

Customers want to hear about gear ...

Deer & Turkey Expos' TECH INFO CENTERS are #1 Expo 'Main Attraction' Draw

Take advantage of this face-to-face sales and marketing power. Let it work for you when you exhibit.



Clicker totals at each Tech Info table at each 2011 expo.

Subject	Michigan	Ohio	Illinois	Wisconsin	TOTAL
• Clothing & Footwear	1,531	2,255	1,284	1,554	6,624
• Food Plots	591	274	207	453	1,525
• Slug Guns & Muzzleloaders	835	861	950	678	3,324
• Firearms & Optics	1,119	2,081	1,306	1,273	5,671
• Archery/Bowhunting	1,056	1,063	1,198	1,094	4,411
• General --	749	1,632	272	430	3,083
• Deer Hunting	519	1,377	892	886	3,674
• Turkey Hunting					



• To determine just how popular this feature is, each T.I.C. person was given a clicker/counter to record the number of people that stopped to talk to him/her and/or examine products on display.

NOTES:

- 1) Optics 'hands-on' tryout opportunities existed at both the Firearms and Slug Guns tables, but primarily at the Firearms table.
- 2) Deer hunting numbers were higher in Michigan and Ohio due mainly to the use of the Shot Simulator program created by Deer & Deer Hunting magazine. It was not used at Illinois or Wisconsin.
- 3) Food plot counts were not complete; numbers are higher than shown.

BONUS:
FREE New Product Display Area available to all exhibiting manufacturers.

Main Attractions at 2011 Deer & Turkey Expos

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

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

KEYS to Above Columns:

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



www.deerinfo.com
1-800-324-3337

FIELD & STREAM DEER & TURKEY EXPOS
 7626 W. Donges Bay Road
 Mequon, WI 53097

BOOTH SALES

Cheryl Keller 1-800-324-3337
cheryl@deerinfo.com

Dave Schroeder 517-626-6932
daslls@netzero.net

ADVERTISING SALES

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

SPONSORSHIP SALES

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