

# LAS VEGAS SANDSPORTS & OFFROAD EXPO

JUNE 16-17, 2001  
10AM -5PM, SAT & SUN  
CASHMAN CENTER  
850 Las Vegas North, Las Vegas, NV

## *Everything For and About Sandsports & Offroad!*

Now you can reach the dedicated and serious off-road enthusiast at a show devoted exclusively to the industry. The Sandsports & Offroad Expo provides you with the opportunity to showcase your products and services directly to your target market. From Apparel to Tools; from ATV's to Motorcycles; from Accessories to Sand Buggies...this is your chance to make sales, introduce new products and increase your presence in this lucrative market!

### Our Advertising Works

Our extensive advertising campaigns are the most effective and will achieve the best results. We consistently bring in large crowds of people through our targeted advertising as outlined below:

■**STREET SIGNS:** Street signs are one of the most effective methods for advertising events. We will advertise our event with signs extensively.

■**NEWSPAPERS:** Strategic advertising campaigns in major daily and community papers in the metropolitan area and surrounding communities.

■**TRADE PUBLICATIONS:** Various trade publications will be utilized to bring attentions to the Sandsports and Offroad fans and readers.

■**RADIO:** Advertising with the leading stations for the targeted audience. Ticket giveaways and unique on-air promotions are part of the mix.

■**DIRECT MAIL:** To selected groups, clubs, and organizations.

■**NEWS RELEASES:** Releases mailed to daily and weekly newspapers in the surrounding area. Releases to radios and TVs to catch the attention of our targeted audiences.

■**INTERNET:** Access and advertise to millions of online users.

### Guidelines

■**BOOTH PACKAGE:**

One 10'x10' display booth to include:  
8' high draped back wall, (at Management's option: 3' draped side wall)

One 8' or 6' table and two side chairs

One Company ID Sign

Exhibitor Badges (up to 4 included)

Listing of your company's name at our website

■**PROGRAM AD:** Submit your camera-ready ad at least 1 month prior to the event

■**SHOW TIME:** 10:00 AM - 5:00 PM

■**MOVE IN TIME:** To be announced

■**MOVE OUT TIME:** 5PM TO 9PM (Last day of event)

■**BADGES:** Pick up at check-in registration desk  
(Please limit attendees to no more than four per booth)

■**ELECTRICITY:** \$55 Pre ordered, \$75 at the show.

■**EXTRA TABLE:** Additional tables must be pre-ordered, Management offers no guarantee on additional tables if not previously ordered.

■**PAYMENT:** Must pay in full prior to the event. There will be a \$50 penalty if paying at the show. Please call our accounting department for more information.

■**PARKING:** Not included, price varies from venue to venue.

■**SECURITY:** Overnight security guard(s) will be on site to safe guard your equipment.

■**WHAT TO BRING:** Company display, products, brochures, business cards, hand truck, etc..

■**AFTER THE SHOW:** Please move out promptly and remove all trash from your booth.

**Book Your Prime Booth Location Now!**

**Call Bill Markel at:**

**(661) 943-1786 Tel.**

**(661) 943-1698 fax**

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