



# BULLETIN

The Official Newsletter of the All-Canada Show

Spring 2009 Volume 27, Issue 1

## 10th Show added in Sioux Falls, South Dakota

By Rodney Schlafer

The All-Canada Show is excited to announce we are adding a 10<sup>th</sup> show market for 2010...Sioux Falls, South Dakota. Located on the banks of the Big Sioux River the city is situated on the Great Plains at the junction of I90 and I29, only 7 hours south of Winnipeg.

This major city in America's heartland boasts a metropolitan population of 227,000 people. Sioux Falls is the largest city in South Dakota and its DMA (Designated Market Area) includes four states and 1,043,450 people.

Named Money magazine's *Best Place to Live in America*, Sioux Falls has attracted affluent Americans because South Dakota has: NO State Corporate Income Tax, NO State Personal Income Tax, NO Personal Property Tax and NO Inheritance Tax. I think I might move there!

Our Sioux Falls show will be held at the Ramkota Best Western Hotel and Conference Center complex, just off I29. With 35,000 square feet it is similar to our Madison and Omaha facilities. The dates will be Monday, Tuesday, and Wednesday February 8-10 immediately after our Minneapolis show.



Sioux Fall, SD is the newest All-Canada Show market

### DATE CHANGES

#### Minneapolis, St Louis, Indianapolis, Des Moines and Omaha change dates

As a result of exhibitor meetings this winter (thanks for all of your feedback), improvements have already been made for 2010 including:

The St Louis show has been moved off New Year's weekend to Jan 8-10. St Louis was one of our top shows in 2009 and with limited space, and new dates, this show may sellout by the end of early sign-up.

Minneapolis not only has new dates it will also be held upstairs at the MN Convention Center in the main ballroom. A big improvement. Minneapolis will be held Feb 5-7 following our Green Bay show.

Des Moines moves to Feb 12-14 and a new location in the affluent West Des Moines area at the 92.5 KJY Events Center located just off Interstate 235.

Final date change news...we're adding Thursday back onto the Milwaukee show (at no extra cost). Our new schedule allowed for this change.

#### Chicago Filling Up Fast

Our Chicago show has been in big demand this spring and the potential to sellout is real. If you haven't signed up and are interested, contact me right away.

### EARLY SIGN-UP ENDING

On May 1st our early sign-up pricing will end. This program offers exceptional discounts on 2010 shows. The program also guarantees your same booth space next year. Send in your contract today!

## 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	Jan. 25-27
Green Bay	ShopKo Hall	Jan. 28-31
Minneapolis	Convention Ctr.	Feb. 5-7
Sioux Falls	<b>NEW SHOW</b> Ramkota Convention Ctr.	Feb. 8-10
Des Moines	KJY Radio Convention Ctr.	Feb. 12-14
Omaha	Holiday Inn Convention Ctr.	Feb. 15-17

### All-Canada Stimulus Package

Sign up for Sioux Falls, Des Moines and Omaha and All-Canada will cover your 1st hotel night at the Ramkota Best Western in Sioux Falls. Some restrictions apply, ask for details.

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## Making Dollars and Sense

Frequently, the All-Canada Show is compared – pricewise – to general sport shows in each market we visit. The flaw in this comparison is general shows have a much wider and greater exhibitor base from which to draw revenue. While making this comparison our exhibitors also feel strongly our biggest benefit is we are exclusively Canadian.

We want you to think about what the All-Canada Show means to you. If our strength is being exclusively Canadian...then understand our income model is totally different than general sport shows. Imagine if you decided you'd only book people from Wisconsin into your lodge. Would your revenues decrease?

We understand this is a VERY tough time for all of us, but we feel just as strongly all of us need to look to the future and cutting the cost of our booth space is not the answer. The fact general sport shows are not raising their prices might also be why they are struggling to exist. NMMA's Des Moines show closed and their Schaumburg and Kansas City events are reeling. The Chicago Rosemont show is down to 30 Canadian destinations when they once had 200.

Our goal is to produce events that deliver results at a time when results are very hard to find. We hope you'll understand our future investments hold our success, and in turn your success as well.

## And the Survey Says....

The past three years we have surveyed visitors to AllCanadaShow.com who download a coupon to attend the show...with interesting results:

- \* The amount of people who indicate they have never attended the show has gone from 29% to 49% in three years.
- \* The percent of Show Guests planning travel to Canada has only decreased 4% in three years from 84% to 80%
- \* We have made great progress in people getting passports going from 54% to 73%
- \* They want to stay in touch with the All-Canada Show. 67% sign-up to receive our E-Newsletter.

## 2010 EXHIBITOR ADVISORY BOARD

- Cedar Point Resort** fishcedarlake@cedarpointresort.ca **Elk Island Lodge** bifish@elkislandlodge.com  
**Gangler's Lodges** gangler1@cox.net **Indiaonta Resort** indiaonta@nwon.com  
**Kay Air** karenk@nwconx.net **Manotak Lodge** manotak@drytel.net  
**Nielsen's Lodge** info@niensensflyinlodge.com **Showalter's Outposts** showalter@sympatico.ca  
**Whitefish Bay Camp** whitefishbaycamp@yahoo.com **Williams Lake Lodge** Williams@drytel.net



Feel free to contact any advisory board member if you want them to bring up items on your behalf. Or, let us know if you are interested in serving on the All-Canada Show advisory board—thank you.