

3 STEPS TO BETTER SALES

Build Your Brand ... Maximize Product Introduction & Product Sell-Through ...

STEP 1: KNOW THIS MARKET

The 2011 Attendee Demographic Profile information pieces listed below will tell you what our audience is like ... ACTIVE, SPENDING, OPINION LEADERS (buying product AND creating word-of-mouth advertising for you). See what they hunt, the gear they use, the money they have to spend. (Above-average income, but skew younger than national average age of hunters.)

Download these information sheets from www.deerinfo.com/exhibiting.

- Here's Where Your Product Becomes Real
- High Value of Grassroots Marketing
- Main Attractions / Tech Info Center
- Game Hunted & Gear Used
- Hunting Dogs & Puppies
- Women's Garb & Gear
- Maps - Where Attendees Come From
- Introduce - Promote - Sell

STEP 2: PLAN YOUR MARKETING APPROACH

A) Definite your needs -

- Branding
- Product Introduction
- Product Sales On-Site
- Promotion

B) Ask yourself: Does my product have a chance to get a good introduction to this market without my presence? Not likely!

Mistaken assumptions we often hear:

- "A dealer is doing the expo for me."
- "We thought a dealer is doing the expo for us."
- "We thought our rep is doing the expo for us."
- "We don't do local shows."

C) For best product introduction, branding and product sales, do it yourself or with a dealer. Ask yourself these important questions and you'll know why ...

- How can I maximize product introduction AND sell-through?
- Are any of my dealers exhibiting?
- How many brand names will a dealer display in his exhibit space?
- How many of those brands will be my competitors?
- How much (or little) space will my product(s) have in the dealer's total display space?
- How prominently will my products be displayed without my presence?
- How many minutes - or seconds - will my dealer be able to devote to introducing my new products and/or selling my products without me?
- If a dealer is working on sales to make sure the booth space pays for itself, what chance do my products have against 'show specials' and 'great bargains' without my presence?

STEP 3: REACH THIS MARKET; REACH YOUR GOALS

A potential sale must have closure. You don't want to turn away money, a potential customer ready to buy.

There are two ways to reach sales closure --

1) ON YOUR OWN

A) When You're New

- By yourself may be the only way, and you hold costs down.
- You and your booth display devote 100% of space, time and effort to the introduction, promotion and sale of your product.
- Product sales can cover most or all of your costs.
- You will be building a brand name, introducing product, building a market for the dealers you will get as you grow.
- You can sign up dealers and reps right at the expo.

B) When You're Established

- Exhibit by yourself and refer sales to any or all of your dealers who also

are exhibiting. PLUS ... you indirectly help all your dealers throughout the expo's multi-state market area.

2) WITH A DEALER

There are two ways to do this:

A) You have 10' of dedicated space for your products attached to a dealer's larger space.

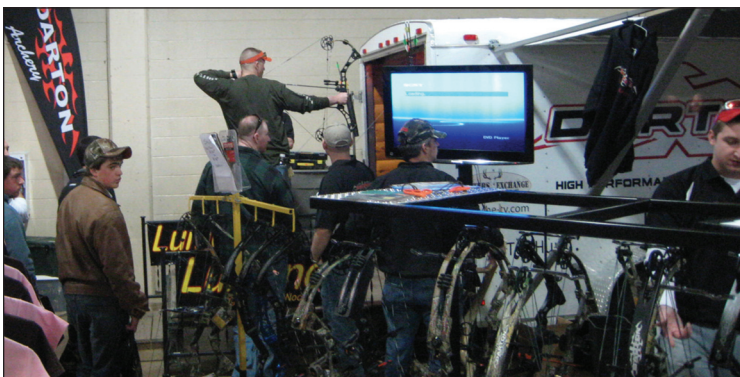
B) You dominate a larger space and an attached dealer with minimal space acts as your cash register. This allows you to give, in that portion of total booth space dedicated solely to your products, the introduction and exposure your products need.

When you make a sale, direct the customer to your dealer's cash register. You win...your dealer wins...the customer wins because s/he gets the desired product right now. That's the value of touch, of hands-on.

Exhibit with a dealer: MINIMIZE costs, MAXIMIZE sales.

The Value of Touch, of Hands-On...

Grassroots marketing is growing because it is effective - face-to-face, personal, immediate, hands-on - the way today's customers want product information. They want to SEE and TOUCH the PRODUCT.



"Once I have it (my product) in their hands, I've got them."

- Ted Harpham, Darton Archery

BONUSES ... when you exhibit!

- FREE New-Products display area
- FREE website link
- FREE New-product listing on expo website (must also advertise to qualify)
- FREE bow tryout area
- FREE listing in Show Guide

- **MICHIGAN Deer & Turkey Spectacular** • Feb. 17-19, 2012
Lansing Center - LANSING, MI
- **OHIO Deer & Turkey Expo** • Mar. 16-18, 2012
Ohio Expo Center - COLUMBUS, OH
- **ILLINOIS Deer & Turkey Classic** • Mar. 23-25, 2012
Peoria Civic Center - PEORIA, IL
- **WISCONSIN Deer & Turkey Expo** • Mar.30-Apr.1, 2012
Alliant Energy Center - MADISON, WI

TARGET COMMUNICATIONS CORP

BOOTH SALES

Cheryl Keller cheryl@deerinfo.com 1-800-324-3337
Dave Schroeder daslls@netzero.net 1-517-626-6932

ADVERTISING SALES

Mark Beauchaine mark.deerinfo@gmail.com
1-715-445-2852 Messages - 1-800-324-3337