

explore the outdoors

13 - 14 March 2010

in association with... **THE Herald**
THE VOICE OF PLYMOUTH



**INTO BOOTS, BOARDS, BIKES OR
BOATS?**

**YOU'LL FIND IT ALL HERE AT
EXPLORE THE OUTDOORS
EXHIBITION
AT PLYMOUTH PAVILIONS**



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For two years Plymouth Pavilions has played host to Explore the Outdoors Exhibition. The aim of the show is to provide companies specialising in outdoor pursuits and interests a platform to promote their company, exhibit their products, interact with their target customers and take advantage of a valuable networking opportunity. Our feedback shows that we have delivered on these expectations!

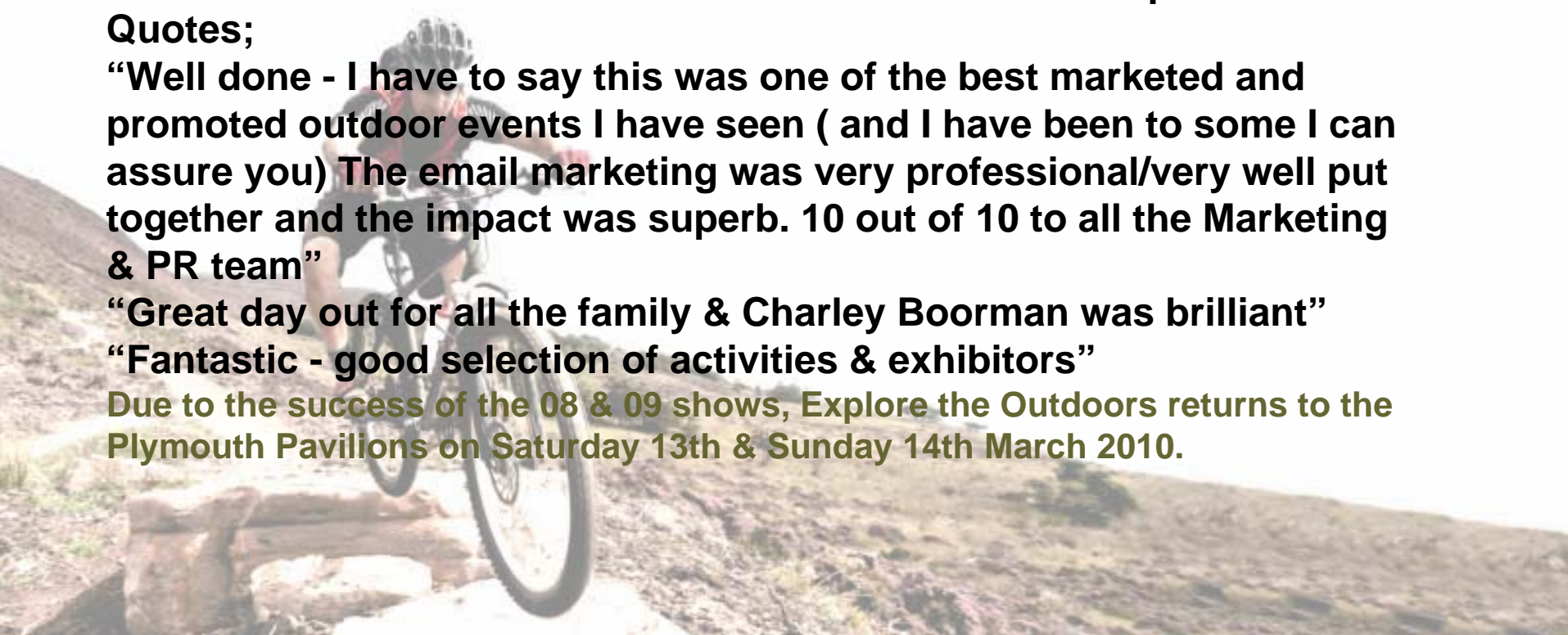
Quotes;

“Well done - I have to say this was one of the best marketed and promoted outdoor events I have seen (and I have been to some I can assure you) The email marketing was very professional/very well put together and the impact was superb. 10 out of 10 to all the Marketing & PR team”

“Great day out for all the family & Charley Boorman was brilliant”

“Fantastic - good selection of activities & exhibitors”

Due to the success of the 08 & 09 shows, Explore the Outdoors returns to the Plymouth Pavilions on Saturday 13th & Sunday 14th March 2010.



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NEWS JUST CONFIRMED!

Ray Mears has long since expanded his horizons and is synonymous with wilderness bushcraft! He has been privileged to travel to several remote corners of the planet to practice traditional methods of hunting, tracking and scouring wild plants for food and medicine!

We are thrilled to welcome Ray to the Plymouth Pavilions on Saturday 13th March to launch the third Explore the Outdoors Exhibition.

Ray will be talking about his adventures in our Speaker Theatre at 1pm and will be available to sign copies of his books!

Media partners, sponsors and partners confirmed:

**The Herald
GT Motorcycles
Treasure Trails
Stonehouse Playspace Association
Plymouth Ski Centre**



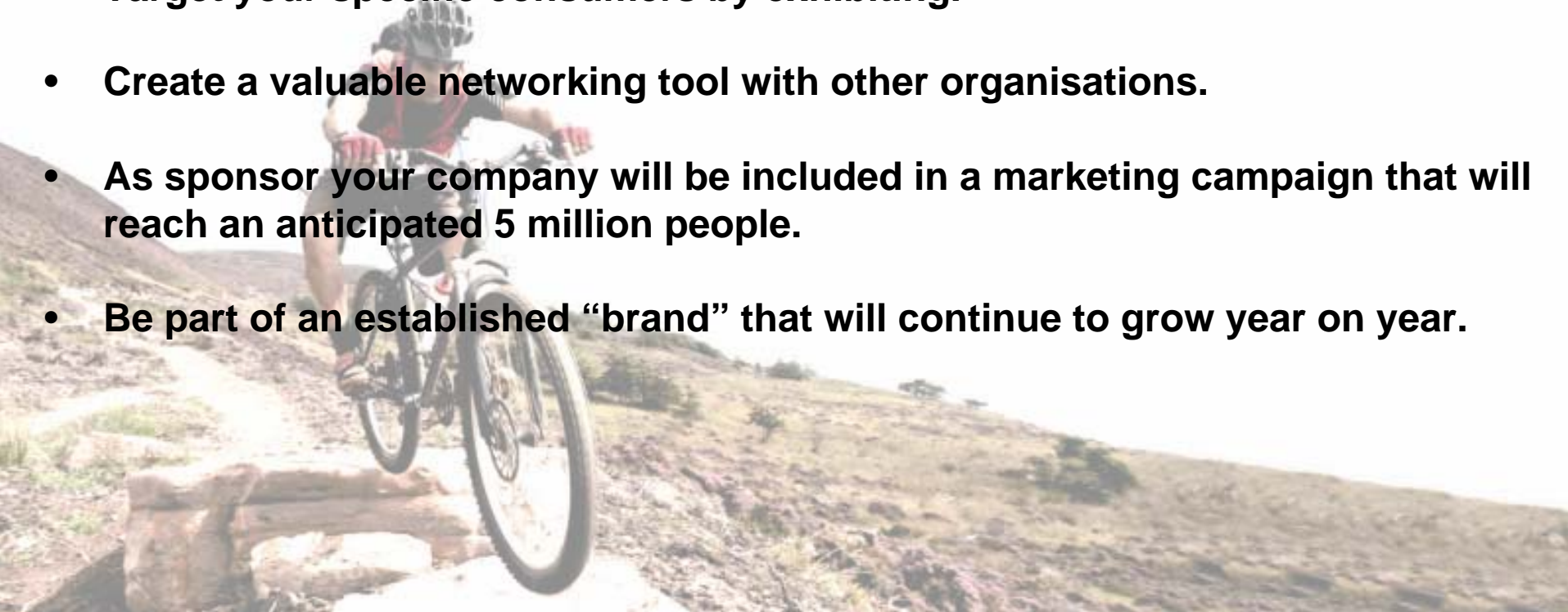
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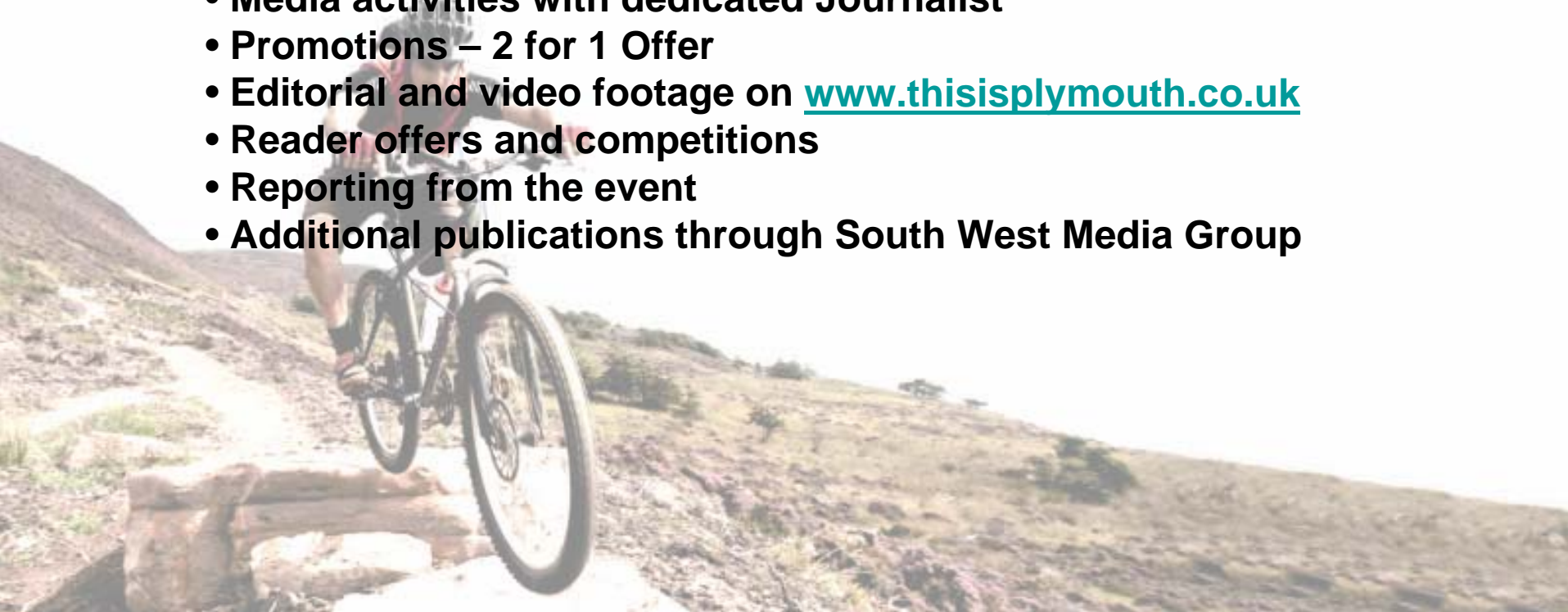
Why your company should be part of Explore the Outdoors 2010

- A unique opportunity to associate your “brand” with Explore the Outdoors Exhibition.
- Raise your profile & stand out from your competitors.
- Target your specific consumers by exhibiting.
- Create a valuable networking tool with other organisations.
- As sponsor your company will be included in a marketing campaign that will reach an anticipated 5 million people.
- Be part of an established “brand” that will continue to grow year on year.



Reach over 46,000 readers every week and will promote the event through:

- **Editorial content**
- **Media activities with dedicated Journalist**
- **Promotions – 2 for 1 Offer**
- **Editorial and video footage on www.thisisplymouth.co.uk**
- **Reader offers and competitions**
- **Reporting from the event**
- **Additional publications through South West Media Group**



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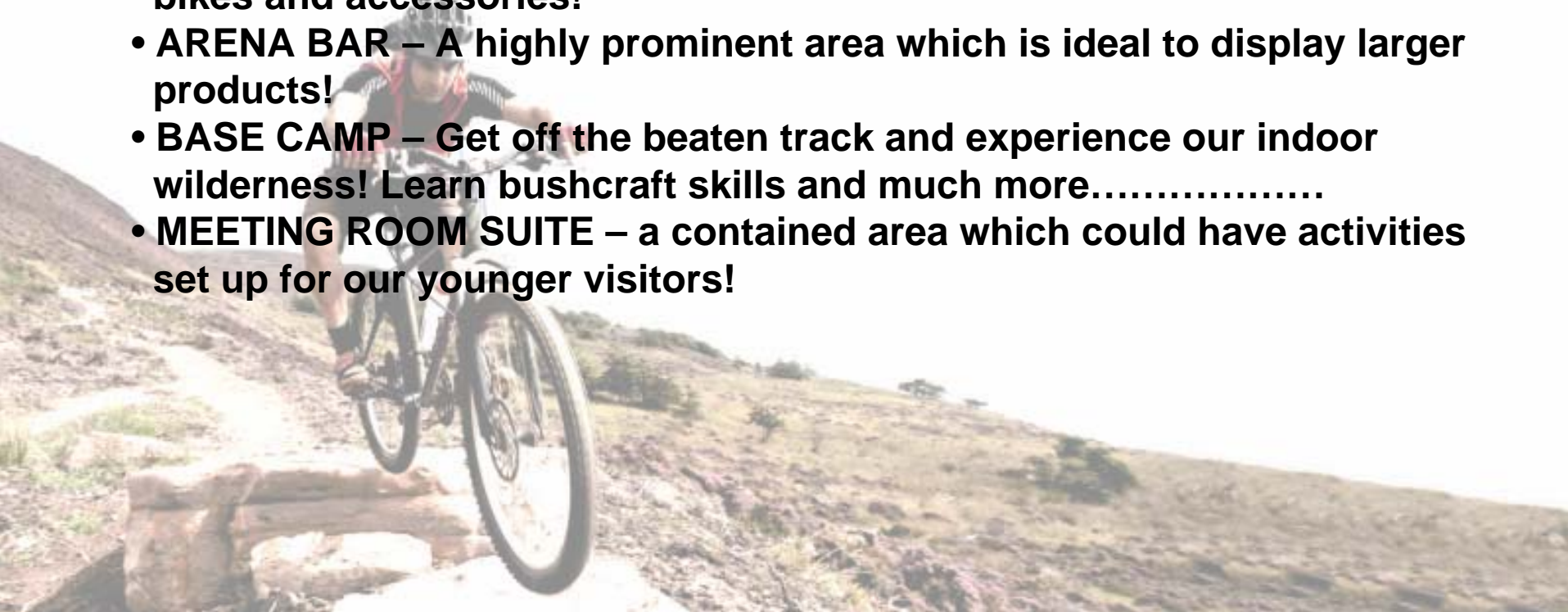
Pavilions Print Reach	
Pavilions Autumn Season Brochure	45,000
Pavilions Spring Season Brochure	45,000
Branded Flyers	90,000
Media Adverts Reach	
Herald	278,304
South Hams Newspapers	41,000
24-7 Magazine	70,000
Plymouth Magazine	84,000
Western Morning News	131,628
Exeter Express & Echo	23,441
Cornish Times	68,000
West Briton	129,000
Cornish Guardian	68,200
Tavistock Times	20,000
Plymouth Extra	95,465
West Devon Diary	20,000
Plymouth People	100,000
TOTAL ANTICIPATED PRESS REACH	1,209,038

MARKETING CAMPAIGN

TV & Radio exposure	
ITV Westcountry	630,000
BBC Spotlight	300,000
Plymouth Sound	318,000
Gemini FM Exeter & Torbay	21,142
South Hams Radio	1714
Atlantic FM	6248
Pirate FM East & West	17,571
BBC Radio Devon	31,714
Palm FM	40,000
Online	
Whats On South West	43,000
This Is Plymouth	650,000
Trade Magazines	
	40,000
Static Print Reach	
Venue Branding	154,560
6 x JC Decaux City Centre banner sites X 2 weeks	808,500
Roundabout banner in City Centre X 2 weeks	808,500
TOTAL ANTICIPATED AUDIENCE REACH*	5,079,987

Exhibition layout

- **OVER 50 EXHIBITORS**
- **ARENA – 4 Zones: Adrenaline, Explore, Watersports & Travel!**
- **OUTSIDE – Activities and demonstrations including mobile ski slope!**
- **THE POINT – Sponsored by GT Motorcycles who will showcase their bikes and accessories!**
- **ARENA BAR – A highly prominent area which is ideal to display larger products!**
- **BASE CAMP – Get off the beaten track and experience our indoor wilderness! Learn bushcraft skills and much more.....**
- **MEETING ROOM SUITE – a contained area which could have activities set up for our younger visitors!**



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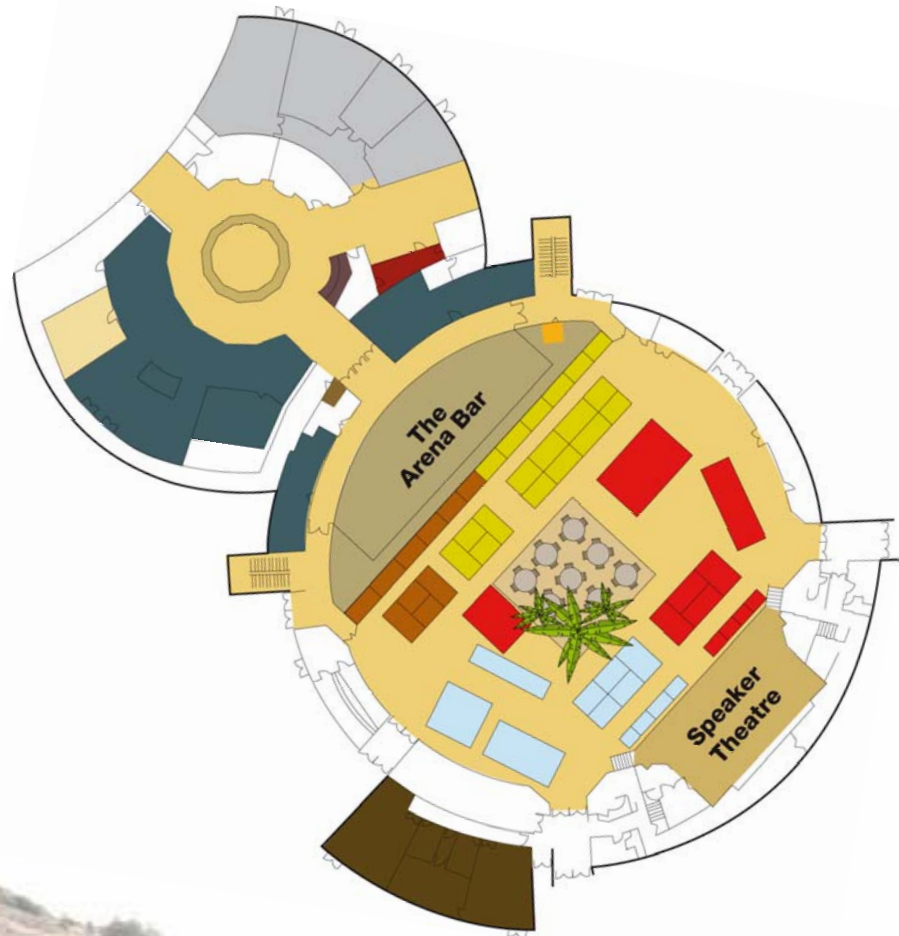
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EXHIBITOR PACKAGES STANDS

- 4M X 2M - £925
- 3M X 2M - £805
- 3M X 1.5M - £555
- 2M X 2M - £495
- 2M X 1.5M - £430

STAND LAYOUT



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Help your business stand out from the crowd!

Sponsorship

- is a unique opportunity to associate your “brand” with the Explore the Outdoors Exhibition at the Plymouth Pavilions!
- raises your profile and helps you to stand out from your competitors
- helps to target your specific consumers!
- creates a valuable networking tool with other organisations!

•The following sponsorship packages are available:

- HEADLINE SPONSORSHIP
- ZONE SPONSORSHIP
- AREA SPONSORS –
SPEAKER THEATRE, MEETING ROOMS, BASE CAMP, THE POINT,
ARENA BAR





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HEADLINE SPONSOR

Headline Sponsorship of Explore the Outdoors Exhibition is our premier package!

You would receive the following:

- Your company name/logo will appear in the event title/logo:
“**Explore the Outdoors in association with**”
- Recognition as sponsor in all marketing material
- Your logo on banners at the show
- The largest stand 4m x 2m(worth £925)plus all furniture, power & parking FREE!
- Logo displayed on homepage www.explore-the-outdoors.com with hyperlink to your website from now until the show
- Dedicated pre-show email to subscribers
- Logo on all pre-show and post-show emails (approx 6,000)
- Credit in press releases and e-flyers sent out to customers registered for email alerts
- Logo inclusion in Pavilions’ Season Brochure on show advert – 45,000 circulation
- Logo inclusion on all posters and flyers to promote the event – targeted distribution
- 90,000 flyers, 300 posters in Plymouth and surrounding areas, Exeter, Torquay, Newquay, Padstow, Salcombe & South Hams
- Logo on all show marketing at the Plymouth Pavilions
- Logo on City Centre advertising – banners and JC Decaux panels
- Full page, 4 colour advertisement in the show guide (worth £400)
- Logo on front of show guide, the floor plan, sponsors’ page plus listing in Exhibitor list
- 25 x full show passes
- Logo on Post Show Report mailed to exhibitors
- Data collection opportunities

COST - £5000

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ZONE SPONSOR

Zone Sponsorship of Explore the Outdoors Exhibition

You would receive the following:

- Recognition as sponsor in all marketing material
- Branding in the zone area – a large 5m long hanging banner with your logo
- The largest stand 4m x 2m(worth £925) FREE!
- Logo displayed on homepage www.explore-the-outdoors.com with hyperlink to your website from now until the show
- Credit in press releases and e-flyers sent out to customers registered for email alerts
- Logo inclusion in Pavilions' Season Brochure on the show advert – 45,000 circulation
- Logo inclusion on all posters and flyers to promote the event – targeted distribution
- 90,000 flyers, 300 posters in Plymouth and surrounding areas, Exeter, Torquay, Newquay, Padstow, Salcombe & South Hams.
- Logo on all show marketing at the Plymouth Pavilions
- Logo on City Centre advertising – banners and JC Decaux panels
- 4 colour advertisement in the Show Guide
- Logo on the floor plan, sponsors' page plus listing in Exhibitor list
- 10 x full show passes
- Link & editorial on at least 1 x pre-show email

COST - £2000



AREA SPONSOR

The following areas are available to sponsor:

Speaker Theatre – We will offer a full programme of inspiring and enthusiastic speakers across both days of the exhibition including Ray Mears on the Saturday. As sponsor your company logo along with a dedicated slide will be displayed on the 16ft x 12ft screen when not being used by our speakers, your logo will also appear on the Speaker Schedule in the Show Guide and your company will be credited in announcements relating to our speaker schedule.

Our Speaker Theatre can hold approximately 100 people seated; as sponsor you will be permitted to leaflet these seats prior to each presentation.

Meeting Room Suite – This area is situated just inside our main entrance and has floor to ceiling windows which face out to approaching visitors. It provides 67m² x 3.1m height of space and would be best suited to an activity based exhibitor.

The Point – This is the central meeting point inside our entrance and has the benefit of natural light provided via an atrium roof. This area will be sponsored exclusively by GT Motorcycles and will be used to showcase a selection of bikes and accessories.

Base Camp – Our very own “wilderness” located in the centre of our arena! Great fun for the kid’s and the adults, walk amongst the trees, brush up on your bushcraft skills or just relax and listen to the sounds of the forest! This area is 10m x 12m and as sponsor your logo will be on the signage and you can display equipment in the area.

Arena Bar – This area is in a prominent position as visitors will see your products as they enter and leave the main arena. This area has been set up as a camp site with tents and equipment in the past.

AREA SPONSOR

As sponsor of one of these areas you would receive:

- Recognition as sponsor in all marketing material
- Branding in the zone area
- The largest stand 4m x 2m (worth £925) FREE!*
- *(this applies to Speaker Theatre & Base Camp sponsors only)
- Logo displayed on homepage www.explore-the-outdoors.com with hyperlink to your from now until the show
- Credit in press releases and e-flyers sent out to approx 6,000 customers registered for email alerts
- Logo on the floor plan, sponsors' page plus listing in Exhibitor list.
- 10 x full show passes
- Link & editorial on at least 1 x pre-show email

Take advantage of this exclusive sponsorship opportunity and provide your company with premier access to our visitors and exhibitors!

COST £1000

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SUMMARY

This will be our third Explore the Outdoors Exhibition and we are committed to making the event bigger & better than before with more activities to try both inside and outside the venue, more kit to buy and a great line up of inspirational speakers to listen too!

The past two years we've introduced Conrad Humphrey's and Charley Boorman and we are thrilled to have secured Ray Mears to open this event. Ray is recognised throughout the world as being an authority on the subject of Bushcraft and Survival and we are sure he will be popular with visitors and exhibitors alike!

We understand that these are tough economic times for businesses therefore we have researched the exhibition market and feel confident we can not only offer competitive Sponsorship and Exhibitor packages but give your business a platform to raise your profile and trade your products and services!

EXPLORE THE OUTDOORS AWAITS

BE PART OF THE ADVENTURE!

