

# NORTHWEST SPORTSHOW

## REACH THE RIGHT PEOPLE

Everyone who walks through the door is a potential customer: Attendees are motivated consumers who come to the show to see what's new and shop for gear and accessories they won't find elsewhere. In fact, in a recent study conducted by Michigan State University, 71% of sportshow visitors reported going to shows just to check out accessories.

### Attendee Profile

- 68% of attendees own a boat
- 48% have an income of \$75,000 or more
- 83% have visited the show before
- 71% travel less than 50 miles to attend the show

### SHOW-AT-A-GLANCE

- The upper Midwest's largest sport show
- The area's most complete sales event, featuring boats, motors, marine accessories, RVs, tackle, camping gear, docks & lifts, trucks, vans, ATVs, motorcycles, personal watercraft, resorts, outfitters and more
- Daily Giveaways build weekday attendance
- Special attractions and family-friendly features such as Discover Fly Fishing and Wood Duck house building attract media attention, make the show a destination event and drive attendance
- Strong seminar schedule brings in crowds of fishermen and hunters



### NORTHWEST SHOW TEAM

Jennifer Thompson, *Show Manager*  
jthompson@nmma.org

Darren Envall, *Sales/Operations Manager*  
denvall@nmma.org

### Show Office

NMMA Minneapolis  
331 2nd Ave., Suite 701  
Minneapolis, MN 55401  
800.777.4766 Fax 612.827.1424

Visit [NorthwestSportshow.com](http://NorthwestSportshow.com) for the latest show details and information. It's a quick and easy way to access all exhibitor materials, contracts, maps, rules and regulation, request information & more.

78th Annual **Northwest**  
**SPORTSHOW**

**MINNEAPOLIS CONVENTION CENTER**  
**MINNEAPOLIS, MN**

### RATES

**Bulk Space** \$3.90 sq.ft.

**Booth Space** 8' x 10' units \$775  
10' x 10' units \$875

### Your rate includes all this:

- FREE freight handling to and from exhibit space
- Back-drape for booth displays
- 30-day warehouse storage of carpet, freight and display materials
- Year-round link to [NorthwestSportshow.com](http://NorthwestSportshow.com)

### HOURS

Wednesday–Thursday 1pm–9pm  
Friday 11am–9pm  
Saturday 10am–9pm  
Sunday 10am–5pm

**Move-in:** Sunday, March 21–Wednesday, March 24

**Move-out:** Sunday, March 28–Monday, March 29

### ADMISSION

Adults \$10  
Youth 13–15 \$5  
Children 12 and younger FREE

“The Northwest Sportshow has been a must-exhibit for Canoe Country for more than 40 years. It is the strongest sportshow in the Midwest.”

Mark Olson, Canoe Country Outfitters