



Indie Outdoor Tour Operators of New England

April 27 & 28, 2024

Grappone Center – Concord NH

Secure your spot now for this exciting event reaching over 5,000 attendees from all over New England and beyond.

The fun, festive atmosphere generates serious energy and encourages attendees to visit over 70 exhibitors, participate in demos and learning clinics, and to try out the latest gear and equipment!

Don't Miss Out Register Today!



Attendee Demographics

Adults 50 -70 Account for 25% of the outdoor tourism market.

Adventure Travel rose from 8% of the tourism market in 2008, to over 18% by 2022.

Income

\$75,000 - \$99,999 18%

\$50,000 - \$74,999 15%

\$100,000 - \$124,999 10%

SYMPOSIUM HIGHLIGHTS

- Over 70 exhibitor booths
- Indoor and outdoor demonstration space
- Break out areas for seminars, classes and lectures
- 30+ live demonstrations, lectures and discussion panels
- Outdoor pond for water demos & clinics
- Over 5,000 visitors anticipated!

EXHIBITOR BENEFITS

- Daily breakfast & lunch plus VIP Happy Hour Saturday
- 8 One-day VIP passes to distribute to your staff and guests
- Invitation to submit for presentation/demo opportunities
- Listing in the Expo Visitors Guide
- Elevated advertising opportunities



Be part of this incredible event which brings together outdoor enthusiasts and industry representatives from across the entire outdoor-adventure spectrum.

The event also provides networking events for exhibitors and vendors to share ideas and strategies for enhancing, supporting and growing the Independent and Niche outdoor tourism industry.

***Make it local –
Make it spectacular!***



DEMOS – LECTURES – CLASSES

Going beyond the exhibit floor, the expo will feature 30+ activity sessions including demos, lectures and classes.

Exhibitors are invited to submit presentation proposals and to participate in lectures, classes and panels in which they may have expertise.

As shown below, there will be three primary focus areas for demo / learning sessions. Each focus area includes a sampling of topics that can be addressed. Suggestions for additional topics are welcome.

Gear & Equipment	Live Demos	Lectures & Clinics
Latest Designs & Tech Gear & Accessories Maintenance, Tuning, Fitting	Indoor and Outdoor demo space, including paddling and watersport demos on the Merrimack River.	Showcasing the fun and excitement of outdoor recreation. Safety, techniques, tips & tricks and more!

EVENTS & EXTRAS

- Several outdoor activities are planned – weather permitting
- Exhibitors, Presenters and VIP guests enjoy lunch each day and a Saturday evening Cocktail Social.
- Exciting demos and indoor activities throughout the exhibit hall
- Door prizes, give-a-ways and swag for all attendees!



Contact

Coordinator: info@ne-outdoors.org



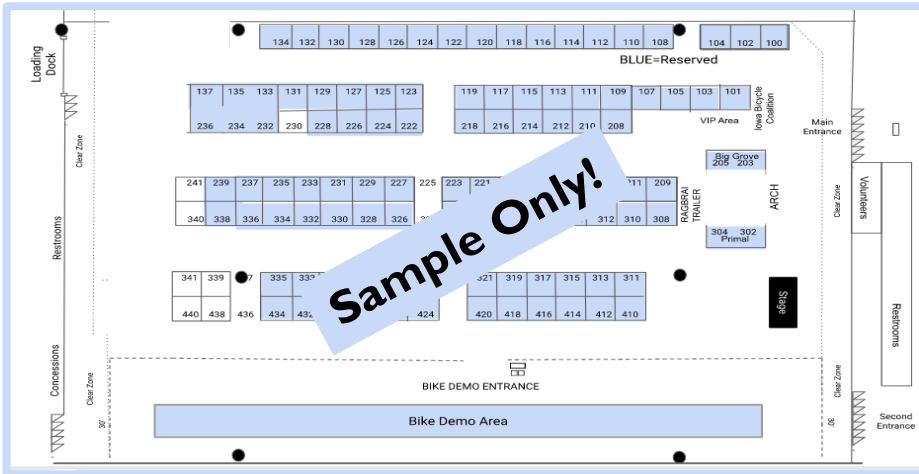
RESERVE YOUR BOOTH TODAY!

Exhibitor Packages include booth, 1 table, 2 chairs, 2 VIP tickets for booth staff, 8 single-day VIP tickets for customers, colleagues and friends, your business listing in expo guide. (Additional advertising and sponsorship opportunities available.)

Standard Booth:	8 X 10	\$795
Double Booth:	8 X 20	\$1,500
End Cap Booth:	8 X 16	\$2,000
Electric for Booth	----	\$45

Ways to Save: Donate item(s) for door prizes and take \$100 off booth fee for every \$500 worth of donated value and get a ¼ page ad in the Expo guide free. (Item(s) must have a min. collective value of \$500. Max discount \$400. Items must be approved by organizer).

Non-Profits: Non-profits receive a \$100 base discount and can deduct an additional \$100 for each booth reservation booked as a result of your referral. Non-profit verification is required.



CALL FOR PRESENTERS

Does your company or organization have exciting news to share with our enthusiastic attendees? We'd love to invite you to offer a presentation, demonstration or participate in a variety of exciting panels. IOTO-NE Members will be given priority consideration for presenter/demo opportunities.

Submit presentation and demonstration proposals to:
info@ne-outdoors.org

Learn More: www.ne-outdoors.org/vendors



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