

2nd Year / WOMEN'S HUNTING "GAR B & GEAR"

- This market is 100% hands-on product inspection ... try it before you buy it. Here's where your products become real.

WOMEN ... The fastest-growing segment of the hunting/shooting community?

• FIT ... QUALITY ... PRICE

-- the Big Three when selling to women.

- 93.76% of attendees will buy product!
- 29.49% of attendees are female!
- 29.20% of attendees are attending the first time. You're reaching new customers.
- "Friend" is the primary source of expo information (77.68%) of new attendees. The 71.80% who have attended before have been effective word-of-mouth ambassadors for you.

This is your market... book your booth soon!



2011 MICHIGAN
14,173 Attendance
30.20% Female
93.18% Plan to Buy



2011 WISCONSIN
26,904 Attendance
25.21% Female
92.00% Plan to Buy



- The GAR B & GEAR area will be a focused segment of the exhibit floor, with ID signage.
- Fitting rooms available.
- Experts will be present to help explain product design functions and applications.



2011 ILLINOIS
18,185 Attendance
28.77% Female
93.85% Plan to Buy



2011 OHIO
24,396 Attendees
33.79% Female
95.90% Plan to Buy



Product Sales Booth

- FREE New-Product display area for exhibiting manufacturers

Produced in cooperation with **WOMAN HUNTER** magazine



Product Sales Booth

TARGET COMMUNICATIONS CORPORATION

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

Once the product is in their hands, you've got them!

Women's Hunting GAR B & GEAR will be a Highlighted Area at all 2012 Deer & Turkey Expos