



PROGRESSIVE®
Kansas City
BOAT & SPORTSHOW™

February 2-5, 2023
 Bartle Hall

FOUR DAYS.

THOUSANDS OF OUTDOOR ENTHUSIASTS.

UNLIMITED SALES OPPORTUNITIES.

DID YOU KNOW?

The Progressive® Insurance Kansas City Boat & Sportshow® is

- Missouri's most complete outdoors show
- A 66-year tradition
- Kansas City's **BIGGEST** boating and outdoors sale

MEET OUR AUDIENCE

The show's mix of products, education, attractions and entertainment delivers a highly-targeted audience of boaters, fishermen, hunters and outdoor enthusiasts.

56% of attendees own a boat

30% had a household income of \$76K or greater

82% were repeat visitors

19% of attendees own an RV

35% were ages 35-54

20% of attendees own an ATV

33% were ages 55-64

Sources: 2018/19 post-show attendee and exhibitor surveys

REACH PROSPECTS AT THE BEST TIME TO SELL—WHEN THEY ARE LOOKING

- On average, more than **17,000 buyers** walk through the door every year
- **43%** said their primary reason to attend was “to buy”
- **59%** of attendees made a purchase


NO OTHER SHOW DELIVERS MORE ROI FOR YOUR EXHIBITING DOLLAR

Enjoy **FREE** marketing exposure before, during and after the show.

- **Official Show Guide listing**—Distributed on site and published online year-round—**61% of attendees** use the show guide to find products and navigate the show
- Year-round link on **KansasCitySportshow.com**—**42% of attendees** visit the site prior to the show




SHOW MARKETING TARGETS KEY BUYING DEMOGRAPHICS



BROADCAST MEDIA
Two weeks of strategic buys


Television/Cable generated 3.3 million impressions

Radio delivered 2.65 million impressions




SOCIAL MEDIA

350,000 paid impressions on Facebook & Instagram




DIGITAL MARKETING

Banner ads & search generated 2.5 million impressions



EMAIL

58,130 emails delivered to prospective buyers



PUBLIC RELATIONS

Generated 63 total media hits & earned 16.9 million media impressions

AN IDEAL SELLING SPACE

Bartle Hall is located in downtown Kansas City. All major highways feed into downtown, offering convenient access for both attendees and exhibitors.

- Connects with major downtown hotels
- 170,000 sq. ft. of column free exhibit space on one floor

RATES

RESERVE YOUR SPACE TODAY!

Bulk	\$4.30 sq. ft.
Booth (10' x 10')	\$9.95 sq. ft.

Booth rates include 8' back wall drapes and 3' side rail drapes

Your rate includes:

- Exhibitor Credentials (limits apply)
- Material handling (cranes/forklifts)
- Up to a 50% discount on guest tickets (Be My Guest ticket program)

RETURNING EXHIBITOR?

Ask the show team how you can receive a \$100 check for referring a new exhibitor.

SHOW HOURS:

Thursday February 2, 2pm–8pm
Friday, February 3, Noon–8pm
Saturday, February 4, 10am–7pm
Sunday, February 5, 10am–5pm

MOVE-IN:

Bulk space move-in begins Monday, January 30. Booth exhibits move-in begins Wednesday, February 1. Specific dates and times will be assigned.

MOVE-OUT:

Begins Sunday, February 5 at 5:01pm. All exhibits must be entirely moved out by 3pm on Monday, February 6.

READY TO RESERVE YOUR SPACE? WANT TO LEARN MORE? CONTACT:

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