

Here's where your product becomes real!

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



& Shooting Sports Show
Archery • Black Powder • Firearms

TARGET COMMUNICATIONS CORPORATION

Michigan Deer & Turkey Spectacular
February 12-14, 2010
Lansing, MI

- 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 Spectacular.

Advertising Support

Tell everyone where you will be and what you offer. Pre-Event...On-Site...Post-Event cost-effective opportunities.

Contacts: Cheryl Keller, Booth & Advertising Sales
cheryl@deerinfo.com

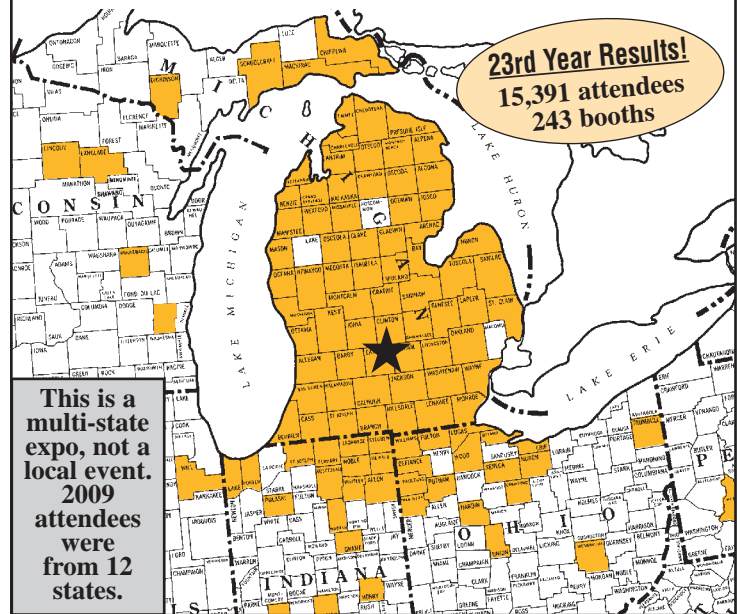
Glenn Helgeland, Sponsorship & Adv. Sales
glenn@deerinfo.com

1-262-242-3990 • 1-800-324-3337
www.deerinfo.com

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

Attendee Demographic Profile

2009 MICHIGAN Deer & Turkey Spectacular



■ = Attendees from all counties marked in gold.

Will you buy products at the Spectacular?

Yes 14,364 93.33%

How much do you plan to spend?

Under \$100 9,287 60.34%
\$101 - \$250 3,715 24.14%
\$251 - \$500 1,194 7.76%
\$501 - \$1000 531 3.45%
\$1,001 + 663 4.31%

Annual Household Income

Under \$25,000 1,411 9.17%
\$25,000 - \$34,999 1,130 7.34%
\$35,000 - \$44,999 1,553 10.09%
\$45,000 - \$54,999 3,389 22.02%
\$55,000 - \$64,999 2,401 15.60%
\$65,000 - \$74,999 2,118 13.76%
\$75,000 - \$99,999 1,695 11.01%
\$100,000 + 1,695 11.01%

Age:

Under 12 665 4.32%
12 - 17 1,882 12.23%
18 - 24 1,550 10.07%
25 - 34 2,436 15.83%
35 - 44 2,104 13.67%
45 - 54 3,540 23.02%
55 + 3,211 20.86%

Females Attendees

3,543 23.02%

Have you attended previously?

(Exhibitors – Reach new customers)
1st Time Attendee 4,126 26.81%
Repeat Attendee 11,265 73.19%

Who do you talk with about the Spectacular?

Friends 12,715 82.61%
Family/Relation 9,145 59.42%
Co-Workers 6,022 39.13%
Arch/BH Clubs 1,450 9.42%
Sports Club 1,784 11.59%
Church Member 2,199 13.77%
Neighbors 3,457 22.46%
Schoolmates 1,896 12.32%

Hunt for ...

Whitetail Deer 12,807 83.21%
Turkey 9,519 61.85%
Other Big Game 3,879 25.20%
Waterfowl 3,229 20.98%
Uplnd Brds & Sm Gme 7,015 45.58%
Varmints 5,632 36.59%

Hunt Deer with ...

Crossbow 1,028 6.15%
Handgun 2,992 19.44%
Black Powder 5,198 33.77%
Rifle 8,025 52.14%
Shotgun 11,056 71.84%
Bow & Arrow 10,502 68.24%

Transportation ...

Own a Truck 9,239 60.03%
Own an ATV 5,342 34.71%

A Place to Hunt ...

Own Hunting Land 4,553 29.58%
Lease Hunting Land 1,844 11.98%
Grow Food Plots 4,106 26.67%
Hunt on Public Land 6,434 41.80%
Hunt on Private Land 11,429 74.26%
Plan to Buy Land 1,409 9.16%
Plan to Create Food Plots 2,685 17.45%

Outdoor Activities & Gear

Own a Dog 3,844 24.98%
Own a Chainsaw 7,223 46.93%
Go Camping 9,386 60.98%
Own Deer Decoys 4,500 29.24%
Own Turkey Decoys 6,053 39.33%
Own Trail Camera 5,073 32.96%
Own Treestand 9,831 63.87%
Own Firearms Scopes 13,076 84.96%
Own Binoculars 14,264 92.68%
Own Red-Dot Sight 4,921 31.97%
Butcher Own Venison 8,264 53.70%

Do you use:

Topo Maps 3,056 19.85%
GPS 5,089 33.06%
Ground Blinds 8,778 57.04%
Treestand Sfty Harness 7,889 51.25%
3-D Targets 6,098 39.62%
Other Foam Targets 4,593 29.84%
Deer Rut Scents 6,551 42.57%
Attractant Scent 6,048 39.29%

How do you communicate in the woods?

2-Way Radio 5,816 37.79%
Cell Phone 7,257 47.15%

Scent control used?

Odor-free Shampoo 6,711 43.67%
Odor-free Soap 6,538 42.45%
Carbon-Impreg Clothing 4,689 30.47%
Rubber Boots/Shoes 7,644 49.66%
Masking Scent/Spray 6,855 44.54%
Storage Bag 5,219 33.81%

Here's where your product becomes real!

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



TARGET COMMUNICATIONS CORPORATION

Illinois Deer & Turkey Classic
February 26-28, 2010
Bloomington, IL

- 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 Classic.

Advertising Support

Tell everyone where you will be and what you offer. Pre-Event...On-Site...Post-Event cost-effective opportunities.

Contacts: Cheryl Keller, Booth & Advertising Sales
cheryl@deerinfo.com

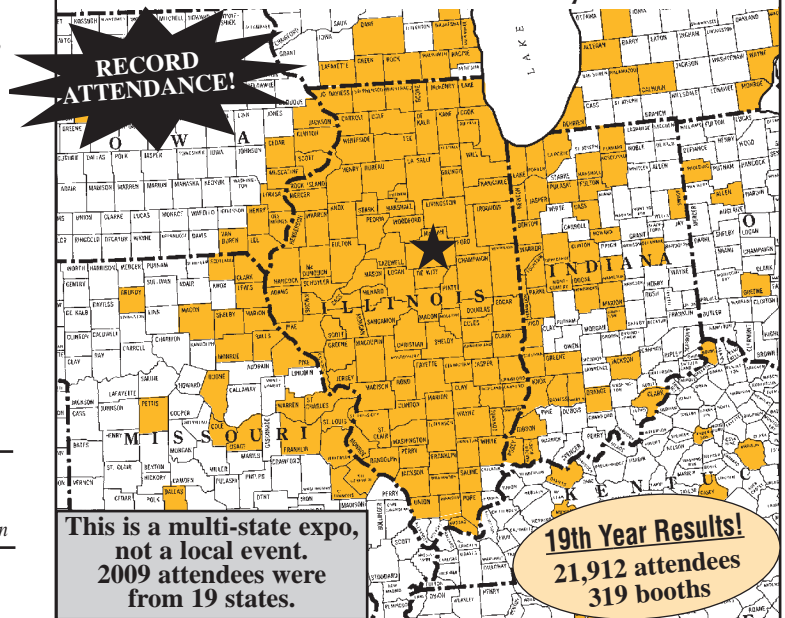
Glenn Helgeland, Sponsorship & Adv. Sales
glenn@deerinfo.com

1-262-242-3990 • 1-800-324-3337
www.deerinfo.com

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

Attendee Demographic Profile

2009 ILLINOIS Deer & Turkey Classic



■ = Attendees from all counties marked in gold.

Will you buy products at the Classic?
 Yes 20,356 92.90%

How much do you plan to spend?
 Under \$100 11,870 54.17%
 \$101 - \$250 6,620 30.21%
 \$251 - \$500 1,979 9.03%
 \$501 - \$1000 7,603 3.47%
 \$1,001 + 6,858 3.13%

Annual Household Income
 Under \$25,000 1,477 6.74%
 \$25,000 - \$34,999 2,299 10.49%
 \$35,000 - \$44,999 2,873 13.11%
 \$45,000 - \$54,999 2,463 11.24%
 \$55,000 - \$64,999 2,708 12.36%
 \$65,000 - \$74,999 2,544 11.61%
 \$75,000 - \$99,999 3,940 17.98%
 \$100,000 + 3,611 16.48%

Age:
 Under 12 390 1.78%
 12 - 17 1,365 6.23%
 18 - 24 2,925 13.35%
 25 - 34 4,227 19.29%
 35 - 44 4,095 18.69%
 45 - 54 4,941 22.55%
 55 + 3,966 18.10%

Females Attendees 4,100 18.71%

Have you attended previously?
(Exhibitors – Reach new customers)
 1st Time Attendee 6,100 27.84%
 Repeat Attendee 15,812 72.16%

Who do you talk with about the Classic?
 Friends 17,911 81.74%
 Family/Relation 12,597 57.49%
 Co-Workers 8,923 40.72%
 Arch/BH Clubs 1,705 7.78%
 Sports Club 1,770 8.08%
 Church Member 2,033 9.28%
 Neighbors 3,412 15.57%
 Schoolmates 1,705 7.78%

Hunt for ...
 Whitetail Deer 17,341 79.14%
 Turkey 10,533 48.07%
 Other Big Game 2,725 12.43%
 Waterfowl 5,430 24.78%
 Uplnd Brds & Sm Gme 9,454 43.14%
 Varmints 7,709 35.18%

Hunt Deer with ...
 Crossbow 1,348 6.15%
 Handgun 3,262 14.89%
 Black Powder 3,851 17.58%
 Rifle 6,179 28.20%
 Shotgun 15,324 69.93%
 Bow & Arrow 13,731 62.66%

Transportation ...
 Own a Truck 13,548 61.83%
 Own an ATV 8,904 40.64%

A Place to Hunt ...
 Own Hunting Land 4,878 22.26%
 Lease Hunting Land 1,467 6.69%
 Grow Food Plots 4,513 20.60%
 Hunt on Public Land 7,486 34.16%
 Hunt on Private Land 15,047 68.67%
 Plan to Buy Land 1,752 7.99%
 Plan to Create Food Plots 2,751 12.56%

Outdoor Activities & Gear
 Own a Dog 5,379 24.55%
 Own a Chainsaw 9,220 42.08%
 Go Camping 12,723 58.07%
 Own Deer Decoys 6,267 28.60%
 Own Turkey Decoys 6,009 27.42%
 Own Trail Camera 6,182 28.21%
 Own Treestand 13,833 63.13%
 Own Firearms Scopes 18,082 82.52%
 Own Binoculars 19,780 90.27%
 Own Red-Dot Sight 6,742 30.77%
 Butcher Own Venison 11,176 51.00%

Do you use:
 Topo Maps 3,000 13.69%
 GPS 4,503 20.55%
 Ground Blinds 9,631 43.95%
 Treestand Sfty Harness 9,524 43.47%
 3-D Targets 6,690 30.53%
 Other Foam Targets 5,294 24.16%
 Deer Rut Scents 8,984 41.00%
 Attractant Scent 8,094 36.94%

How do you communicate in the woods?
 2-Way Radio 6,379 29.11%
 Cell Phone 10,879 49.65%

Scent control used?
 Odor-free Shampoo 9,962 45.46%
 Odor-free Soap 9,894 45.15%
 Carbon-Impreg Clothing 5,544 25.30%
 Rubber Boots/Shoes 9,473 43.23%
 Masking Scent/Spray 9,422 43.00%
 Storage Bag 7,186 32.80%

Here's where your product becomes real!

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



TARGET COMMUNICATIONS CORPORATION

Ohio Deer & Turkey Expo
March 19-21, 2010
Columbus, OH

- 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.

Contacts: Cheryl Keller, Booth & Advertising Sales
 cheryl@deerinfo.com

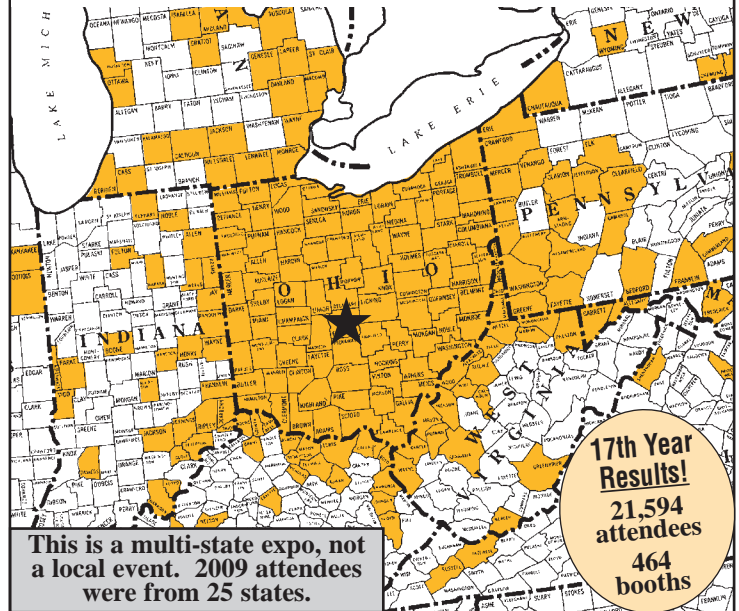
Glenn Helgeland, Sponsorship & Adv. Sales
 glenn@deerinfo.com

1-262-242-3990 • 1-800-324-3337
www.deerinfo.com

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

Attendee Demographic Profile

2009 OHIO Deer & Turkey Expo



■ = Attendees from all counties marked in gold.

Will you buy products at the Expo?		
Yes	20,469	94.79%
How much do you plan to spend?		
Under \$100	10,372	48.03%
\$101 - \$250	7,459	34.54%
\$251 - \$500	2,345	10.86%
\$501 - \$1000	974	4.51%
\$1,001 +	425	1.97%
Annual Household Income		
Under \$25,000	2,213	10.25%
\$25,000 - \$34,999	4,265	19.79%
\$35,000 - \$44,999	3,051	14.13%
\$45,000 - \$54,999	2,976	13.78%
\$55,000 - \$64,999	1,984	9.19%
\$65,000 - \$74,999	2,518	11.66%
\$75,000 - \$99,999	2,365	10.95%
\$100,000 +	2,213	10.25%
Age:		
Under 12	507	2.35%
12 - 17	1,652	7.65%
18 - 24	2,604	12.06%
25 - 34	4,319	20.00%
35 - 44	4,574	21.18%
45 - 54	4,191	19.41%
55 +	3,747	17.35%
Females Attendees	3,896	18.04%
Have you attended previously?		
<i>(Exhibitors – Reach new customers)</i>		
1st Time Attendee	6,187	28.65%
Repeat Attendee	15,407	71.35%
Who do you talk with about the Classic?		
Friends	18,500	85.67%
Family/Relation	14,332	66.37%
Co-Workers	9,471	43.86%
Arch/BH Clubs	1,641	7.60%
Sports Club	1,956	9.06%
Church Member	2,967	13.74%
Neighbors	6,377	29.53%
Schoolmates	1,704	7.89%
Hunt for ...		
Whitetail Deer	18,150	84.05%
Turkey	12,932	59.88%
Other Big Game	3,862	17.88%
Waterfowl	3,291	15.24%
Uplnd Brds & Sm Gme	8,740	40.47%
Varmints	9,212	42.10%

Hunt Deer with ...		
Crossbow	8,755	40.54%
Handgun	3,825	17.71%
Black Powder	6,501	30.11%
Rifle	7,854	36.37%
Shotgun	15,575	72.13%
Bow & Arrow	12,398	57.41%
Transportation ...		
Own a Truck	13,296	61.57%
Own an ATV	8,547	39.58%
A Place to Hunt ...		
Own Hunting Land	5,948	27.54%
Lease Hunting Land	1,615	7.48%
Grow Food Plots	4,831	22.37%
Hunt on Public Land	10,543	48.82%
Hunt on Private Land	16,330	75.62%
Plan to Buy Land	1,863	8.63%
Plan to Create Food Plts	3,788	14.89%
Outdoor Activities & Gear		
Own a Dog	5,073	23.49%
Own a Chainsaw	10,236	47.40%
Go Camping	13,399	62.05%
Own Deer Decoys	6,104	28.27%
Own Turkey Decoys	8,154	37.76%
Own Trail Camera	7,254	33.59%
Own Treestand	14,117	65.38%
Own Firearms Scopes	18,385	85.14%
Own Binoculars	19,463	90.13%
Own Red-Dot Sight	9,361	43.35%
Butcher Own Venison	11,227	51.99%
Do you use:		
Topo Maps	3,965	18.36%
GPS	5,311	24.60%
Ground Blinds	10,369	48.02%
Treestand Sfty Harness	10,837	50.18%
3-D Targets	7,005	32.44%
Other Foam Targets	5,723	26.50%
Deer Rut Scents	10,378	48.06%
Attractant Scent	9,426	43.65%
How do you communicate in the woods?		
2-Way Radio	4,513	20.90%
Cell Phone	7,631	35.34%
Scent control used?		
Odor-free Shampoo	10,376	48.05%
Odor-free Soap	10,279	47.60%
Carbon-Impreg Clothng	5,888	27.27%
Rubber Boots/Shoes	9,775	45.27%
Masking Scent/Spray	10,163	47.07%
Storage Bag	7,434	34.43%

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.

Contacts: Cheryl Keller, Booth & Advertising Sales
 cheryl@deerinfo.com

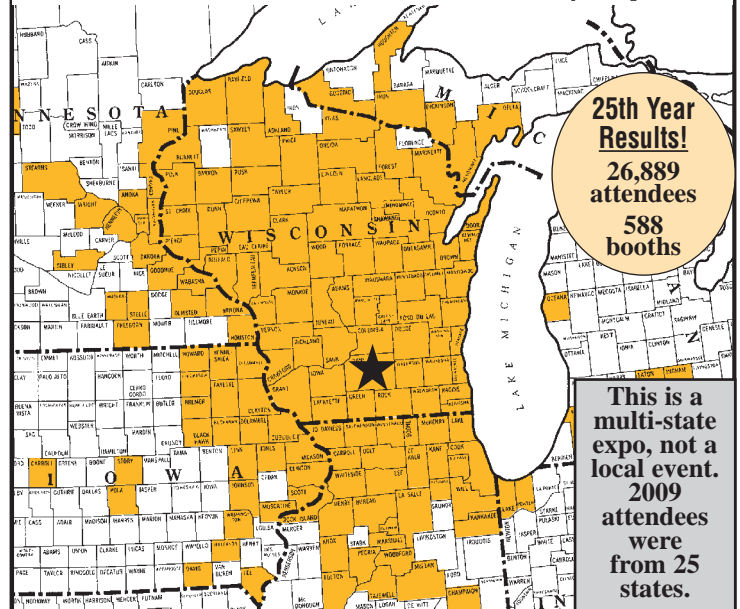
Glenn Helgeland, Sponsorship & Adv. Sales
 glenn@deerinfo.com

1-262-242-3990 • 1-800-324-3337
www.deerinfo.com

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

Attendee Demographic Profile

2009 WISCONSIN Deer & Turkey Expo



■ = 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%