

Here's where your product becomes real!

Your **HANDS-ON** marketing connection...



TARGET COMMUNICATIONS CORPORATION

Illinois Deer & Turkey Classic
February 26-28, 2010
Bloomington, IL

- Live and In Color
- Instant Feedback
- Explain Product Benefits
- Product Examination
- Possible Product Tryout
- SALES!!!

Expos are personal and hands-on – the **necessary** complement to television, magazines, internet and video in your marketing program. Expos can take the excitement, interest and demand to the next step – SALES!

“Touching a product increases the feeling of ownership, which leads to more impulse purchases and also a willingness to pay more for a product.”

– Joann Peck, Assistant Professor of Marketing, University of Wisconsin - Madison

FACE-TO-FACE MARKETING IS POWERFUL AND GROWING. HERE'S WHY:

- This is the **first place** your prospects can see, touch and evaluate your 2010 product line.
- They want to **get answers** to their questions.
- They want to **look you in the eye** and establish a personal relationship.
- They place **high value in hands-on** ... to see, take in their hands and, if possible, try out.
- They want to **believe in you and your product** ... to trust you and the product's performance ... and to know they will get service if needed.

Grassroots marketing should be a cornerstone of your marketing & sales promotion mix! It jump-starts the sales and product-introduction season. Build your programs upon it.

BONUS ... WHEN YOU EXHIBIT

Special new-product display area is available FREE to all exhibiting manufacturers.

The Sales-Building RIPPLE EFFECT...

These influential attendees/customers – the hubs of word-of-mouth "buzz" networks – can create a season-long, word-of-mouth, sales-building ripple effect for you as they talk with friends and neighbors about the products they saw at the Classic.

Advertising Support

Tell everyone where you will be and what you offer. Pre-Event...On-Site...Post-Event cost-effective opportunities.

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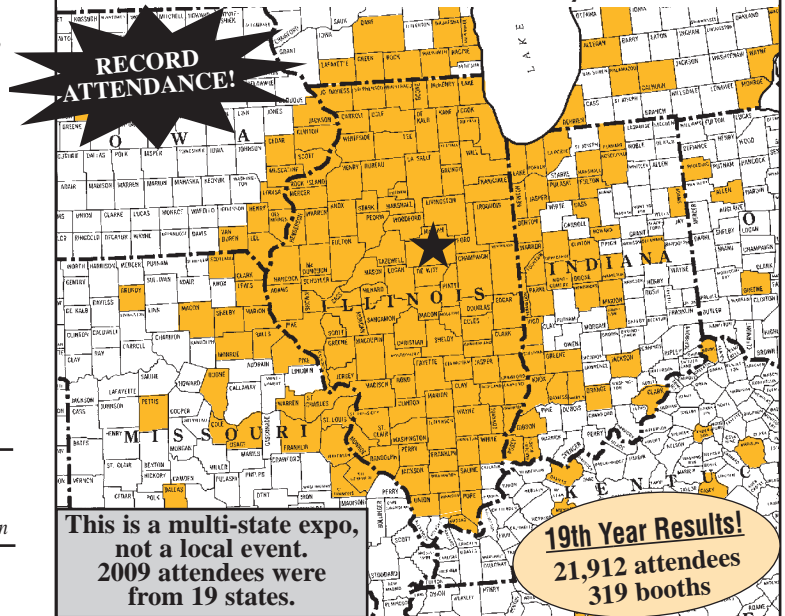
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Downloadable items available in the EXHIBITING section of www.deerinfo.com

Attendee Demographic Profile

2009 ILLINOIS Deer & Turkey Classic



This is a multi-state expo, not a local event. 2009 attendees were from 19 states.

19th Year Results!
 21,912 attendees
 319 booths

■ = Attendees from all counties marked in gold.

Will you buy products at the Classic?
 Yes 20,356 92.90%

How much do you plan to spend?
 Under \$100 11,870 54.17%
 \$101 - \$250 6,620 30.21%
 \$251 - \$500 1,979 9.03%
 \$501 - \$1000 7,603 3.47%
 \$1,001 + 6,858 3.13%

Annual Household Income
 Under \$25,000 1,477 6.74%
 \$25,000 - \$34,999 2,299 10.49%
 \$35,000 - \$44,999 2,873 13.11%
 \$45,000 - \$54,999 2,463 11.24%
 \$55,000 - \$64,999 2,708 12.36%
 \$65,000 - \$74,999 2,544 11.61%
 \$75,000 - \$99,999 3,940 17.98%
 \$100,000 + 3,611 16.48%

Age:
 Under 12 390 1.78%
 12 - 17 1,365 6.23%
 18 - 24 2,925 13.35%
 25 - 34 4,227 19.29%
 35 - 44 4,095 18.69%
 45 - 54 4,941 22.55%
 55 + 3,966 18.10%

Females Attendees 4,100 18.71%

Have you attended previously?
(Exhibitors – Reach new customers)
 1st Time Attendee 6,100 27.84%
 Repeat Attendee 15,812 72.16%

Who do you talk with about the Classic?
 Friends 17,911 81.74%
 Family/Relation 12,597 57.49%
 Co-Workers 8,923 40.72%
 Arch/BH Clubs 1,705 7.78%
 Sports Club 1,770 8.08%
 Church Member 2,033 9.28%
 Neighbors 3,412 15.57%
 Schoolmates 1,705 7.78%

Hunt for ...
 Whitetail Deer 17,341 79.14%
 Turkey 10,533 48.07%
 Other Big Game 2,725 12.43%
 Waterfowl 5,430 24.78%
 Uplnd Brds & Sm Gme 9,454 43.14%
 Varmints 7,709 35.18%

Hunt Deer with ...
 Crossbow 1,348 6.15%
 Handgun 3,262 14.89%
 Black Powder 3,851 17.58%
 Rifle 6,179 28.20%
 Shotgun 15,324 69.93%
 Bow & Arrow 13,731 62.66%

Transportation ...
 Own a Truck 13,548 61.83%
 Own an ATV 8,904 40.64%

A Place to Hunt ...
 Own Hunting Land 4,878 22.26%
 Lease Hunting Land 1,467 6.69%
 Grow Food Plots 4,513 20.60%
 Hunt on Public Land 7,486 34.16%
 Hunt on Private Land 15,047 68.67%
 Plan to Buy Land 1,752 7.99%
 Plan to Create Food Plts 2,751 12.56%

Outdoor Activities & Gear
 Own a Dog 5,379 24.55%
 Own a Chainsaw 9,220 42.08%
 Go Camping 12,723 58.07%
 Own Deer Decoys 6,267 28.60%
 Own Turkey Decoys 6,009 27.42%
 Own Trail Camera 6,182 28.21%
 Own Treestand 13,833 63.13%
 Own Firearms Scopes 18,082 82.52%
 Own Binoculars 19,780 90.27%
 Own Red-Dot Sight 6,742 30.77%
 Butcher Own Venison 11,176 51.00%

Do you use:
 Topo Maps 3,000 13.69%
 GPS 4,503 20.55%
 Ground Blinds 9,631 43.95%
 Treestand Sfty Harness 9,524 43.47%
 3-D Targets 6,690 30.53%
 Other Foam Targets 5,294 24.16%
 Deer Rut Scents 8,984 41.00%
 Attractant Scent 8,094 36.94%

How do you communicate in the woods?
 2-Way Radio 6,379 29.11%
 Cell Phone 10,879 49.65%

Scent control used?
 Odor-free Shampoo 9,962 45.46%
 Odor-free Soap 9,894 45.15%
 Carbon-Impreg Clothing 5,544 25.30%
 Rubber Boots/Shoes 9,473 43.23%
 Masking Scent/Spray 9,422 43.00%
 Storage Bag 7,186 32.80%