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ADVERTISING: Promotion for the Fishin' Show includes television, radio, magazines, newspapers, and other media. Television partners WFRV CBS 5 and WJMN CBS 3 bring unparalleled market penetration to the show. Our extensive campaign creates top-of-the-mind awareness in the fishing community and delivers quality demographics – that results in SALES at your booth!

THE VENUE -- Green Bay is the shopping and entertainment destination for consumers in a wide geographic area. Shopko Hall is part of the Veteran's Memorial complex located directly across the street from Lambeau Field. The facility is very visible and easily accessible from all major highways leading to Green Bay. It is recognized as the home of the region's most popular trade shows.

HISTORY: The Fishin' Show is widely known for quality attendance. Knowledgeable and enthusiastic customers come to the show from a one-hundred mile radius to stock up on products, services and Information. Be sure to deliver *YOUR* message to this important market.

The Fishin' Show Sells Out Quickly
Reserve Your Space Today!
800-628-7971 920-434-7469



From stream trout to lake trout, pan fish to bass, salmon and musky, the anglers of Northeast Wisconsin and Michigan's Upper Peninsula enjoy an unrivaled variety of fishing opportunities. The N.E.W. Sport Fishin' Show is *your* opportunity to introduce your products and services to this outstanding market! This year's focus on muskies will add a new level of excitement and bring even more of these enthusiasts to the show in addition to the thousands of multi-species anglers who attend annually.

Shopko Hall (Expo Centre) FLOOR PLAN



BOOTH PRICES	LOAD IN	SHOW HOURS	LOAD OUT
10' x 10' - \$450	Thu. 8AM-8PM	Fri. 3PM - 9PM	Sun. 5PM-10PM
Corners - \$500	Fri. 7AM-2PM	Sat. 10AM - 8PM	
Bulk Space -call for quote		Sun. 10AM - 5PM	