



Below is a 1-sheeter fact list about the show, as well as our business plan, but if you have any specific questions about the event, please feel free to contact us at 212-564-8823 or info@osgshows.com

- **Number Years Running:** 1
- **Number Attendees:** 10,000 + (includes multi-day attendees & kids, exhibitors, speakers & press)
- **Number Vendors:** 125 +
- **Date:** January 16 - 19, 2020
- **Location:** Lake County Fair Grounds, Grayslake, IL <https://lcfair.com/home>
Lake County has a highly educated workforce with 41.5% of residents having a bachelor degree or higher, exceeding the national average by over 13%. Lake County Buyer Power: Over 250,000 households with an annual income in excess of \$100,000. There are over 30,000 businesses in lake County that collectively employ over 400,000 people
- **Who Attends:** Outdoor enthusiasts including: hunters, fishermen, hikers, campers, birdwatchers, kayakers, adventure travelers, boatsmen, archers, knife collectors, firearms enthusiasts, wildlife photographers, conservationists, RV'ers, etc.
- **Who Exhibits:** Vendors of outdoor apparel, archery, boats & accessories, campers & RV's, camping & equipment, canoes & kayaks, farms, food & beverage, electronics, backyard accessories, firearms & accessories, fishing supplies, fishing outfitters, hunting accessories & outfitters, motor vehicles, publications, tools & equipment, tourism, watercraft, wildlife art, etc.
- **Why People Attend:** To purchase goods & services ([Click for Attendee Survey Stats](#))* Attend free hunting & fishing seminars * Meet celebrities * Participate in interactive events for adults & kids
- **Why Vendors Exhibit:** Make On-the-Spot Sales * Market new products/services * Boost brand exposure * Find new distribution outlets/partners
- **Cost to Exhibit:** Rates start at \$450 per 10 x 10 (Discounts for larger booths and bulk rates for dealers/boats etc.) In addition the show offers discounts to manufacturers and non profits booths.
- **Booth Includes:** 10 x 10 exhibit booth * Pipe and Drape * Company ID Sign * Free handling of materials to booth * Discount on larger spaces
- **Total Exhibit Time:** 33 hours over 4 days
- **Web Site:** <https://www.ilsportsshow.com/>
- **To Book Space:** <https://www.ilsportsshow.com/exhibitor-resources.html>
- **Online Floor Plan:** <https://www.expocad.com/host/fx/cwmet/20niss/exfx.html>

How we plan to get you more business – New This Year!

Shop the Show: Pre-Show Monthly Newsletter + Vendor Specials

- Newsletter sent to our 20k strong OSG show database (Both NJ and IL)
- Each email will highlight pre-show Special Offers by exhibitors
- Fulfillment details are handled by you—we simply list the offer
- We take 0% of your sales – the service is a courtesy included with your booth rental

Targeted Buyer Connections - Pre-Show

- Attendees seeking specific items to purchase are identified pre-show (Includes African Safaris)
- Attendees will be able to contact exhibitors before the show and see what pre-show and at show deals are available.