

61ST ANNUAL

ADIRONDACK SPORTS WINTER EXPO

NOVEMBER 2-3, 2024

8,000 Attendees • 150 Exhibitors
Sales • Activities • Demos • Prizes



NY's Alpine Ski, Snowboard, XC Ski & Snowshoe Expo!
Plus, Outdoor Sports, Health, Fitness, Recreation & Travel

Saturday 10-5 • Sunday 10-4 • **FREE ADMISSION**
ALBANY CAPITAL CENTER • 55 EAGLE ST, ALBANY

THE GATHERING OF OUTDOOR ENTHUSIASTS

High-energy, upbeat atmosphere to reach our active, interested and affluent adults/families from a wide geographic area!

Exhibitor Testimonials – Great turnout • Super organized
Very nice venue • They all seemed like skiers • Steady traffic all weekend
High-quality interested people • Wonderful event • Will be back next year



DETAILS & EXHIBITOR LIST

AdkSports.com/winter-expo

EXHIBIT SPACE

Regular Booth: \$495, w/electric \$525
Non-Profit Booth: \$395, w/electric \$425

8' deep x 10' wide booth includes: 8' back and 3' side pipe/drapes, 8' or 6' x 2.5' table, 2 chairs, Wi-Fi coverage and security

Early Bird Special
Register by July 31
to Save \$50

EASY ONLINE REGISTRATION!
AdkSports.com/winter-expo-booths

REGISTER BY MAIL

Complete the contract and mail a check.
Contract at: AdkSports.com/winter-expo-exhibitors

ADIRONDACK SPORTS



15 Coventry Drive • Clifton Park NY 12065
(518) 877-8788 • info@AdkSports.com
AdkSports.com
Facebook.com/AdkSportsExpos
Instagram.com/AdirondackSports



THE GATHERING OF OUTDOOR ENTHUSIASTS

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NOVEMBER 2-3, 2024
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Albany Capital Center
55 Eagle St, Albany

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EXPO ATTENDEES

Attendees are committed to a lifestyle that involves outdoor sports, healthy living and travel activities. They are doers, not watchers. They embrace life with passion and challenge themselves to live life to the fullest.

Our visitors are outdoor enthusiasts and are in the prime of their spending years. They spend substantially on clothing, gear, events, services and travel. They invest in a wide variety of products and services that will enhance their experiences and assist them in reaching their personal goals.

EXPO PUBLICITY

Promotion through advertising and editorial coverage in *Adirondack Sports* magazine (circulation: 25,000 monthly in print and online with 60,000 readership), plus social media.

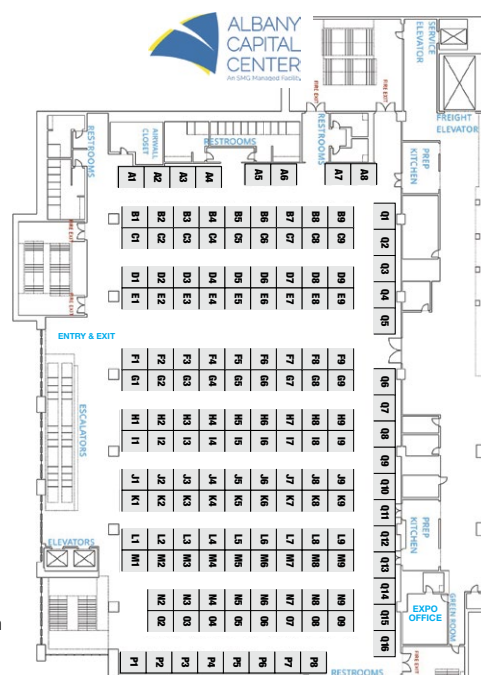
An *Expo Attendee Guide* special section in the November issue with event coverage. *Adirondack Sports Weekly* emails sent to 20,000 subscribers.

A regional ad/promo campaign in newspapers, magazines, online, social media, and on radio and TV.



ALBANY CAPITAL CENTER

The downtown venue provides all event amenities in a beautiful glass structure with 22,500 square feet of exhibit space and plenty of convenient parking. It's near the Renaissance, Hilton and Hampton Inn hotels, and within walking distance of restaurants.



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