

# **FOX CITIES SPORTS & VACATION SHOW**

**March 12, 13 & 14, 2010**

**Tri-County Arena Neenah, Wisconsin**

**Your Access**

**To One Of The Midwest's**

**Strongest and Fastest Growing Economic Regions!**

Dear Exhibitor:

As we enter into our 20<sup>th</sup> year of producing and developing consumer trade shows, we are pleased to provide information to your company on the 2010 Fox Cities Sports & Vacation Show.

## **EMPLOYER DIVERSITY-EMPLOYMENT STABILITY**

The Fox Cities, comprised of 18 separate communities, is one of the strongest and fastest growing economic regions in Wisconsin. The Fox Cities market consists of a diverse variety of employers. This diversity ensures employment stability in the market and **“One of the Highest Incomes Per Household in the Midwest”**. In a national ranking, the Fox Cities is one of the **“50 Largest Manufacturing Centers in the U.S.”** It has a broad economic base in industries such as electronics, food processing, finance, health, hospitality, insurance, machinery, paper, printing, publishing, plastics, service, technology, telecommunications and tourism. The Fox Cities also serves as the retail hub for both North East and East Central Wisconsin. Average effective buying income per household exceeds \$46,000.00 in the immediate communities.

**Learn more about the Fox Cities by visiting:**

**[www.foxcities.org](http://www.foxcities.org) or [www.foxcities-marketing.org](http://www.foxcities-marketing.org)**

## **EXTENSIVE MARKETING PROGRAM**

The areas leading news and entertainment mediums along with other advertising mediums will be utilized to promote this event. Access to Internet Discount Coupons will be provided to the public as well as being available to exhibitors for email distribution to your customers through our web page. Coming in December, our event web site for this event will be: [www.foxcitiesshows.com](http://www.foxcitiesshows.com)

## **FACE TO FACE IS IMPOSSIBLE TO REPLACE**

This year more than ever, Sports Shows should be aggressively utilized to directly communicate with potential customers.

- \* Build relationships, sell, and generate leads from qualified buyers. \* Create and build product and brand awareness.
- \* Maximize your marketing efforts, working with others to generate new leads and increase sales.
- \* Demonstrate the latest products and services in person where consumers can see, touch and buy your product.

## **DON'T MISS YOUR BEST OPPORTUNITY TO INCREASE SALES IN THIS EXCLUSIVE MARKET**

Reserve your space today, for what is sure to be a successful addition to your promotional calendar for 2010. If you have any questions about this event, seminar suggestions or information on the following pages, please contact our office by telephone at (507) 387-7469, by fax at (507) 387-3425, or by email at, [rochesterMNshows@gmail.com](mailto:rochesterMNshows@gmail.com)

**Your Interest and Consideration of this event is appreciated!**

Sincerely,

**ROCHESTERMNSHOWS**

**Brad Hansen**

**Show Manager**

Rochester Sports & Vacation Show  
River Hills Boat & Recreation Show

### **UPCOMING SHOWS**

January 29, 30 & 31, 2010

March 5, 6 & 7, 2010

Mayo Civic Center, Rochester, Minnesota

River Hills Mall, Mankato, Minnesota

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## **ROCHESTERMNSHOWS**

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