



Mountain Living Fun

Begins Here!

Mountain Sports, Cabin & Travel Show

BOATS & WATER SPORTS • BIKING, HIKING, CAMPING & FITNESS • HUNTING & FISHING • LOG CABINS & COTTAGE LIVING • RV & MOTOR SPORTS • VACATION & TRAVEL

KNOXVILLE/ASHEVILLE
SMOKY
MOUNTAINS

Feb. 17-19, 2012
Sevierville Events Center

Exhibit & Sponsor Info:

317-227-7419

ODYSSEY
EVENTS



Co-produced & managed by **Odyssey Events & Coliseum Productions!**



Mountain Sports, Cabin & Travel Show

Right place
at the
Right time



Reasons to exhibit:



- A complete lifestyle show for the outdoor enthusiast, featuring log & timber-frame homes, rustic furnishings, all types of outdoor & adventure sports, and exciting vacation destinations



- More than \$100,000 of media exposure with extensive print, radio, TV, billboard, internet and e-mail ad/marketing campaign



- At least 1/2 of all booth/sponsorship revenue goes back into ad/marketing budget – **Guaranteed!**



- FUN activities for kids
- Computer registration of all attendees and bar-coded badges give you easy access to key customer profile data and contact info, making post-show marketing and follow-up a snap



- Live radio ticket giveaways
- We promote your "show special" offers to advance ticket buyers prior to show opening



- Major local retail partnerships
- Live fly-fishing and bass casting demo's and lessons by area experts
- Easy access, great location



- FREE PARKING FOR ALL ATTENDEES
- Promotion to attendees via post-show e-mails

- Our expert show management team has nearly 100 years combined show experience

- Competitive booth prices

- Advanced tickets giveaways

- Pre-show and post-show blast e-mails to all attendees

- Advanced online ticket sales and data collection

- Free exhibitor passes and badges and hotel discounts

- Live TV and radio remote broadcasts from show floor by local media

- Great sponsorship and advertising opportunities

- Handheld badge scanners for lead capture

- Exposure and links on our web site

- Broad discount ticket distribution

- Free seminars and demos presented by exhibitors and other experts

- Great prizes for attendees

- Major media partnerships

- Travel Pavilion with giant beach feature area

- We know how to draw a crowd!

- Come to the Smoky's – home of more than one million outdoor enthusiasts!

cabinandsportsshow.com

Right place Right time

Log homes, timber frames & cottage living



Boats and Water Sports

Power Boats, Sailboats, Personal Watercraft, Canoes & Kayaks, Docks & Piers and more



Log Cabins and Cottage Living

Log & Timber Frame Homes, Rustic Furnishings & Decor, Patio Lifestyles, Land, Green Building, Wood Treatments



Biking, Hiking, Camping and Fitness

Bikes, Tents, Packs, Gear, Apparel, Fitness Equipment



RV and Motor Sports

RVs, ATVs, Motorcycles, Trucks & Accessories



Hunting and Fishing

Bows, Rods, Tackle, Gear, Apparel, Accessories



Vacation and Travel

Lodging, Cruises, Charters, Guides, Adventure Travel, Tourism Bureaus, Resorts, Campgrounds & Destinations

Right advertising – Right crowd

It's the perfect booming area. Asheville alone has grown over 21% in the last decade. Our \$100,000 plus media plan will reach literally millions of hunting, fishing, log cabin, travel, hiking, biking, lakefront, timber frame, rustic furniture and outdoor lifestyle enthusiasts. We will blanket the Smoky Mountains with marketing and sponsorship partnerships that will reach from Columbia SC to Lexington KY. Our national Log Cabin Homes magazine partnership and huge log/timber home show data base will attract high quality buyers from all over the country. The gorgeous new

state of the art Sevierville Events Center WANTS our event and the surrounding community and business will prove it. Offering free parking for all is a great place to start!

Yes, we are about making sure you do business and there is a measurable ROI for your investment in this event. All attendees are registered, bar coded, have name tags and even are armed with pass out cards with some demographic info printed on them. Exhibitors are offered simple one button bar code scanners to electronically capture all those hot prospects. Yes, this event has measurable return on investment. As show

managers we do more than high quality people thru the door - we create a buying atmosphere and encourage business to take place.

Most important - you will see results.



Average Demographics of Our Sport, Log Cabin and Outdoor Lifestyle Events



Average Attendance

10,691



Male

58.5%



Female

41.5%



Married

71.2%



Average Household Income

\$80,543



Average Age

46.2

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Floor Plan and Booth Rates

Sevierville Events Center, Knoxville, TN February 17-19, 2012
 10'x10 Grid 10' Aisles (unless noted) Electrical in floor - 30" centers 35' Ceiling height



**MOUNTAIN SPORTS
 CABIN & TRAVEL
 SHOW**
 FEBRUARY 17-19, 2012
 SEVIERVILLE EVENT CENTER
 ADMISSION \$18.00
 KIDS AND PARKING FREE
 FRIDAY 10-8
 SATURDAY 10-8
 SUNDAY 11-5

PRODUCED BY
ODYSSEY
 EVENTS

*Booths are
 priced to sell -
 Reserve your
 space TODAY!*

Booth Pricing:

As low as \$595 per 10'x10' with discounts for multiple booths.
 Bulk space as low as \$1.75/sq. ft. Full rate card on website.

Exhibitor Rates

10 x 10	\$595	20 x 20 island	\$2,295
10 x 10 corner +	\$50	20 x 20 inline	\$2,095
add'l 10 x 10	\$500	20 x 30	\$2,350
10 x 20	\$1,095	20 x 40	\$2,500
10 x 20 corner	\$1,145	30 x 40	\$2,600
10 x 30	\$1,595	40 x 40	\$2,800
20 x 20 endcap	\$2,095	40 x 50	\$3,500

Don't miss **THE**
 Mountain
 Sports,
 Cabin & Travel
 Show
 Another
 Coliseum Productions
 Event

Coliseum Productions, Inc.
 19484 Whispering Woods Court
 Noblesville, IN 46060
 p. 317.227.7419 f. 877.491.8763
 info@coliseumproductions.net
 www.coliseumproductions.net

cabinandsportsshow.com