

Here's where your product becomes real!

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



TARGET COMMUNICATIONS CORPORATION

Ohio Deer & Turkey Expo
March 19-21, 2010
Columbus, OH

- 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 Expo.

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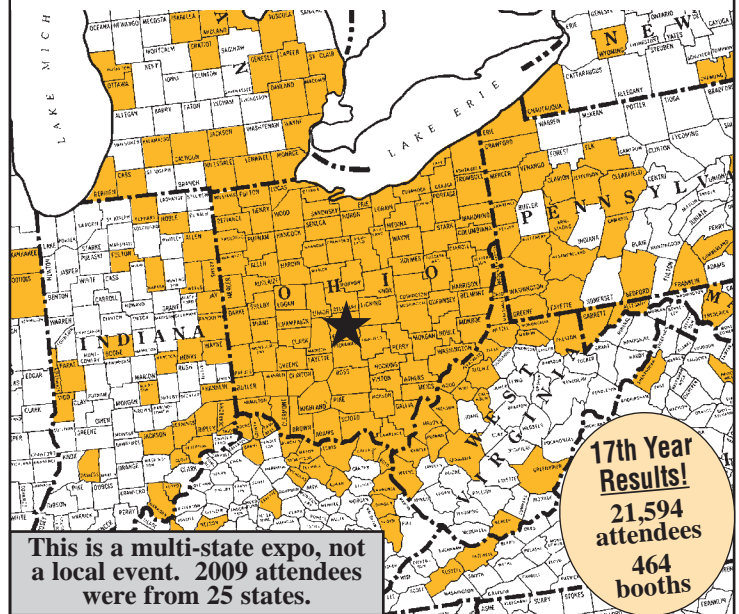
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Downloadable items available in the EXHIBITING section of www.deerinfo.com

Attendee Demographic Profile

2009 OHIO Deer & Turkey Expo



This is a multi-state expo, not a local event. 2009 attendees were from 25 states.

■ = Attendees from all counties marked in gold.

Will you buy products at the Expo?		
Yes	20,469	94.79%
How much do you plan to spend?		
Under \$100	10,372	48.03%
\$101 - \$250	7,459	34.54%
\$251 - \$500	2,345	10.86%
\$501 - \$1000	974	4.51%
\$1,001 +	425	1.97%
Annual Household Income		
Under \$25,000	2,213	10.25%
\$25,000 - \$34,999	4,265	19.79%
\$35,000 - \$44,999	3,051	14.13%
\$45,000 - \$54,999	2,976	13.78%
\$55,000 - \$64,999	1,984	9.19%
\$65,000 - \$74,999	2,518	11.66%
\$75,000 - \$99,999	2,365	10.95%
\$100,000 +	2,213	10.25%
Age:		
Under 12	507	2.35%
12 - 17	1,652	7.65%
18 - 24	2,604	12.06%
25 - 34	4,319	20.00%
35 - 44	4,574	21.18%
45 - 54	4,191	19.41%
55 +	3,747	17.35%
Females Attendees	3,896	18.04%
Have you attended previously?		
<i>(Exhibitors – Reach new customers)</i>		
1st Time Attendee	6,187	28.65%
Repeat Attendee	15,407	71.35%
Who do you talk with about the Classic?		
Friends	18,500	85.67%
Family/Relation	14,332	66.37%
Co-Workers	9,471	43.86%
Arch/BH Clubs	1,641	7.60%
Sports Club	1,956	9.06%
Church Member	2,967	13.74%
Neighbors	6,377	29.53%
Schoolmates	1,704	7.89%
Hunt for ...		
Whitetail Deer	18,150	84.05%
Turkey	12,932	59.88%
Other Big Game	3,862	17.88%
Waterfowl	3,291	15.24%
Uplnd Brds & Sm Gme	8,740	40.47%
Varmints	9,212	42.10%

Hunt Deer with ...		
Crossbow	8,755	40.54%
Handgun	3,825	17.71%
Black Powder	6,501	30.11%
Rifle	7,854	36.37%
Shotgun	15,575	72.13%
Bow & Arrow	12,398	57.41%
Transportation ...		
Own a Truck	13,296	61.57%
Own an ATV	8,547	39.58%
A Place to Hunt ...		
Own Hunting Land	5,948	27.54%
Lease Hunting Land	1,615	7.48%
Grow Food Plots	4,831	22.37%
Hunt on Public Land	10,543	48.82%
Hunt on Private Land	16,330	75.62%
Plan to Buy Land	1,863	8.63%
Plan to Create Food Plts	3,788	14.89%
Outdoor Activities & Gear		
Own a Dog	5,073	23.49%
Own a Chainsaw	10,236	47.40%
Go Camping	13,399	62.05%
Own Deer Decoys	6,104	28.27%
Own Turkey Decoys	8,154	37.76%
Own Trail Camera	7,254	33.59%
Own Treestand	14,117	65.38%
Own Firearms Scopes	18,385	85.14%
Own Binoculars	19,463	90.13%
Own Red-Dot Sight	9,361	43.35%
Butcher Own Venison	11,227	51.99%
Do you use:		
Topo Maps	3,965	18.36%
GPS	5,311	24.60%
Ground Blinds	10,369	48.02%
Treestand Sfty Harness	10,837	50.18%
3-D Targets	7,005	32.44%
Other Foam Targets	5,723	26.50%
Deer Rut Scents	10,378	48.06%
Attractant Scent	9,426	43.65%
How do you communicate in the woods?		
2-Way Radio	4,513	20.90%
Cell Phone	7,631	35.34%
Scent control used?		
Odor-free Shampoo	10,376	48.05%
Odor-free Soap	10,279	47.60%
Carbon-Impreg Clothng	5,888	27.27%
Rubber Boots/Shoes	9,775	45.27%
Masking Scent/Spray	10,163	47.07%
Storage Bag	7,434	34.43%