

# Here's where your product beomes real.

Once your product is in their hands...you've got them!

## 2011 Attendee Demographic Profile

Will you buy products at the event?  
Yes 93.73%

How much do you plan to spend?  
Under \$100 52.12%  
\$101-250 27.88%  
\$251-500 9.59%  
\$501-1,000 4.01%  
\$1,001 + 6.42%

Annual Household Income  
Under \$25,000 14.66%  
\$25,000-\$34,999 13.03%  
\$35,000-\$44,999 12.56%  
\$45,000-\$54,999 9.49%  
\$55,000-\$64,999 13.36%  
\$65,000-\$74,999 10.94%  
\$75,000-\$99,999 12.49%  
\$100,000 + 13.53%

Female Attendees: 29.49%

Have you attended this event before?  
(Exhibitors - Reach new customers!)  
No 29.20%  
Yes 71.80%

Who do you talk with about the event?  
(Value of word-of-mouth advertising!)

Friends	80.35%
Family/Relatives	62.77%
Co-Workers	40.77%
Archery/Bohnt Club	6.55%
Sports Club	9.46%
Church Member	10.17%
Neighbors	24.42%
Schoolmates	9.18%

Age:

Under 12	2.53%
12-17	10.35%
18-24	14.21%
25-34	17.10%
35-44	17.33%
45-54	18.21%
55 +	20.28%

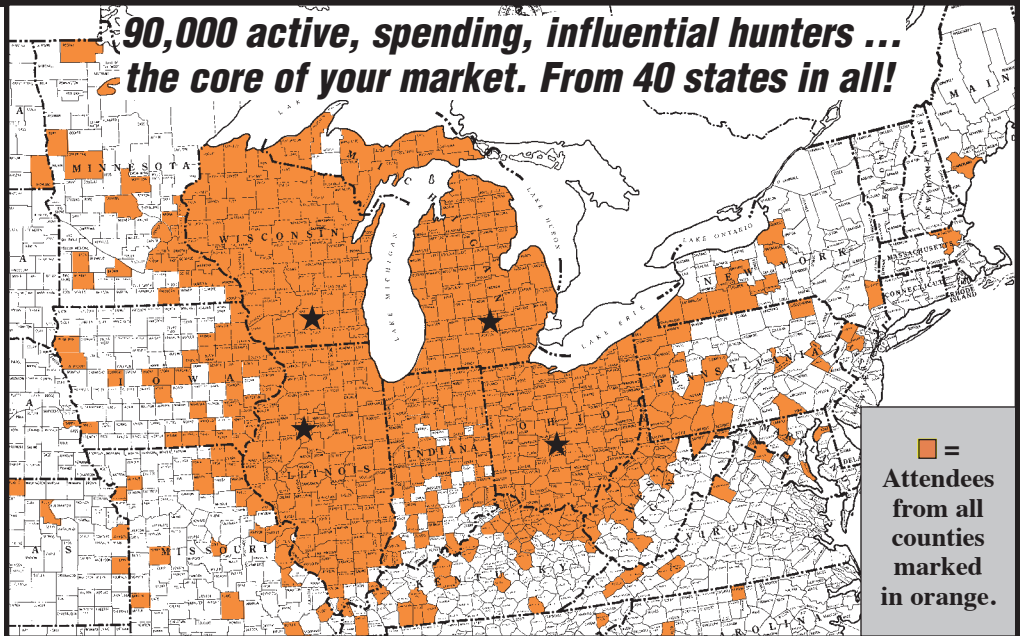
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More marketing data DOWNLOADABLE  
from EXHIBITING section of  
[www.deerinfo.com/exhibiting-benefits.asp](http://www.deerinfo.com/exhibiting-benefits.asp)



### February 17-19, 2012

#### 2011 Results:

- 14,173 attendees
- 93.18% plan to buy
- 239 booths

### FIELD & STREAM DEER & TURKEY SPECTACULAR / MI



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**Remington**



### March 16-18, 2012

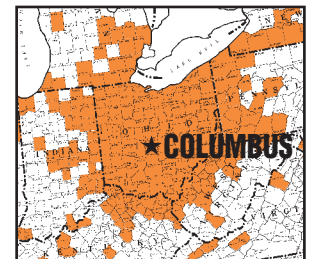
#### 2011 Results:

- 24,396 attendees
- 95.90% plan to buy
- 479 booths

### FIELD & STREAM DEER & TURKEY EXPO / OH



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### March 23-25, 2012

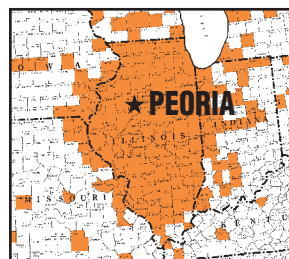
#### 2011 Results:

- 18,185 attendees
- 93.85% plan to buy
- 389 booths

### FIELD & STREAM DEER & TURKEY CLASSIC / IL



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### Mar. 30-Apr. 1, 2012

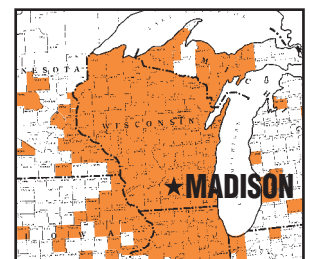
#### 2011 Results:

- 26,904 attendees
- 92.00% plan to buy
- 574 booths

### FIELD & STREAM DEER & TURKEY EXPO / WI



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## 2011 Principal Attendee Home States & Counties

Michigan	Counties	Illinois	Counties	Ohio	Counties	Wisconsin	Counties
Michigan	75	Illinois	97	Ohio	88	Wisconsin	72
Ohio	19	Indiana	35	Indiana	36	Iowa	29
Indiana	17	Missouri	19	Kentucky	34	Illinois	27
<b>+16 more states</b>		Iowa	18	W Virg.	27	Minnesota	18
<b>19 total</b>		Wisconsin	15	Pennsy	23	Michigan	18
		Michigan	11	Michigan	22	<b>+20 more states</b>	
		<b>+16 more states</b>		New York	10	<b>25 total</b>	
		<b>22 total</b>		<b>+19 more states</b>			
				<b>26 total</b>			

**4-Expo 2011  
ATTENDANCE  
from 40 states!**