

# Here's where your product becomes real!

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



**Wisconsin Deer & Turkey Expo**  
**April 9-11, 2010**  
**Madison, WI**

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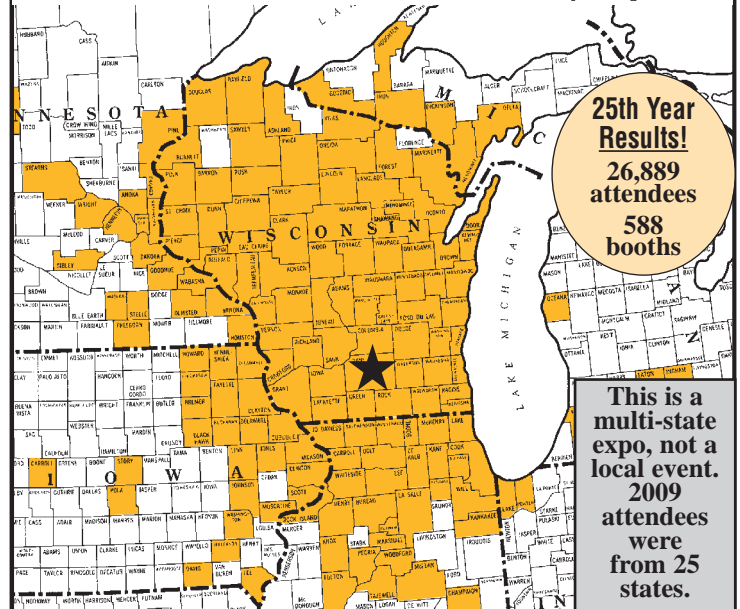
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Downloadable items available in the EXHIBITING section of www.deerinfo.com

## Attendee Demographic Profile

### 2009 WISCONSIN Deer & Turkey Expo



**25th Year Results!**  
**26,889 attendees**  
**588 booths**

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	25,545	95.00%
How much do you plan to spend?		
Under \$100	15,830	58.87%
\$101 - \$250	7,591	28.23%
\$251 - \$500	2,087	7.76%
\$501 - \$1000	1,084	4.03%
\$1,001 +	651	2.42%
Annual Household Income		
Under \$25,000	1,543	5.74%
\$25,000 - \$34,999	3,746	13.93%
\$35,000 - \$44,999	3,746	13.93%
\$45,000 - \$54,999	2,646	9.84%
\$55,000 - \$64,999	3,307	12.30%
\$65,000 - \$74,999	3,966	14.75%
\$75,000 - \$99,999	3,525	13.11%
\$100,000 +	4,407	16.39%
Age:		
Under 12	535	1.99%
12 - 17	2,670	9.93%
18 - 24	3,383	12.58%
25 - 34	4,453	16.56%
35 - 44	4,985	18.54%
45 - 54	5,875	21.85%
55 +	4,985	18.54%
Females Attendees		
	4,450	16.55%
Have you attended previously?		
<i>(Exhibitors - Reach new customers)</i>		
1st Time Attendee	7,300	27.15%
Repeat Attendee	19,589	72.85%
Who do you talk with about the Classic?		
Friends	24,039	89.40%
Family/Relation	17,628	65.56%
Co-Workers	13,533	50.33%
Arch/BH Clubs	3,205	11.92%
Sports Club	3,563	13.25%
Church Member	2,850	10.60%
Neighbors	6,768	25.17%
Schoolmates	2,670	9.93%
Hunt for ...		
Whitetail Deer	22,345	86.82%
Turkey	17,779	66.12%
Other Big Game	3,862	26.14%
Waterfowl	3,291	15.24%
Uplnd Brds & Sm Gme	13,424	49.94%
Varmints	9,212	34.26%

Hunt Deer with ...		
Crossbow	788	6.33%
Handgun	4,869	18.11%
Black Powder	5,083	18.90%
Rifle	19,562	73.09%
Shotgun	18,562	69.03%
Bow & Arrow	17,679	65.75%
Transportation ...		
Own a Truck	16,419	61.06%
Own an ATV	11,480	42.70%
A Place to Hunt ...		
Own Hunting Land	7,798	29.00%
Lease Hunting Land	2,154	8.01%
Grow Food Plots	6,333	23.55%
Hunt on Public Land	12,855	47.81%
Hunt on Private Land	19,289	71.74%
Plan to Buy Land	2,432	9.05%
Plan to Create Food Plts	3,788	14.09%
Outdoor Activities & Gear		
Own a Dog	8,146	30.29%
Own a Chainsaw	12,816	47.66%
Go Camping	15,836	58.89%
Own Deer Decoys	8,135	30.25%
Own Turkey Decoys	11,998	44.62%
Own Trail Camera	10,347	38.48%
Own Treestand	17,718	65.89%
Own Firearms Scopes	22,724	84.51%
Own Binoculars	25,198	93.71%
Own Red-Dot Sight	8,010	29.79%
Butcher Own Venison	16,136	60.01%
Do you use:		
Topo Maps	6,684	24.86%
GPS	9,834	36.57%
Ground Blinds	13,609	50.61%
Treestand Sfty Harness	12,629	46.97%
3-D Targets	9,158	34.06%
Other Foam Targets	7,231	26.89%
Deer Rut Scents	11,934	44.38%
Attractant Scent	10,557	39.26%
How do you communicate in the woods?		
2-Way Radio	10,826	40.26%
Cell Phone	11,780	43.81%
Scent control used?		
Odor-free Shampoo	12,121	45.08%
Odor-free Soap	11,793	43.86%
Carbon-Impreg Clothng	7,455	27.73%
Rubber Boots/Shoes	11,495	42.75%
Masking Scent/Spray	11,515	42.82%
Storage Bag	8,737	32.49%