

**CALL
TODAY!**

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EMAIL

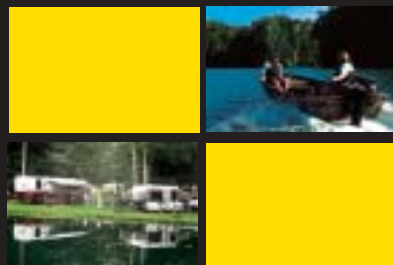
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Minnesota
**RV & BOAT
SUPER SALE**

September 23-25, 2005
Minnesota State Fairgrounds



FEATURES & BENEFITS

timing

The Minnesota RV & Boat Super Sale is THE place to be this September to sell your end-of-year inventory and "gently-used" units in preparation for the coming year's models. It's also an excellent opportunity for attendees to benefit from clearance prices on select RV and boat models.

buyers

Minnesota is a great boating and RV state with 90,000 miles of shoreline, which is more than California, Florida and Hawaii combined! In a national study of sports participation, Minnesotans are almost TWICE as likely as the national average to participate in boating.

A 2001 University of Michigan study concluded that one in six US households intend to purchase an RV in the future, which translates to 315,854 prospective buyers in Minnesota. Currently, there are more RVs sold in Minnesota than in 35 other states in the country.

population

3,407,057 within 100-mile radius
8,701,517 within 300-mile radius

location

The historic Minnesota State Fairgrounds, centrally located in St. Paul, MN, will be host of the largest RV & Boat Show (750,000 square feet) in Minnesota.

show advertising

Exhibitors in the Minnesota RV & Boat Super Sale will benefit from the strongest pre-show advertising and marketing campaign ever in the history of boat and RV shows in the Twin Cities. In an effort to draw the largest crowd ever we are investing in every advertising medium.

- Advertising in national RV & boat magazines
- Email marketing to boat - and RV-owning households in the 5-state area
- Banner advertising on boating & RV-related web sites
- Website devoted to Minnesota RV & Boat Super Sale
- Radio
- Television
- Newspaper
- Outdoor

show expertise

Experienced full-time show/support team you trust - The American Recreation Consumer Show group consistently produces shows that are profitable for you.

retail selling

A huge SELLING show! The perfect time and a great venue to show and SELL your RVs, boats and related accessories.

