



# BULLETIN

December 2009 Official Newsletter of the All-Canada Show Volume 27, Issue 3

## 2010 Shows Set to Begin



by Jennifer Young

It is that time of year again – SHOWTIME! As we make our final preparations for the show season, we wish you a very happy holiday season. Merry Christmas & Happy New Year!

We would like to thank our other great sponsors of the show: Cabela's, Travel Manitoba (more about this partnership in Joel's article), Yamaha Canada, Labatt Blue, Eppinger, Spectra Print, PermaTrophy, Structure Proof Tackle Co, and Ontario Tourism.

Over the years we've developed some strong partnerships with companies who provide products and services to our Canadian exhibitors. These companies will have badges at the show – look for these badges – and you'll know they have partnered with us.

2010 Partners include: Duty Free Americas, The Standard Resort Insurance, Northwest Printwear, The SAM Group, Anthony J Padgett, Pratts Food Service, Dulude, Taylor Inc., Nuterra LLC, Sysco, and PSA Insurance.

Your Hotel and Showtime information has been mailed. This material is also available on our website at [www.allcanadashow.com](http://www.allcanadashow.com) Then click on Exhibit Info (top right side of the page).

New in 2010, the All-Canada Show staff will be presenting "How To" seminars for show guests. The topics will range from hunting to traveling with young children. We hope that you are able to catch one and give us your feedback. Also, the Indianapolis show will be held from 10-3 with a free lunch for all show guests. We think that this is a great way to get show guests to the show.

We are going to work with Ducks Unlimited in Green Bay to hold an event at the All-Canada Show on Saturday night similar to last year. This will increase our exposure with DU members, and we will judge it's success and deter-

mine if we would like to do it in other markets next year.

Call Rod if you would like to add any shows, an Internet link, or have questions about the upcoming circuit.

We are looking forward to seeing you all very soon. **Have a great holiday season.**

### 2010 Schedule

St Louis	St Charles Convention Ctr.	Jan. 8-10
Indianapolis	The Fountains Carmel, IN	Jan. 11-13
Chicago	Pheasant Run Resort	Jan. 14-17
Milwaukee	Milwaukee Co Sports Complex	Jan. 21-24
Madison	Marriott Madison West	Jan. 25-27
Green Bay	ShopKo Hall	Jan. 28-31
Minneapolis	Convention Ctr.	Feb. 5-7
Sioux Falls	Ramkota Convention Ctr.	Feb. 8-10
Des Moines	KJYY Radio Convention Ctr.	Feb. 12-14
Omaha	Holiday Inn Convention Ctr.	Feb. 15-17
Dallas	Southfork Ranch	Feb. 19-21

## Sponsors Return in 2010

We are very proud of our sponsor team, especially during this very tough business climate. Once again Cabela's leads our line-up of major players to support our events, others include: Travel Manitoba, Yamaha Canada, Labatt USA, Eppinger Lures, Spectra Print, Ontario Tourism, PermaTrophy, Structure Proof Lures. For a complete listing see the back page of this Bulletin



# Ready for a Great Show Season



by Joel Prunty

Unlike my co-workers here at All-Canada, my peak season for show preparation is from mid-October until Dec 1<sup>st</sup>. They are on the other hand are just getting cranked up.

Everything I do during my peak season sets us up for a smooth execution from December to February. *All-Canada Adventures* and the *Guide* are out the door and being printed, all our press releases are written, packaged and being mailed, All-CanadaShow.com is completely up dated and my media buys are planned and ready for execution (many are already running.)

My last major project is media...

emailing, mailing and calling every TV, radio and newspaper outlet in our 11-city tour soliciting coverage of our event.

Right now everything is shaping up for a great show season.

Another area I spend considerable time in the off season is working with provincial tourism marketing departments. Once again we have major support in this area including:

**Travel Manitoba** is a major All-Canada Show sponsor again this year which means they will be promoted in our \$300,000 marketing campaign. As part of the program Travel Manitoba will run an aggressive advertising campaign in Chicago, plus a massive direct mail campaign in each of our markets...including promoting our events. Norm McCreight is also sponsored by Travel Manitoba and he will be an Ambassador in their booth during peak hours of our show.

The **Ontario Tourism Marketing Partnership** (OTMP) has joined our sponsor team as well and has sev-

eral initiatives planned including a full-page ad in *All-Canada Adventures*, a large display at our Chicago show including Babe Winkelman and likely another visit by Tourism Minister Monique Smith. Ontario will also have an increased presence in our Travel Centre

**Tourism Saskatchewan** is participating in our full Provincial advertising program. This includes full-page ads in both our publications *All-Canada Adventures* and the *All-Canada Guide*. Additionally they will receive a homepage banner ad for one-year on AllCanada.com and will be featured twice in our consumer E-Newsletter to almost 15,000 opt-in readers. Finally, the Tourism Saskatchewan Outdoor Guide will be distributed at all of our shows. We have also partnered with Tourism Saskatchewan on a radio promotion in Chicago to promote direct flights to Saskatoon.

In other news, the All-Canada is accepting passport applications via the United States Postal Service at most shows this year. Currently only Minneapolis is without the service and we are still working on our new shows Sioux Falls and Dallas.

**Have a great show season.**

## MUST READ—Important show news

**Show Hours** – we have changed our Saturday show hours to reflect show traffic. All weekend shows will now close at 6PM. Saturday attendance has not changed, it is just people are attending the show earlier in the day. This earlier close will allow exhibitors extra time to have dinner with an important group or follow-up on show leads.

**Indianapolis Hours** – Our Indianapolis show will have new hours on Wednesday – the final day of the show - where we will be open from 10AM to 3PM. We are testing these mid-day hours to see if we can draw more business people to the event. All attendees will receive a coupon for a free lunch (walleye sandwich and chips). A special mailing will be going out to businesses in the area. We invite all exhibitors to invite your Indianapolis area guests to the show.

**All-Canada Staff to give seminars** – we discussed this idea with the All-Canada Show Advisory Board last year and with their support All-Canada Show staff will be giving seminars. Our seminars will focus on using our expertise as trip planners and will cover topics including: becoming a group leader, preparing for a hunt, becoming a trip leader, safety plus family and couples trips.

**Show Electricity cannot be canceled** – If you signed up for electricity for your show booth it cannot be canceled on the day of the show. Electricity is run the day before or the morning of the show and once it is run to your booth we are charged for the service. If you think you may not need the electricity you signed up for please contact our office today.



# Together...we can Succeed



by **Rodney Schlafer**

What an exciting year we have lined up for 2010 with two new shows and two location changes there is lots to talk about. As the New Year approaches the All-Canada crew is busy making final plans for the shows, and looking with anticipation at the show route ahead. It is funny how in July the shows seemed so far away, and in November it feels like we are quickly running out of time.

2010 looks to be a decent year for us exhibitor wise, but the All-Canada Show is also feeling the same effects of the down economy you are...and we currently have space in all shows. Chicago, St. Louis and Minneapolis are beginning to fill up and should be close to sold out by the time we leave on the road.

Now more than ever – all of us – need to maximize our marketing to find more anglers and hunters looking to Canada. I want you to know the All-Canada Show is doing everything possible to make it the best year we can. It is our

goal to bring qualified show guest eager to hunt and fish in Canada...and believe me there is no better opportunity out there for you to find active people looking to book a trip than our events.

In over 30 years of surveying show guests one statistic remains the same... 80% of the people attending the show plan on traveling to Canada within two years. I urge everyone not to get caught up in the economy and negative news surrounding it. Encourage show attendees to make that trip to Canada THIS year. Our ability to produce successful shows is limited to getting people in the door...it is your job to get them to commit to an adventure.

We are working harder than ever to attract MORE consumers to the shows. And, the partnerships we have worked on are geared toward INCREASING traffic. In this economy, a good question to ask yourself is what is a customer worth? Our value is in what we produce...qualified anglers and hunters who travel to Canada.

Likely we will be down in numbers of exhibitors in each market – which is an advantage to you – because there will be less competition instead of cutting back on spending, consider adding a show and increasing your exposure. Now is not the time to sit and wait for the phone to ring because it won't. Get out there and build on your brand...there is no better place to do that than at the All-Canada Show.

**One last note**...remember we are in this with you...we know it has been a tough year for all of us...let us help you make 2010 a better year for your business!

**See you at the shows. Rodney**



**McCreight to assist  
Travel Manitoba**

Norm McCreight has joined Travel Manitoba's Outdoor Ambassador Team. And as part of Travel Manitoba's major sponsorship with the All-Canada Show, Norm will wear Travel Manitoba apparel on our Main Stage and he will also work the Travel Manitoba booth during peak show hours.

Norm will not be directly promoting Manitoba during his show seminars or during his media work for the All-Canada Show. A special thanks to Travel Manitoba for underwriting some of the cost us providing Norm's appearances.

## Great Prizes part of 2010

**One lucky All-Canada Show attendee will win an Anthony J. Padgett original PLUS a Cabela's \$1,000 Gift Card**



Anthony J. Padgett's original artwork—**THE SEARCH**

# IMPORTANT INFORMATION

## Booth Space

Booth space is still available in all markets, which is unusual at this time of year. This time of year. Even Chicago still has some space...call today to reserve your booth.



Link on [AllCanada.com](http://AllCanada.com) and [AllCanadaShow.com](http://AllCanadaShow.com)

Sign up today, and your link will be added within 24 hours. Both sites are designed for Canadian lodges, camps, and outfitters to promote tourism to U.S. and worldwide consumers. **For only \$350 per year you are listed on both sites**, three internal search engines and the exhibitor listing in markets you exhibit.

We have added Google mapping to our website which makes shopping for a trip even more effective. Email us your GPS coordinates if you haven't.

## Showtime Info

Showtime info (blue sheet) includes show hours, facility info, set up info, and our cell phone numbers. Please call our office if you would like copies.

## Hotel Info

Please make your reservations soon! Many of the hotels will not guarantee the room availability or room rates **30 days** prior to each show. The hotel info is available on our web site: click on the hotels button on the All-Canada Show page.

## Payment

Full payment was due October 1, 2009. If you have made your payment, thank you. If not, please send full payment today or call us with a credit card. We accept Visa, MC and American Express. Thanks.



## OFFICIAL ALL-CANADA SHOW NEWSLETTER

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