



BULLETIN

August 2011 Official Newsletter of the All-Canada Show Volume 29, Issue 3

Booth SALE...Save \$100 per Booth

Call today to Add a Booth — Limited Time Offer



By Jennifer Young,
owner

Attention. Attention. During this busy time of year, I hope that you can take a moment to consider your marketing plan for 2012. We have seven fantastic cities where we hold the All-Canada Show. Book your booth today and save \$100 per booth in as few or as many cities as you choose. We are extending this offer to you through September 30, 2011. In the past 29 years, the All-Canada Show has found a way to attract fishermen and hunters from all over the Midwest US to plan and book their Canadian fishing trips to lodges, camps, and resorts like yours. In a survey of over 3,000 show guests in 2011, 86% indicated that they were planning a trip for this year. Don't miss out. This is your year to exhibit at the All-Canada Show.

The 2012 lineup is compressed with six of our shows in a little over four weeks...saving you time, money, and energy spent on the road. You could do three quality shows (such as Chicago, Madison, and Milwaukee) in 11 days. We have also moved the Minneapolis show off of the Super Bowl, so you could make a weekend of it and travel to Minneapolis for the three day show fairly easily.

This is a limited time offer, and booths will fill up quickly. Please fax your contract to us at 920-983-9985. If you have any questions regarding shows, Internet, or advertising, please contact me at 800-325-6290 X 111. Email: Jennifer@allcanada.com At the time we receive your contract, we'll email you a confirmation statement and exhibitor kit.



We own two websites that point customers to you. The exhibitor rate is \$325/year and the non exhibitor rate is \$450/year. Sign up today, and we can get you added to the site within 2 business days (including keywords and GPS coordinates). These prices are in U.S. funds. We have an opt in email list of over 30,000 U.S. fishermen and hunters who love Canada. As an Internet advertiser, you will tap into that market by the benefit of a direct link to your website on AllCanada.com (3 separate searches) plus a bonus of links on each and every city where you have a booth at the All-Canada Show.

AllCanadaShow.com is a resource for exhibitors as well

Check out our web site, AllCanadaShow.com, to find out details about the upcoming shows. Click on Exhibitors ONLY. The site includes all show information, as well as past Bulletins.

Have a great summer season, and we hope to see you at the shows.

Thanks, Jennifer

FOLLOW US ON:

2012 SCHEDULE		
St Louis	St Charles Convention Ctr.	Jan. 6-8
Indianapolis	The Ritz Charles Carmel, IN	Jan. 9-11
Chicago	Pheasant Run Resort	Jan. 12-15
Madison	Marriott Madison	Jan. 16-18
Milwaukee	Milwaukee Co Sports Complex	Jan. 19-22
Green Bay	ShopKo Hall	Jan. 26-29
Minneapolis	Earle Brown Heritage Center	Feb 17-19

Free Advertising on



by Joel Prunty

If you have a facebook page for your lodge or outfitting business, which many of you do, we encourage you to post on the All-Canada Show facebook page. For one it's FREE advertising – **the only requirement to post is that you are an A-C customer.** We remove any lodge or outfitter posts from non-customers.

The best types of facebook posts are fishing and hunting reports including a picture and link to your page or website. Visitors to our facebook page are looking for “insider information”. Other types of

good posts are wildlife pictures, weather conditions, fishing tips. Also encourage your guests to post on All-Canada's facebook page as those experiences carry even more weight with consumers.

Our facebook community and activity are growing rapidly and there are a small number of lodges who post on a regular basis...why not join them (and us)?

The only limitation is that you post no more than twice a week.

See you “online”...Joel

Sample lodge post on All-Canada Show facebook page



2011 All-Canada Show Attendee and Website Facts

Consumers rely on us to Book Canadian Adventures

*For the first time we offered show ticket sales online. We exceeded expectations selling over 3,000 tickets.

*Our all important 36-55 age group for show attendees grew by over 6% in 2012.

*86% of show attendees indicated they were planning a trip to Canada THIS year. That is the highest number we have ever recorded for that question.

*84% of show attendees now indicate they have a passport. When we started offering passport application in 2007 that number was only 54%.

*Over half of the people taking our voluntarily survey sign up for our E-Newsletter. This spring we topped 30,000 opt-in consumers on this list.



Join us this winter for some “facetime” with anglers and hunters .

*Since we started asking show attendees back in 2008, and on average, 37% told us they've never been to the show. That is a huge number and tells us our advertising campaigns work.

*Over 275,000 unique visitors used AllCanada.com to plan a Canadian adventure in 2010.

*Almost 60% of pages views on AllCanada.com are lodge and outfitter searches. Consumers visit our site to choose destinations.

*The United States dominates our site traffic and consumers from all over American visit. New York is the #4 state and California and Texas are #8 and #9.

*In 2009 Facebook first appeared as a source of consumers linking into AllCanada.com. In 2010 facebook jumped all the way up to the 4th largest source of new traffic.

*Google is still our #1 source for new website traffic. This is exclusively a result of our SEO performance on Google searches.

*AllCanada.com is in the top four results for Canada fishing and Canada hunting on Google searches.



BOOTH SALE

\$100 OFF ANY SHOW(S)

Return an All-Canada Show 2012 contract between August 1st and September 30th, 2011 to receive \$100 off each show!

CANADA'S *Best* fishing & hunting



LIMITED TIME OFFER

Toward the end of summer lodges and outfitters begin to look at marketing their destination in the coming year. You've relied on the All-Canada Show in the past and we want you back in 2012. So, we've decided to make you an offer you can't refuse (we hope) as incentive to return a contract

Send us your 2012 All-Canada Show contract and we'll take \$100 off the price of each show. Sign-up for 5-shows and you'll also receive the 5-show discount on each show...adding even more savings.

To take advantage of this offer, just email Jennifer at jennifer@allcanada.com

Or call her at 1-800-325-6290 ext 111

Two Great All-Canada Publications



All-Canada Show exhibitors have exclusive access to our entire show database. All-Canada Show Adventures is given out at every show and the All-Canada Show Guide is mailed to past show guests.

Call us today to get your ad in front of these great consumers.

1-800-325-6290 ext 111



IMPORTANT INFORMATION

Booth Space

If you have not contracted for 2012 send in your contract now to hold your booth. Space is limited in both Chicago and Minneapolis.

Online contracts

All contracts are available on our website AllCanadaShow.com, click on Exhibit Info and scroll down.

Exhibit Space Terms

\$100 with contract

10% by April 1, 2011

50% by June 21, 2011

Balance due October 1, 2011

Internet links

We continually make major upgrades to our site making the \$350 investment even more valuable. Sign-up today if you are not linked.

E-mail addresses

If you change your email address, please let us know. We utilize email more than ever. It is a quick effective way for us to communicate important information.

EMAIL: Sarah@allcanada.com

All-Canada Adventures magazine

Following are the exhibitor rates for 2012. Sign up now for your ads and we'll design your ad for free. All ads are full-color.

Exhibitor Section

1/2 page \$1,130

1/4 page \$ 665

Feature Section

Full-Page \$2,615

1/2 page \$1,475

1/3 page \$ 935

All-Canada Guide direct mail

Sign up now for your ads and we'll design your ad for free. All ads are now color. Space is limited.

Full-Page \$2,615

1/2 page \$1,130

1/4 page \$ 665

The *All-Canada Guide* is a newspaper with feature articles, photos, and other useful information. It will be sent to past All-Canada Show guest households.



ALL-CANADA SHOW NEWSLETTER

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