

The HIGH VALUE of GRASSROOTS, ONE-TO-ONE, FACE-TO-FACE CONTACT

MAIN ATTRACTIONS at 2011 EXPOS by ATTENDEE CATEGORY

• • rankings are different for each category • •

Responses taken from survey cards completed at all four TCC 2011 DEER & TURKEY EXPOS

ALL Attendees

Tech Info Center (as a whole)	51.69
Everything	41.96
Free Seminars	35.37
Trophy Contest & Display	34.33
Archery Answer Man (1)	23.99
Deer Hunting Answer Man (1)	23.87
Clothes/Footwear A-man (1)	23.35
Food Plot Info Area (1)	20.90
Slug Guns/Muzz'l'dr A-M (1)	19.68
New Products/Exhibit	19.27
Turkey Hunt Answer Man (1)	18.93
Firearms Answer Man (1)	18.12
Shooting Ranges	18.07
Venison Butchering Demo	17.52
Archery Trick Shooting	16.90
Women's Hunt Clothes, Etc	15.22
Live Animals	14.83
Turkey Calling Contest	13.96
Optics Hands-on Tryout (1)	13.55
Trail Cam Photo Contest	13.34
Gun Auction	12.90
Outdoor Photo Contest	11.30
Puppies & Kids Sunday	10.56
BI Powder Gun Makers Shop	9.17

REPEAT Attendees

Tech Info Center (as a whole)	56.01
Everything	42.49
Free Seminars	38.11
Trophy Contest & Display	37.42
Archery Answer Man (1)	26.26
Deer Hunting Answer Man (1)	25.82
Clothes/Footwear A-man (1)	25.62
Food Plot Info Area (1)	25.00
Slug Guns/Muzz'l'dr A-M (1)	21.88
New Products/Exhibit	21.23
Turkey Hunt Answer Man (1)	20.83
Firearms Answer Man (1)	20.21
Shooting Ranges	18.85
Venison Butchering Demo	18.18
Archery Trick Shooting	17.90
Women's Hunt Clothes, Etc	16.97
Optics Hands-on Tryout (1)	15.23
Gun Auction	14.81
Live Animals	14.61
Trail Cam Photo Contest	14.33
Outdoor Photo Contest	13.65
Turkey Calling Contest	13.47
BI Powder Gun Makers Shop	11.76
Puppies & Kids Sunday	9.76

FIRST-TIME Attendees

Tech Info Center (as a whole)	41.90
Everything	40.01
Free Seminars	29.31
Trophy Contest & Display	27.31
Archery Answer Man (1)	18.65
Deer Hunting Answer Man (1)	18.39
Clothes/Footwear A-man (1)	18.20
Shooting Ranges	15.99
Venison Butchering Demo	15.85
Live Animals	15.29
Turkey Calling Contest	14.15
Slug Guns/Muzz'l'dr A-M (1)	14.04
Turkey Hunt Answer Man (1)	14.02
Archery Trick Shooting	13.89
New Products/Exhibit	13.57
Firearms Answer Man (1)	13.13
Puppies & Kids Sunday	12.05
Women's Hunt Clothes, Etc	11.02
Food Plot Info Area (1)	10.98
Trail Cam Photo Contest	10.48
Optics Hands-on Tryout (1)	9.62
Gun Auction	8.51
Outdoor Photo Contest	5.36
BI Powder Gun Makers Shop	1.69

KEYS to Above Columns:

- * As A Whole All survey cards on which at least one Tech Info Center subject was checked.
- * (1) Response percentage for the Individual Tech Info Center topic.

MARKETING NOTES ...

- 1) First-time attendees, as a group, have a higher percentage of firearms-only hunters.
- 2) Repeat attendees have a high percentage of multi-season hunters.
- 3) 30%-35% of all attendees participate in dog-related hunting activities (waterfowl, upland birds, upland game).
- 4) First-time attendees aren't sure what they're looking for because they don't know what to expect. Most of them heard about the expo from a friend and attended based on the friend's recommendation.
- 5) Attendances generally consist of 70% repeat attendees and 30% first-time attendees, year after year, expo after expo. Variation from these percentages is less than 5%.
- 6) The marketing reach of these expos is far beyond the number of people that can fit into any given expo facility on any given weekend.



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