

18TH ANNUAL

# ADIRONDACK SPORTS SUMMER EXPO

**MARCH 16-17, 2024**

Sat. 10-5 • Sun. 10-4 • **FREE ADMISSION**  
SARATOGA SPRINGS CITY CENTER • 522 Broadway • Saratoga Springs

## Welcome to the Expo!

### Thanks for exhibiting at our Adirondack Sports Summer Expo!

If you are new to the show, you're in for a great experience at this high-energy event in an upbeat atmosphere at the City Center.

This gathering of outdoor sports, recreation, health/fitness and travel enthusiasts is a unique in-person opportunity to reach thousands of active, interested adults and families from a wide area to promote your business, organization or event. Our top priority is making sure you have a successful Summer Expo.

## EXHIBITOR DETAILS

### Booth Move-In and Set-Up

Move-in and set-up is on Friday, 12-8pm and Saturday, 7-10am. All booths must be ready and aisles clear for the show opening at 10am. When you arrive, please check in at the show office in front corner of the Main Hall for your booth location. There will be a limited number of four-wheel carts available to help you move-in.

There are multiple entrances where you can move into the building. If you have a lot of stuff, the garage door near the City Center's electronic sign at 522 Broadway is a great option (there's a curb cut-out to pull your car onto the sidewalk or into the building). If the garage door is closed, enter the building just north via the glass doors, and a City Center staff will open it. There's also a loading dock on Maple Ave.

The City Center parking garage, located between Maple and High Rock avenues, has convenient, secure covered parking for 620 vehicles. The first hour is free, each additional hour is \$2, with a per day max of \$15. A pedestrian bridge to enter the City Center lobby is located on level 3. It is handicap accessible. There is also free parking nearby on streets and other parking garages.

### HOTEL ROOM BLOCK

**The Saratoga Hilton, 534 Broadway, adjoining the Saratoga Springs City Center.**

Adirondack Sports has a block of 10 rooms per night over Fri, 3/15 and Sat, 3/16 at \$139 per night before 13% tax and \$12 parking (optional). **Note:** The reservation cut-off date is Tue, 2/12. Booking early is best to guarantee room availability: <https://book.passkey.com/go/ADKSportsExpoMarch2024>

### Donate to the Expo Prize Table!

A popular attraction for attendees at the Expo is our huge prize table. Please consider donating a prize for the show. Suggested values of \$100+ are encouraged. It's great publicity as we will promote your business, organization or event as the donor at the show and in Adirondack Sports magazine. To arrange, please contact Darryl at 518-877-8788 or [darryl@adksports.com](mailto:darryl@adksports.com) by Friday, March 15.

Based on what you requested upon signup, you'll receive one 8'x2.5' or 6'x2.5' table and two chairs per 8x10 booth, unless arranged otherwise (if no request, 8' is the default). Please bring your own tablecloth. We'll have a limited number available to sign out at the show office (at the end of show, please return them to the office).

The booth has 8' pipe/drape at the back and 3' pipe/drape on the sides. This works well for hanging banners; decorators from Total Events will be on-site with "S" hooks for loan if needed. If you ordered and paid for electric service, your booth will have it. The City Center has public wi-fi and the building is secure during and after show hours. For name badges, bring your own or make your own at the show office (please return badge holders to the show office at the end of your shift or the show as we reuse them).

### Booth Take Down and Move-Out

Booths should be taken down after the Expo closing on Sunday at 4pm. No exhibitor will be allowed to remove any portion of their exhibit prior to the Expo closing at 4pm. We keep the show hours tight and expect to be busy with attendees in the aisles until 4pm! All exhibits must be removed from the City Center on Sunday by 8pm.





## HELP ENSURE YOUR SUCCESS

We all know a vibrant crowd at the expo equates to a successful show. We set the stage by securing the best venue, adding a great mix of exhibitors, and extensive advertising and promotion. But we need your help to maximize our reach!

### Here's what we encourage you to do before the show:

- **Advertise your presence at the show** in any print ads or social media posts.
- **Share our Adirondack Sports Expo Facebook page** on your Facebook page: [facebook.com/AdkSportsExpos](https://facebook.com/AdkSportsExpos)
- **Create a link on your website** to our Expo Attendee page: [adksports.com/summer-expo](https://adksports.com/summer-expo)
- **Post an invitation** to the Expo through another favorite social media platform like Instagram, Twitter, or Pinterest.
- **Use one of our publicity images** to help in your promotions. Go to: [adksports.com/summer-expo-exhibitors](https://adksports.com/summer-expo-exhibitors)
- **Send out an email blast** (or two!) to your entire list of subscribers personally inviting them to visit your booth at the show. Feel free to include any of our promo images, or a link to the Expo Attendee page: [adksports.com/summer-expo](https://adksports.com/summer-expo)

## PUT YOUR BEST FOOT FORWARD

### Booth Design

- **Your objective is to grab the attention of attendees.** Your booth design will directly reflect the image of your business, organization, product or service. You have only seconds to make an impression as a visitor walks by.
- **Your booth should differentiate you from other exhibitors** and demonstrate your unique position. Make sure people coming to your booth can experience your product or service. Let them try, touch, see, feel, hear or taste it. Make sure there is a call to action to help you achieve your goal; something to inspire interaction between show attendees and your staff.
- **Design your booth with a focus** – from the visitor's perspective. This is how they will scan the booth to determine if they should stop.
- **Interactivity and creativity are encouraged** at this high-energy show!

### Booth Staffing

- Have the most positive, approachable and outgoing people staff your booth. **Your booth staff's attitude will be the number one factor in the success of your participation as an exhibitor.**
- Be sure your staff is qualified to answer all important questions about your organization.

### Pre-Show Supply Checklist

Common items to have on hand:

- |   |  |
|---|--|
| <input type="checkbox"/> Banners or signs   | <input type="checkbox"/> Business cards, flyers, brochures, postcards and lead forms       |
| <input type="checkbox"/> Table cloth or covering  | <input type="checkbox"/> Clips, string, bungee cords or easels to hang posters and banners |
| <input type="checkbox"/> Promo items and giveaways  | <input type="checkbox"/> Power strip and extension cords (if electric was ordered)         |
| <input type="checkbox"/> Pens, markers, tape, paper clips and other general office supplies |  |

## RELAX, AND ENJOY THE EXPO!

Being well prepared will help pave the way to an enjoyable and successful show. Have fun and enjoy your weekend!



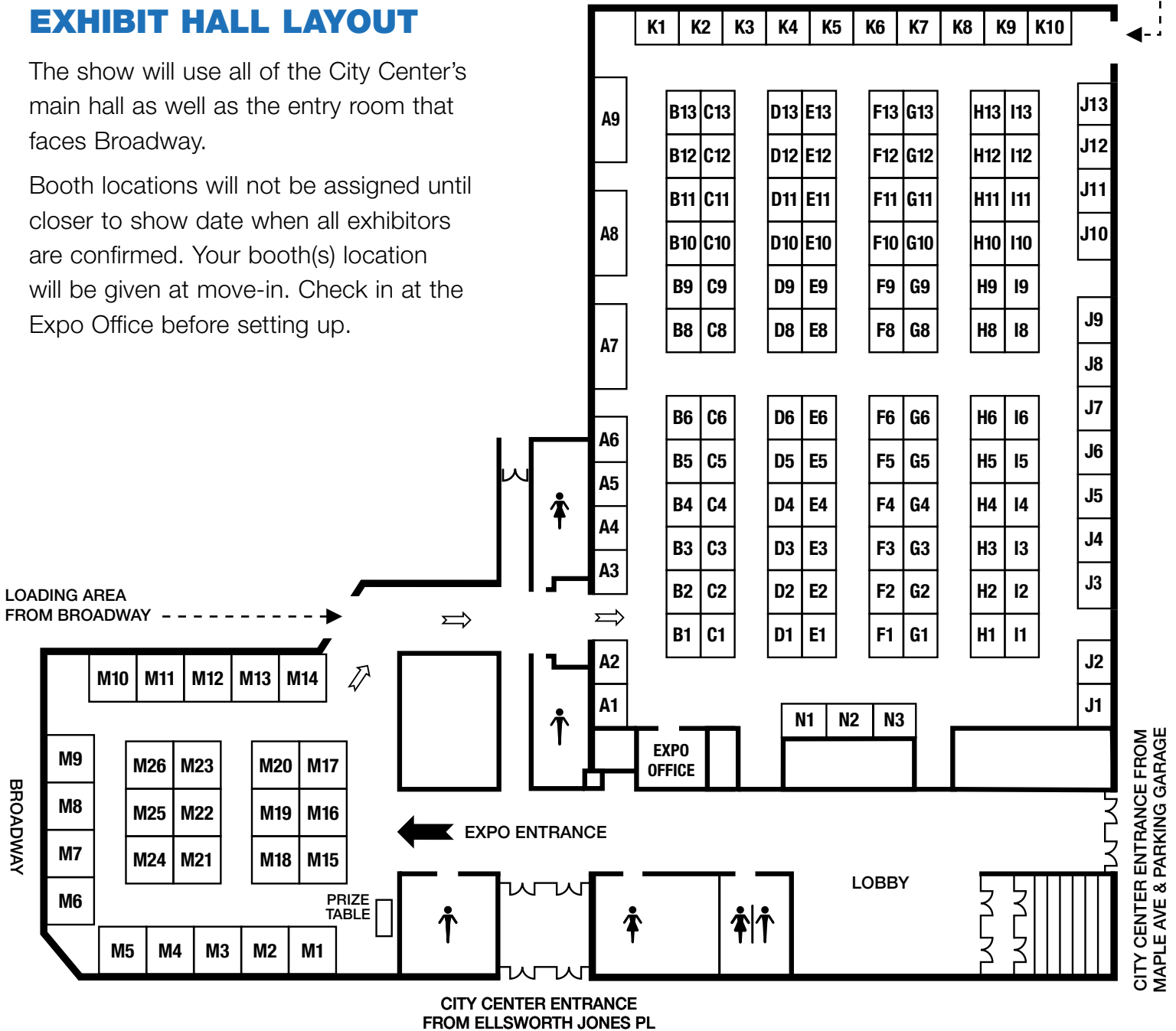
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Facebook.com/AdirondackSports  
Instagram.com/AdirondackSports

LOADING AREA  
FROM MAPLE AVE - -

# EXHIBIT HALL LAYOUT

The show will use all of the City Center's main hall as well as the entry room that faces Broadway.

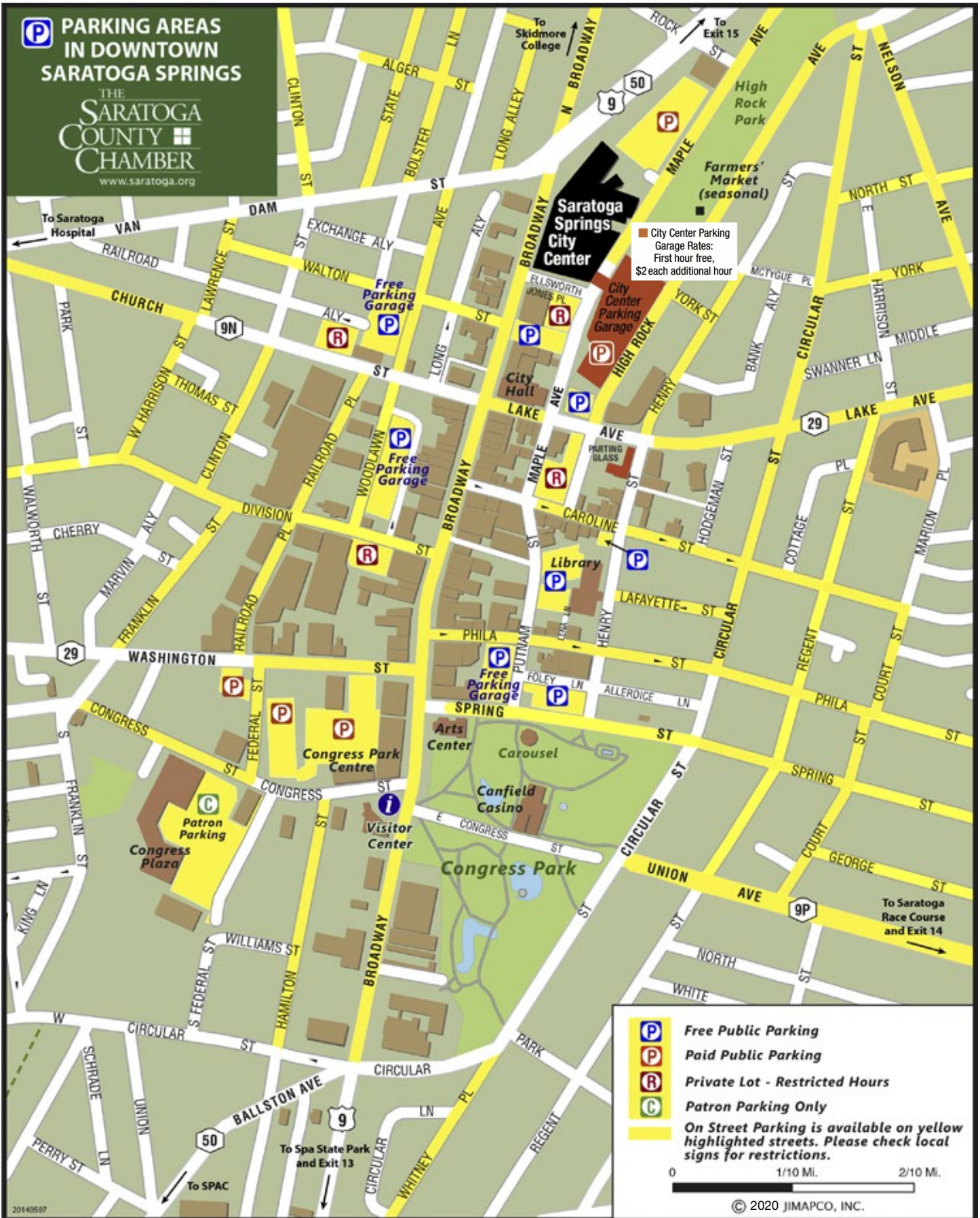
Booth locations will not be assigned until closer to show date when all exhibitors are confirmed. Your booth(s) location will be given at move-in. Check in at the Expo Office before setting up.



## EXHIBITOR HAPPY HOUR

Join us at The Parting Glass on Saturday, 5:15-6:30pm, following close of the Expo to socialize, enjoy light snacks, and have a drink. Exhibitors, friends and family are all welcome. Saratoga's traditional Irish pub is at 40 Lake Ave, a two block walk from the City Center. Hope to see you there!





There is plenty of free public/street parking in the area. Also, the adjoining parking garage has very reasonable rates - free for the first hour and \$1 for each hour after

with a maximum of \$15. A walkway from the third floor of the parking garage connects to the main level of the City Center and elevators are available for ease of move-in.