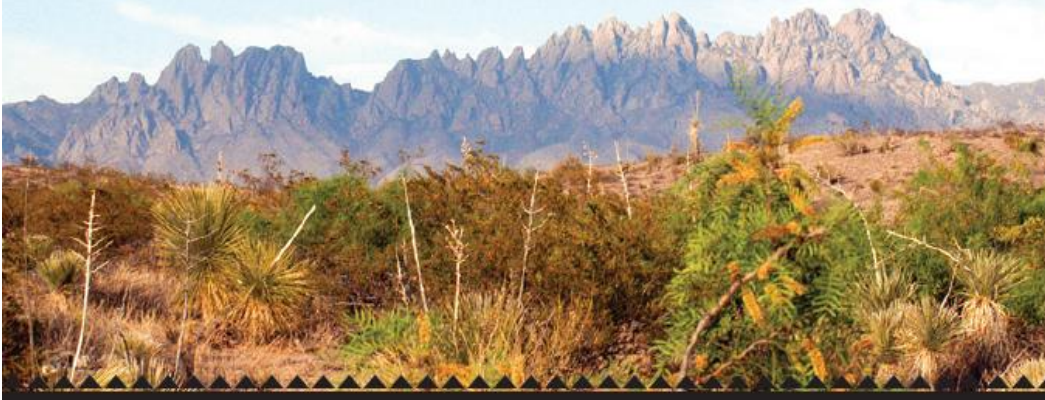




Contact Us

Lawrence Vigil
(575) 526-0112
lvigil@meetinlascruces.com

LAS CRUCES CONVENTION CENTER
c/o Mesilla Valley Outdoor Expo
680 E. University Ave
Las Cruces, NM 88001



GET *Lost* INDOORS



Welcome

2018 MESILLA VALLEY OUTDOOR EXPO

GET *Lost* INDOORS

AT THE MESILLA VALLEY OUTDOOR EXPO

Exhibit
WITH US

Does your business include...

- Fishing
- Hunting & Archery
- Camping
- Food & Cooking
- RV's & Campers
- Mountain & Road Biking
- ATV's
- Sky Diving
- Skiing & Winter Sports
- Outdoor Apparel
- Lodging & Tourism
- Art & Photography
- White Water Rafting
- Kayaks & Canoes
- Guides & Outfitters
- Geocaching
- Taxidermists
- Hang Gliding
- Hot Air Balloons
- Hiking & Rock Climbing
- Horseback Riding
- Any outdoor fun!

January 13 & 14, 2018

Las Cruces Convention Center
Estimated 2018 Show Attendance: 3,000 +

The Mesilla Valley Outdoor Expo is the premier outdoor and sporting event in southern New Mexico/El Paso region transforming the Las Cruces Convention Center into an adventurers mecca. Attendees can expect show features including seminars, interactive experiences and live demonstrations. The Mesilla Valley Outdoor Expo will serve as a central location for outdoor enthusiasts and vendors to collaborate on the newest industry trends, products, and everything related to outdoor fun!

Demographic Detail

CENSUS 2010 DATA	MEN AGES 25-64	WOMEN AGES 25-64
Las Cruces	23,408	23,359
1 Hour Radius	260,652	278,699
2 Hour Radius	316,740	335,278
3 Hours Radius	719,202	570,143

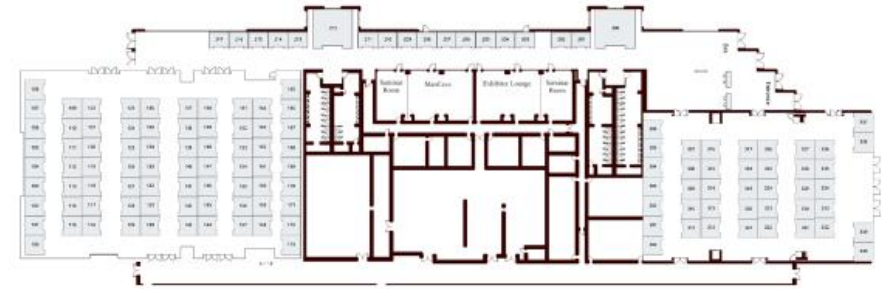
NEW MEXICO FISHING	
Total NM Anglers	248,000
Days Spent Fishing	2,596,000
Retail Sales Annually	\$273,037,135
Jobs Related to Fishing	4,635
NEW MEXICO HUNTING	
Total NM Hunters	98,853
Days Spent Hunting	852,226
Retail Sales Annually	\$183,607,572
Job Related to Hunting	3,740

Nationwide the target market for hunting and fishing expos are men aged 25-64. The minor market are females aged 25-64. The market for the Mesilla Valley Outdoor Expo is over 1.2 million people. The marketing efforts for the show will be geared towards this market with a comprehensive plan inclusive of radio, print, online, and television reaching a 100 mile radius of Las Cruces.

BOOTH PACKAGE SELECTION	
Booths include: 8' Back, 3' Sides, 1-8' Table, 3 Exhibitor Badges per 10x10 Space	
ITEMS	PRICE
10'x10'	\$600
8'x10' Concourse	\$600
Add 1 Booth	\$500
Corner Book Add	\$50
Bulk Space - Indoors	\$3.50/sq. ft. (400 sq ft minimum)
Electric, Water, Phone Line, Additional Tables & Chairs can be ordered for an additional charge.	

For booth space, general inquiries, and sponsorship information contact Lawrence Vigil (575) 526-0112. Bulk space and corner booths are limited!

SHOW SCHEDULE		
Setup Hours	Fri, Jan. 12	9am - 5pm
Bulk Load In Thursday, Jan. 11		
Show Hours	Sat., Jan. 13	9am - 6pm
	Sun., Jan. 14	9am - 4pm
Breakdown	Sun, Jan. 14	4pm - 7pm



Be an Exhibitor at the
Mesilla Valley Outdoor Expo

