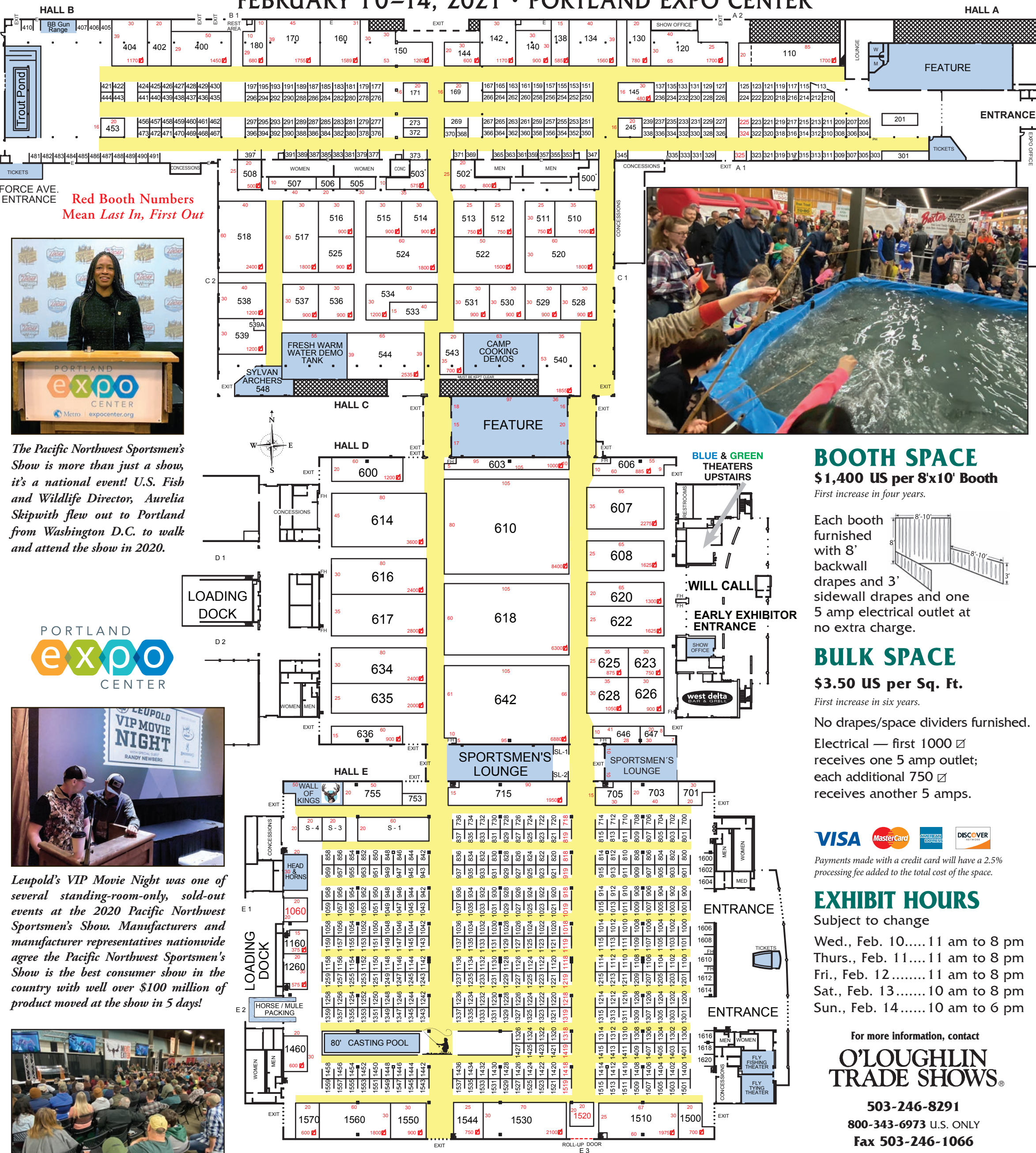
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[#WASportShow](https://www.instagram.com/WASportShow)

**PUYALLUP**



# PACIFIC NORTHWEST SPORTSMEN'S SHOW®

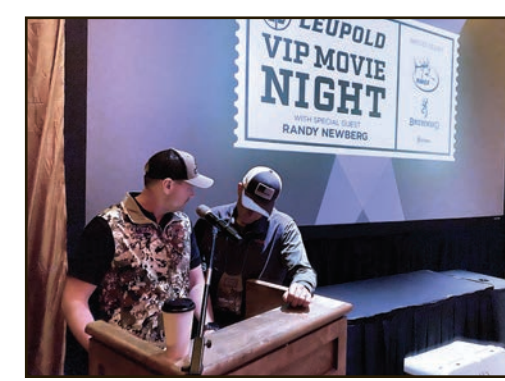
FEBRUARY 10-14, 2021 • PORTLAND EXPO CENTER



Red Booth Numbers  
Mean Last In, First Out



The Pacific Northwest Sportsmen's Show is more than just a show, it's a national event! U.S. Fish and Wildlife Director, Aurelia Skipwith flew out to Portland from Washington D.C. to walk and attend the show in 2020.



Leupold's VIP Movie Night was one of several standing-room-only, sold-out events at the 2020 Pacific Northwest Sportsmen's Show. Manufacturers and manufacturer representatives nationwide agree the Pacific Northwest Sportsmen's Show is the best consumer show in the country with well over \$100 million of product moved at the show in 5 days!



Dozens of national hunting and fishing celebrities make the Pacific Northwest Sportsmen's Show a must-attend. Here, the cast from the hit Netflix show MeatEater, spent a full afternoon entertaining Sport Show crowds.

**BOOTH SPACE**  
\$1,400 US per 8'x10' Booth  
First increase in four years.

Each booth furnished with 8' backwall drapes and 3' sidewall drapes and one 5 amp electrical outlet at no extra charge.

**BULK SPACE**  
\$3.50 US per Sq. Ft.  
First increase in six years.

No drapes/space dividers furnished.  
Electrical — first 1000 receives one 5 amp outlet; each additional 750 receives another 5 amps.

VISA MasterCard AMERICAN EXPRESS DISCOVER  
Payments made with a credit card will have a 2.5% processing fee added to the total cost of the space.

**EXHIBIT HOURS**  
Subject to change

Wed., Feb. 10..... 11 am to 8 pm  
Thurs., Feb. 11.... 11 am to 8 pm  
Fri., Feb. 12..... 11 am to 8 pm  
Sat., Feb. 13..... 10 am to 8 pm  
Sun., Feb. 14..... 10 am to 6 pm

For more information, contact  
**O'LOUGHLIN TRADE SHOWS®**  
503-246-8291  
800-343-6973 U.S. ONLY  
Fax 503-246-1066

P.O. Box 80750  
Portland, OR 97280-1750 U.S.A.  
website: thesportshows.com  
email: info@otshows.com  
fb.com/theportshows  
#PNWSportShow

**aisle widths**  
Main north / south and entry aisles shaded in yellow are extended to 12' to 14' to comply to comply with COVID safety measures.

Floor plan and exhibit hours subject to any necessary change without notice. Floor plan by O'Loughlin Trade Shows. Copyright 2020.

- ROLL-UP DOORS**
- HALLS A, B & C
    - A1 13'6"H x 11'6"W
    - A2 14'H x 11'6"W
    - B1 15'H x 15'2"W
    - C1 15'H x 15'6"W
    - C2 20'H x 20'W
  - HALL D
    - D1 20'H x 20'W
    - D2 20'H x 20'W
  - HALL E
    - E1 18'H x 20'W
    - E2 18'H x 20'W
    - E3 21'4"H x 20'W
- SYMBOLS**
- E Electrical Switch Box (Must be available at all times)
  - Building Support Post
  - HB Hose Bib
  - FH Fire Hose
  - PH Public Telephone
  - \* Uneven Floor
  - ⊠ Floor Electrical



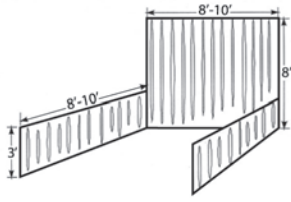
# CENTRAL OREGON SPORTSMEN'S SHOW®

MARCH 11-14, 2021

DESCHUTES COUNTY FAIR & EXPO CENTER

## BOOTH SPACE

**\$800 US per 8'x10' Booth**



Each booth furnished with 8' backwall drapes and 3' sidewall drapes and one electrical outlet up to 5 amps at no extra charge.

## AISLE WIDTHS

Main north / south and entry aisles shaded in yellow are extended to 12' to 14' to comply with COVID safety measures.



Payments made with a credit card will have a 2.5% processing fee added to the total cost of the space.

*The Baxter Kids Trout Pond is a favorite for Central Oregon Sportsmen's Show attendees. Thousands of kids and families enjoy this perennial favorite that drives attendance and fun!*



## BULK SPACE

Indoor **\$1.85 US per Sq. Ft.**

Outdoor **\$1.00 US per Sq. Ft.**

No drapes/space dividers furnished with bulk space.

Electrical—first 1000 ☐ gets one 5 amp outlet; each additional 750 ☐ receives another 5 amp outlet, indoor or outdoor bulk space.

## EXHIBIT HOURS

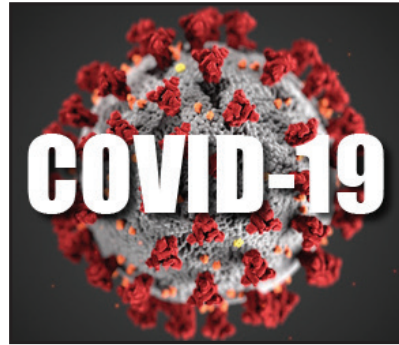
Subject to change

Thurs., Mar. 11 ..... 12 nn to 8 pm

Fri., Mar. 12 ..... 12 nn to 8 pm

Sat., Mar. 13 ..... 10 am to 8 pm

Sun., Mar. 14 ..... 10 am to 4 pm



*The Central Oregon Sportsmen's Show was one of the early casualties of the COVID-19 pandemic. Expect pent-up demand and huge crowds in 2021 as this show draws attendees from hundreds of miles.*

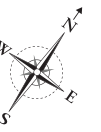


### SYMBOLS

- D** Drains
- WC** Water (1-1/2")
- S** Strobe Alarm
- X** Fire Extinguisher
- PS** Pull Station
- SP** Stand Pipe
- EP** Electrical Panel
- T** Tree
- LP** Light Pole

### ROLL-UP DOORS

- |                |                |
|----------------|----------------|
| AA 14'H x 14'W | MA 14'H x 12'W |
| AB 11'H x 10'W | MB 14'H x 12'W |
| AC 11'H x 10'W | MC 7'H x 10'W  |
| AD 9'H x 9'W   | MD 7'H x 10'W  |
| AE 14'H x 14'W |                |
| LA 12'H x 12'W |                |
| LB 12'H x 12'W |                |
| LC 12'H x 12'W |                |
| LD 12'H x 12'W |                |
| LE 7'H x 10'W  |                |



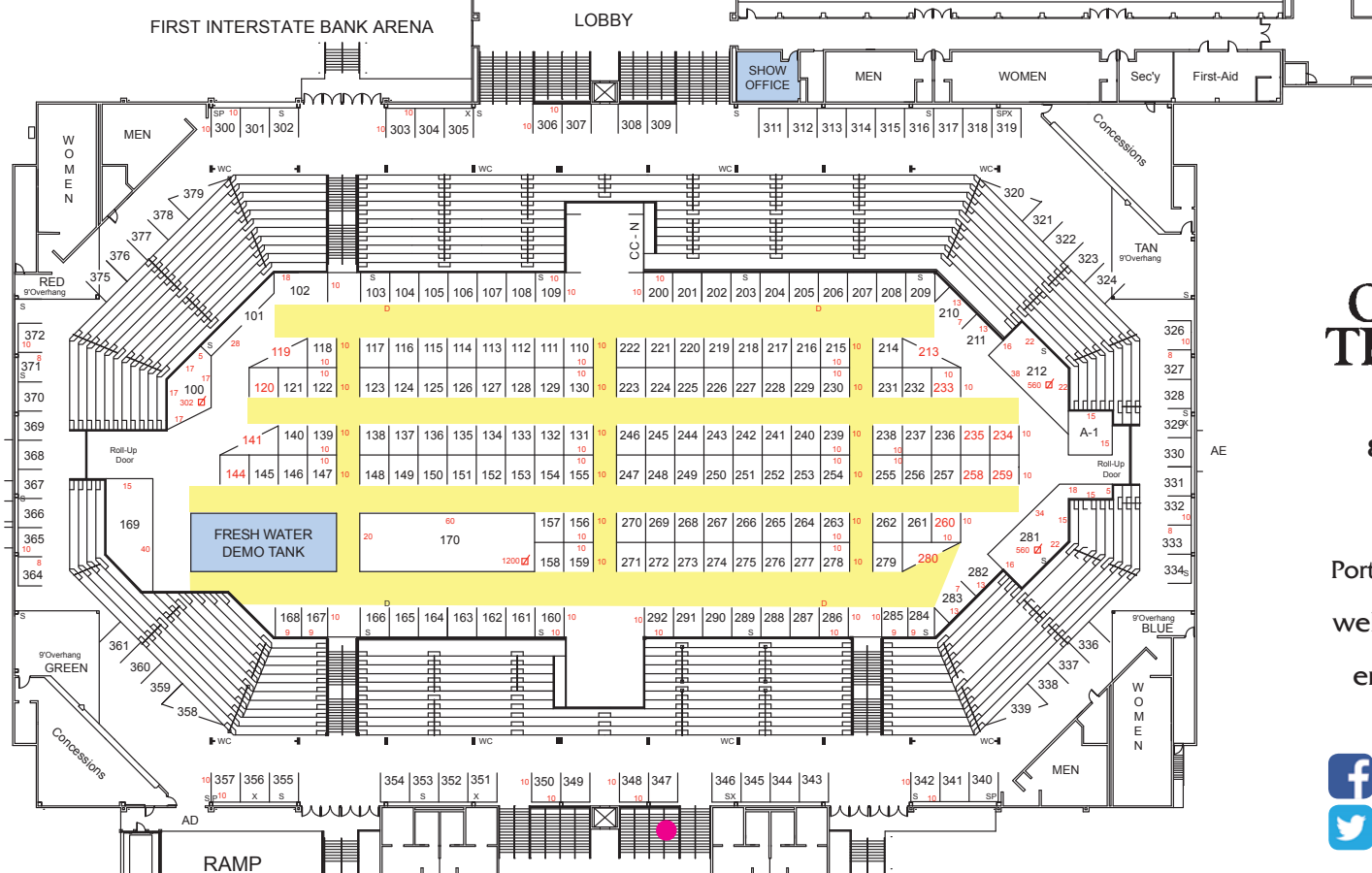
*The Central Oregon Sportsmen's Show features the largest display of RV's in the area at the annual "RV Sale".*



*Expect strong retail sales for outdoor equipment, guides, outfitters and fishing and hunting gear. This show has become exceptionally productive and space sells out fast.*



*The first ever Cooking Competition at our Central Oregon Sportsmen's Show is slated for 2021. The competition gets massive attention from media and show-goers! Expect to see big crowds!*



**Red Booth Numbers  
Mean Last In, First Out**

For more information, contact  
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[fb.com/thesportshows](https://www.facebook.com/thesportshows)

[#COSportShow](https://www.instagram.com/COSportShow)



# SHOW ADVERTISING

## NEW! DRIVE TRAFFIC WITH ONLINE LISTINGS!

**INCREASE YOUR VISIBILITY IN THE WEEKS AND MONTHS PRIOR TO, DURING AND AFTER THE SHOW.**

### 1. EXHIBITOR WEBSITE LISTING UPGRADE AND TRADING POST EXHIBITOR WEBSITE LISTINGS

The “Exhibitor Listing” is one of the most trafficked areas of the Sportsmen’s Show® website. Show goers visit the listing to see who’s in the show and where they are. They also refer to this listing after the show. We keep these listings live for a month following the show. Improve your visibility through one of these four options so you stand out from the crowd.

#### A. FREE

Business name & booth number

ABC COMPANY

Booth 343

#### B. BOLD *price per show*

**\$200 Washington**

**\$200 Pacific Northwest**

**\$100 Central Oregon**

Business name and booth number in bold with web link or phone number.

Inclusion in year round Sportsmen’s Show Trading Post Online Outdoor Directory with signed contract and full payment for advertising upgrades.

ABC COMPANY

Booth 343

#### C. ENHANCED *price per show*

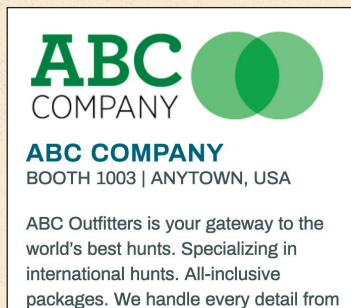
**\$350 Washington**

**\$350 Pacific Northwest**

**\$250 Central Oregon**

Business name, booth number, logo, website link, and up to 200 characters for profile.

Inclusion in year round Sportsmen’s Show Trading Post Online Outdoor Directory with signed contract and full payment for advertising upgrades.



#### D. PREMIUM *for all three shows*

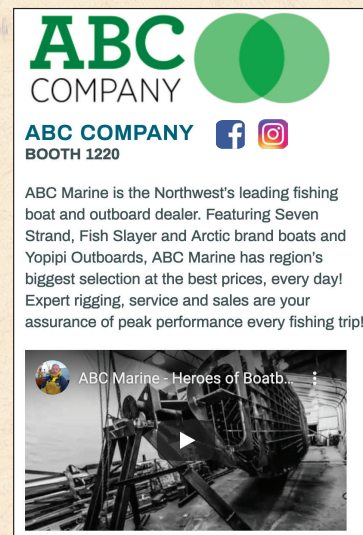
**\$650 Exhibitor**

Business name, logo, website link, video, Instagram and/or Facebook link, and up to 400 characters for profile included in all three show directories. Inclusion in year round Sportsmen’s Show Trading Post Online Outdoor Directory with signed contract and full payment for advertising upgrades.

**\$2000 Non-Exhibitor**

*Available only to past exhibitors.*

Business name, logo, website link, video, Instagram and/or Facebook link, and up to 400 characters for profile included in all three show directories PLUS the year round Sportsmen’s Show Trading Post Online Outdoor Directory.



### SPORTSMEN’S SHOW TRADING POST

**YEAR-ROUND ONLINE OUTDOOR DIRECTORY**

**Runs from October 1st, 2020 to September 30, 2021.**

The Sportsmen’s Show Trading Post is an online outdoor directory designed expressly for Pacific Northwest outdoor enthusiasts.

Heavily promoted through various social media platforms using paid promotion, this new directory capitalizes on the strong reputation of the Sport Shows and the hundreds of exhibitors who participate at these Northwest shows.

For past exhibitors not exhibiting in these shows there is an option to purchase a Premium Listing that is included in the exhibitor list of all three Sportsmen's Shows, as well as the Sportsmen's Show Trading Post.

With the purchase of a Bold, Enhanced or Premium Listing your business is included in the year-round directory with signed contract and full payment for advertising upgrades in any or all of the three Sportsmen's Shows.

It’s the region’s best outdoor advertising buy! Elevate your show presence with an advertising upgrade in one or more Exhibitor Listings and when you do, you’re immediately included in Sportsmen’s Show Trading Post Online Outdoor Directory for free!

Reach tens of thousands of passionate, enthusiastic consumers. The Sport Shows reach the biggest retail audience in the region. Sign-up today!

Year-round listing will be posted from October 1st, 2020 to September 30th, 2021.

**Check with your sales person for a complete list of categories.**





# O'LOUGHLIN TRADE SHOWS

## SHOW PRODUCER:

Bill O'Loughlin . . . .bill@otshows.com

## SALES REPS:

Susie Borer . . . . .susie@otshows.com  
Joe Brennan . . . . .joe@otshows.com  
A.J. O'Loughlin . . . . .aj@otshows.com  
Pete O'Loughlin . . . . .peter@otshows.com  
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Ryan Sparks . . . . .ryan@otshows.com

PHOTO CREDITS: Don New, Scott Haugen, www.scotthaugen.com,  
Cover: USMC Veteran Scot Baribeau  
O'LOUGHLIN TRADE SHOWS 2019-2020

BROCHURE DESIGN: Traci Kezar - www.KezarCreative.com

ADVERTISING & MARKETING:  www.HubcapMarketing.com

P.O. Box 80750


Portland, Oregon 97280-1750 USA


800-343-6973 USA • 503-246-8291

Fax 503-246-1066

email: info@otshows.com

www.thesportshows.com

 fb.com/thesportshows

 twitter.com/thesportshows

 instagram.com/thesportshows

## 2. ADVERTISE ON THE OFFICIAL SHOW WEBSITE

Take advantage of enormous website traffic before and during the shows with our limited website advertising opportunity. There are only 6 positions available and they occur on the show information page, the most heavily trafficked page on the website. Ads are sized to 300 x 250. All ads can be linked to websites or specific web pages.



300 x 250	300 x 250	300 x 250
300 x 250	300 x 250	300 x 250

## PAGE VIEW STATS:

Washington 93,128

Pacific NW 145,381

Central OR 35,563

Average traffic over 4 months - 2019/2020.

## AD RATES:

Nov. - January

Nov. - Mid February

Jan. - Mid March

\$1,000/ad

\$1,250/ad

\$750/ad

## 3. ADVERTISE IN THE OFFICIAL SHOW GUIDE

The Sport Shows are the Northwest's most attended fishing, hunting and outdoor-recreation related consumer shows. They're selling shows and shoppers come to buy! Get your message in front of thousands of buyers at the point of sale and optimize your participation in these shows with advertising in the Show Guide. There's a number of ad sizes to choose from but space is limited so sign-up early.

Full Page Bleed  
8.5" x 11"  
must include  
1/8" bleed

live area  
8" x 10.5"

Half Page  
Horizontal  
7.5" x 4.75"

1/4 Page  
3.5" x 4.75"

Business Card  
3.5" x 2.375"

## AD RATES:

Full Page

Half Page

Quarter Page

Business Card

Inside Front Cover

Inside Back Cover

Back Cover

Washington Pacific NW

\$2,500

\$1,500

\$800

\$400

\$3,500

\$3,500

\$5,000

\$2,500

\$1,500

\$800

\$400

\$3,500

\$3,500

\$5,000

## NUMBER OF GUIDES PRINTED:

Washington 20,000

Pacific NW 25,000

# SHOW ADVERTISING





**O'LOUGHLIN  
TRADE SHOWS**

P.O. Box 80750  
Portland, OR 97280-1750

CHANGE SERVICE REQUESTED

PRSR STD  
U.S. Postage  
**PAID**  
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