



NEW WEEKEND! **March 3, 4 & 5, 2017** **Sunnyview Exposition Center** **OSHKOSH, WI**

NORTHEAST WISCONSIN SPORT FISHIN' SHOW - Oshkosh, Wisconsin.

A New But Familiar Weekend: We have moved back to our traditional weekend, the first weekend in March, for 2017. This positions us just after Madison and the week before Milwaukee, dates that have worked well in the past. With these dates and Sunnyview Exposition Center in Oshkosh as our new home, we are excited about 2017. Sunnyview is an exhibitor friendly facility with easy access from highway 41 and generous paved parking. Parking is free to the public and the expo center's name and location are well recognized by the general public.

Please consider including NORTHEAST WISCONSIN SPORT FISHIN' SHOW in your promotional plans for 2017.

Sunnyview Exposition Center, 500 E. County Road Y (Sunnyview Road), Oshkosh WI

The MARKET: Oshkosh is located on the shores of Lake Winnebago with the Fox River running right through the heart of the city. The Fox River Valley, from Oshkosh to Green Bay, represents a population of over 1 million, all within an easy hour drive. Plus, the area boasts an unusually high percentage of fishing and outdoor enthusiasts. This translates directly to significant discretionary income being spent on products and services like yours.

ADVERTISING: Promotion for the Fishin' Show includes broadcast and cable television, multiple radio stations, newspapers, regional magazines, and posters. Our television sponsors WFRV CBS 5 and WJMN CBS 3 add even more promotional "horsepower" to the Fishin' Show, creating top-of-the-mind awareness throughout northeast Wisconsin and Michigan's Upper Peninsula. This extensive campaign reaches the quality demographics that mean sales at your booth!

PROMOTIONAL DOLLARS ARE TIGHT – SO WHY EXHIBIT AT THE NORTHEAST WISCONSIN FISHIN' SHOW? Trade shows are the only form of advertising where you can **actually meet your customers face-to-face** and the only one that allows you to explain your company's products and services to them in detail. Establish trust among qualified prospective clients in a venue that generates excitement for the sport and generates **SALES!**

TRADITION, A GREAT MARKET, AND EXTENSIVE ADVERTISING – A winning combination at the Northeast Wisconsin Sport Fishin' Show!

SAJE EVENTS, INC.

598 Borvan Avenue
Green Bay, WI 54304



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PHONE: 920-434-7469 • Email: sajeevents@new.rr.com
www.greenbaysportshows.com