

# Here's where your product becomes real!

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



& Shooting Sports Show  
Archery • Black Powder • Firearms

TARGET COMMUNICATIONS CORPORATION

**Michigan Deer & Turkey Spectacular**  
**February 12-14, 2010**  
**Lansing, MI**

- 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 Spectacular.

### 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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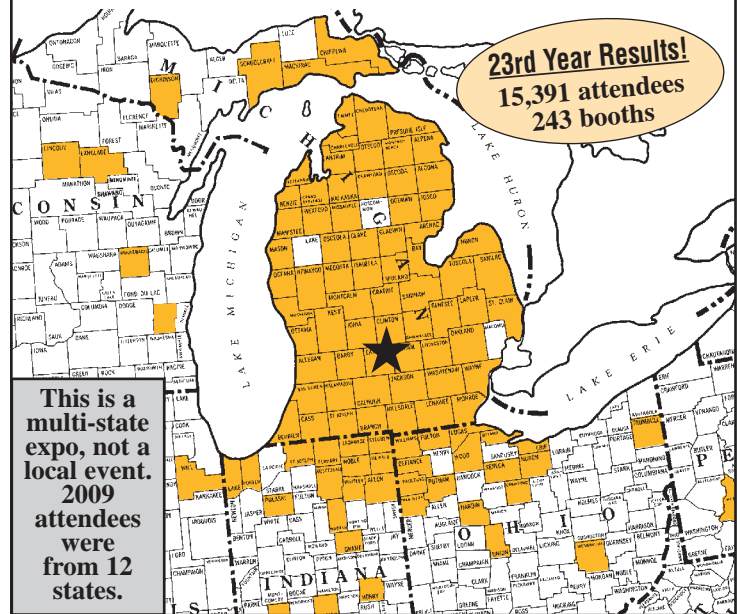
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Downloadable items available in the EXHIBITING section of [www.deerinfo.com](http://www.deerinfo.com)

## Attendee Demographic Profile

### 2009 MICHIGAN Deer & Turkey Spectacular



■ = Attendees from all counties marked in gold.

#### Will you buy products at the Spectacular?

Yes 14,364 93.33%

#### How much do you plan to spend?

Under \$100 9,287 60.34%  
\$101 - \$250 3,715 24.14%  
\$251 - \$500 1,194 7.76%  
\$501 - \$1000 531 3.45%  
\$1,001 + 663 4.31%

#### Annual Household Income

Under \$25,000 1,411 9.17%  
\$25,000 - \$34,999 1,130 7.34%  
\$35,000 - \$44,999 1,553 10.09%  
\$45,000 - \$54,999 3,389 22.02%  
\$55,000 - \$64,999 2,401 15.60%  
\$65,000 - \$74,999 2,118 13.76%  
\$75,000 - \$99,999 1,695 11.01%  
\$100,000 + 1,695 11.01%

#### Age:

Under 12 665 4.32%  
12 - 17 1,882 12.23%  
18 - 24 1,550 10.07%  
25 - 34 2,436 15.83%  
35 - 44 2,104 13.67%  
45 - 54 3,540 23.02%  
55 + 3,211 20.86%

#### Females Attendees

3,543 23.02%

#### Have you attended previously?

(Exhibitors – Reach new customers)  
1st Time Attendee 4,126 26.81%  
Repeat Attendee 11,265 73.19%

#### Who do you talk with about the Spectacular?

Friends 12,715 82.61%  
Family/Relation 9,145 59.42%  
Co-Workers 6,022 39.13%  
Arch/BH Clubs 1,450 9.42%  
Sports Club 1,784 11.59%  
Church Member 2,199 13.77%  
Neighbors 3,457 22.46%  
Schoolmates 1,896 12.32%

#### Hunt for ...

Whitetail Deer 12,807 83.21%  
Turkey 9,519 61.85%  
Other Big Game 3,879 25.20%  
Waterfowl 3,229 20.98%  
Uplnd Brds & Sm Gme 7,015 45.58%  
Varmints 5,632 36.59%

#### Hunt Deer with ...

Crossbow 1,028 6.15%  
Handgun 2,992 19.44%  
Black Powder 5,198 33.77%  
Rifle 8,025 52.14%  
Shotgun 11,056 71.84%  
Bow & Arrow 10,502 68.24%

#### Transportation ...

Own a Truck 9,239 60.03%  
Own an ATV 5,342 34.71%

#### A Place to Hunt ...

Own Hunting Land 4,553 29.58%  
Lease Hunting Land 1,844 11.98%  
Grow Food Plots 4,106 26.67%  
Hunt on Public Land 6,434 41.80%  
Hunt on Private Land 11,429 74.26%  
Plan to Buy Land 1,409 9.16%  
Plan to Create Food Plots 2,685 17.45%

#### Outdoor Activities & Gear

Own a Dog 3,844 24.98%  
Own a Chainsaw 7,223 46.93%  
Go Camping 9,386 60.98%  
Own Deer Decoys 4,500 29.24%  
Own Turkey Decoys 6,053 39.33%  
Own Trail Camera 5,073 32.96%  
Own Treestand 9,831 63.87%  
Own Firearms Scopes 13,076 84.96%  
Own Binoculars 14,264 92.68%  
Own Red-Dot Sight 4,921 31.97%  
Butcher Own Venison 8,264 53.70%

#### Do you use:

Topo Maps 3,056 19.85%  
GPS 5,089 33.06%  
Ground Blinds 8,778 57.04%  
Treestand Sfty Harness 7,889 51.25%  
3-D Targets 6,098 39.62%  
Other Foam Targets 4,593 29.84%  
Deer Rut Scents 6,551 42.57%  
Attractant Scent 6,048 39.29%

#### How do you communicate in the woods?

2-Way Radio 5,816 37.79%  
Cell Phone 7,257 47.15%

#### Scent control used?

Odor-free Shampoo 6,711 43.67%  
Odor-free Soap 6,538 42.45%  
Carbon-Impreg Clothing 4,689 30.47%  
Rubber Boots/Shoes 7,644 49.66%  
Masking Scent/Spray 6,855 44.54%  
Storage Bag 5,219 33.81%