



INAUGURAL

ADIRONDACK

SPORTS & FITNESS



WINTER EXPO

Saratoga Springs City Center • Saratoga Springs
November 15 & 16, 2008

Saturday: 10am-6pm • Sunday: 10am-5pm

**The Capital Region's Winter Sports,
Health, Fitness and Travel Expo!**



Photos: Fischer Skis, Smugglers' Notch, Schroon Lake Chamber

Bringing the Magazine to Life! • Attendee Admission is FREE!

As an exhibitor you will have countless opportunities to reach thousands of active sports, health/fitness and travel enthusiasts looking for the latest products, services, information and ideas! This targeted, highly interactive marketplace will provide you with the venue to showcase, demonstrate and sell directly to this lucrative buying audience.

5,000 Attendees • 100 Exhibitors • Sales • Demos • Activities • Seminars
The Expo will sell out so book your space today!

EXHIBITOR CATEGORIES

Alpine Ski Areas/Resorts • Clubs & Organizations • Events & Races • Fitness Clubs • Guide Services & Authors • Health Professionals
Lodging & Restaurants • Nordic Ski Areas/Resorts • ORDA Olympic Venues • Outdoor Education Programs • Outfitters &
Sporting Goods • Retailers • Resorts & Destinations • Sports Medicine Facilities • Visitor Bureaus & Chambers Of Commerce

EXHIBITOR OPPORTUNITIES

Increased sales • Face-to-face personal contact • Lead generation • Product/service awareness
Company/organization/event exposure • Networking • Sampling • Market research

EXHIBIT SPACE COST

First booth: \$500 • Second or third booths: 20% discount • Fourth or more booths: 30% discount
ASF advertiser frequency rates: 3-5x = 5% discount • 6-11x = 10% discount • 12x = 15% discount

Non-profit organizations: 20% discount • Terms: Full payment due by October 15, 2008

Booth space: 8' deep x 10' wide with 8' back drape, 3' side drapes, 8' covered/skirted table, 2 chairs, 1 booth ID sign



Adirondack Sports & Fitness, LLC

15 Coventry Drive ▲ Clifton Park NY 12065 ▲ (518) 877-8788

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Kick-Off the Winter Recreation Season!

EXPO ATTENDEES

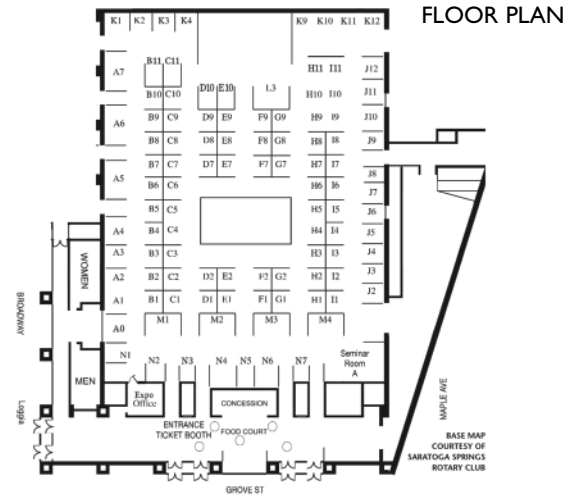
Consumers of the Adirondack Sports & Fitness Winter Expo are committed to a lifestyle that involves aerobic sports, health/fitness and travel activities of all kinds – from alpine skiing, snowboarding and cross-country skiing to snowshoeing. They are doers, not watchers. These individuals embrace life with passion and challenge themselves physically and emotionally to achieve the highest levels of satisfaction.

The attendees of this Expo represent a mass market demographic with strong representation in the 18 to 59 range. Our visitors, both male and female, are multi-sport enthusiasts and are in the prime of their spending years. Whether beginner or expert, this market spends substantially on clothing, gear and services. They have the means and the desire to invest in a wide variety of products and services that will enhance their experiences and assist them in reaching their personal goals.

Age Demographics: 22% are 18-29 • 50% are 30-49 • 23% are 50-69
Attendee Admission is FREE!

SARATOGA SPRINGS CITY CENTER

The Saratoga Springs City Center is conveniently located on Broadway in downtown Saratoga Springs; the perfect choice with its outstanding recreational resources and history of health and wellness. It is centrally located in the Capital-Saratoga Region and is easily accessible from the Adirondack Northway (I-87). The City Center is at the core of a unique complex that adjoins The Saratoga Hotel, which is surrounded by plenty of free on- and off-street parking and provides the opportunity to stroll the streets to enjoy the many shops and restaurants.



EXPO PUBLICITY

The Winter Expo will be promoted through extensive advertising and editorial in Adirondack Sports & Fitness magazine (circulation: 22,000 monthly with 55,000 readership) beginning in the May 2008 issue. An 8-page Winter Expo Guide special section will be published in the November 2008 issue. AdkSports.com, the magazine and Expo website (unique visitors: 1,000 per day), will have Expo details.

An extensive ad promo campaign will be conducted in regional newspapers, magazines, club newsletters and on radio and television. This will include display ads, print and audio press releases, feature articles and interviews.

Increased Exposure!

Increased Leads!

Increased Sales!



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