

2011 Wrap-Up

• Michigan	239 booths	14,173 attendance
• Ohio	479 booths	24,396 attendance
• Illinois	389 booths	18,322 attendance
• Wisconsin	574 booths	26,904 attendance

2012 Deer & Turkey Expo Schedule

- Feb. 17-19 MICHIGAN DEER & TURKEY SPECTACULAR (26th)
Lansing Center, Lansing
- March 16-18 OHIO DEER & TURKEY EXPO (20th)
Ohio Expo Center (State Fairgrounds), Columbus
- March 23-25 ILLINOIS DEER & TURKEY CLASSIC (22nd)
Civic Center, Peoria
- Mar 30-Apr 1 WISCONSIN DEER & TURKEY EXPO (28th)
Alliant Energy Center of Dane County, Madison

• 2012 SET-UP HOURS

Thursday 1:00 pm-7:00 pm
Friday 8:00 am-1:00 pm

• 2012 EXPO HOURS

Friday 2:00 pm-9:00 pm
Saturday 9:00 am-7:00 pm
Sunday 9:00 am-4:00 pm

2012 BOOTH FEES

Int. = Interior Booth / Cor. = Corner Booth / Sh B = Shooting Booth

MICHIGAN

10x10 Int	\$500	Bulk Space
10x10 Cor	\$575	6 booths \$4.39/sq ft
10x15 Sh B	\$660	8 booths \$4.34/sq ft
		10+ booths \$4.29/sq ft

MICHIGAN Advertising Deadlines

- | | |
|--------------------------|--------------------------|
| 1) POSTCARD (pre-expo) | January 4, 2012 |
| 2) WEB-SITE (year-round) | Any time, beginning now! |

OHIO

10x10 Int	\$550	Bulk Space
10x10 Cor	\$625	6 booths \$4.49/sq ft
10x15 Sh B	\$730	8 booths \$4.44/sq ft
		10+ booths \$4.39/sq ft

OHIO Advertising Deadlines

- | | |
|--------------------------|--------------------------|
| 1) POSTCARD (pre-expo) | February 8, 2012 |
| 2) WEB-SITE (year-round) | Any time, beginning now! |

ILLINOIS

10x10 Int	\$535	Bulk Space
10x10 Cor	\$610	6 booths \$4.44/sq ft
10x15 Sh B	\$720	8 booths \$4.39/sq ft
		10+ booths \$4.34/sq ft

ILLINOIS Advertising Deadlines

- | | |
|--------------------------|--------------------------|
| 1) POSTCARD (pre-expo) | February 15, 2012 |
| 2) WEB-SITE (year-round) | Any time, beginning now! |

WISCONSIN

10x10 Int	\$550	Bulk Space
10x10 Cor	\$625	6 booths \$4.49/sq ft
10x15 Sh B	\$730	8 booths \$4.44/sq ft
		10+ booths \$4.39/sq ft

WISCONSIN Advertising Deadlines

- | | |
|--------------------------|--------------------------|
| 1) POSTCARD (pre-expo) | February 21, 2012 |
| 2) WEB-SITE (year-round) | Any time, beginning now! |

DISCOUNTS

- **NON-PROFIT ORGANIZATION** 25%
(interior booth only; corner booth full price)

BOOTH LIABILITY INSURANCE

\$55 per exhibitor per expo
(set-up through tear-down).

REFUNDS

- | | | |
|---------------------------------|----|--|
| 1) Early Full Pay | 5% | Refunds only on full payment received January 15 or earlier |
| 2) Multiple Show | | |
| • 2nd Expo | 4% | • 3rd Expo 6% |
| • 4th Expo | 8% | • 5th Expo 10% |
| 3) Multiple Booth | | |
| • 2nd Booth | 4% | • 3rd Booth 6% |
| • 4th Booth | 8% | • 5th Booth 10% |
| • 6 Booths or More (Bulk Space) | | |

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