

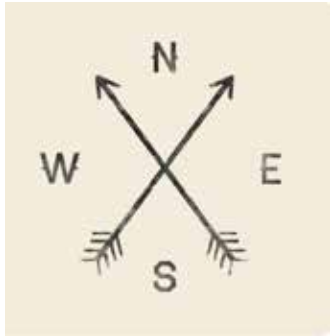


Adventure
OUT!

The Space



A space to learn, explore and share the adventure of life on two wheels. A motorcycle campsite, RV lounge, stories and lessons from the road, and direction on who to see and what to buy for your next adventure. Turf flooring, plants, picnic tables, lanterns and ambient par can lights to set the scene for different types of two-wheeled travels.



The Brands

Adventure Out! will be a central space for all brands catering to the adventure and touring lifestyles. The types of brands surrounding this space will include anything involved with getting on the road or trail on 2-wheels. Tour and rental companies (both domestic and international), regional tourism groups, maps and phone apps, riding gear, camping gear and specialized parts and accessories.



The Experiences

Experiences from sponsors, speakers and/or exhibitors of this space include: Charting the 2-wheel adventures you've taken on a large-scale map that travels throughout the IMS tour; demonstrations on what to pack and stories from adventure seekers; phone app introductions and demonstrations; travel video or photography projected in the space; lounge areas; and an info board with specific gear and deals promoted from exhibitors.



Marketing Adventure Out!



An extensive marketing and advertising program will deliver more than 2.8 million impressions across digital and traditional channels to promote Adventure Out!, its brands and experiences.

Each brand exhibiting as part of Adventure Out! has the opportunity to further promote their brand through added value and sponsored content opportunities throughout this program and on the show floor.

SHOWSITE: ADDED VALUE

- ⇒ One product or service promoted on the Adventure Out! info board
- ⇒ Inclusion on show-site exhibitor listing
- ⇒ Potential to be featured in Social Hub, via social posts with #adventureoutims
- ⇒ Booth sign indicating participation in Adventure Out!

SOCIAL MEDIA: ADDED VALUE

- ⇒ Exhibiting brands can provide content for consideration in Adventure Out! posts
- ⇒ Followers: 704,000

ONLINE: ADDED VALUE

- ⇒ Mobile App- Inclusion on mobile app exhibitor listing
- ⇒ Website- Inclusion on Exhibitor List / Tourwide exhibitors logo included on Brands page and Adventure Out! page
- ⇒ Website Impressions: 122,000 MUV

PRESS: ADDED VALUE

- ⇒ Tourwide exhibitors/sponsors mentioned in press release about Adventure Out!
- ⇒ Impressions: Avg. of 230 postings through PR Newswire distribution

EMAIL: SPONSORED

- ⇒ Sponsored banner ad and content block opportunities in Adventure Out! emails.
- ⇒ Impressions: 8,000 – 60,000

Pricing starts at \$300 per email

Deadline: 8 weeks out from show

CUSTOM OPPORTUNITIES: SPONSORED

- ⇒ Product placement within Adventure Out! space
- ⇒ Product or service included in Adventure Out! giveaway

Contact your sales rep to discuss custom opportunities

Join Adventure Out!

EXHIBIT SPACE INCLUDES:

- ⇒ Raw Space
- ⇒ Standard Pipe and Drape
- ⇒ Booth ID Sign
- ⇒ Placement surrounding Adventure Out!
- ⇒ Adventure Out! Marketing Added Value

PACKAGE PRICING:

(10' x 10' space = 1 unit)

1 – 4 Units = \$1,250

5 – 9 Units = \$1,175

10+ units = \$1,060

PREMIUMS:

Corner Booth = \$300

Island Booth = \$600

Booth transportation packages are available.
Contact your account representative for details.

