



BULLETIN

June 2010 Official Newsletter of the All-Canada Show Volume 28, Issue 1

Major Improvements to 2011 Schedule



by Rodney Schlafer

Advertising your destination right now reminds me of the old joke about being chased by a bear...you don't have to out run the bear, just out run your buddy. And at a time when growth and new customers are very hard to find – like the man running for his life – I challenge you to more aggressively market to anglers and hunters where you've found them in the past.

The All-Canada Show clearly harbors the new customers you seek... over 80% of our show attendees are actively planning an adventure. But are you aggressively going after your share of that business? I'm not talking about ruthlessly stealing guest from your competitors, but about completely selling attendees into booking a trip this year. I think a great deal of the potential we generate ends up falling through the cracks.

Yes, All-Canada needs to attract more show guests – and we have a plan for that – but at the same time our events, websites and publications represent an incredible amount of potential business for you.

Many All-Canada Exhibitors are capturing our potential and doing as well and in some cases better than prior years. I challenge you to set goal of capturing more of these customers via our advertising vehicles in this coming year.

The All-Canada Show over the years has remained true to our mission of providing Canadian lodges an exclusive show focused on quality attendees looking to book fishing and hunting adventures. We offer a business environment

where you can aggressively market to these consumers.

Like you, All-Canada needs to more aggressively market ourselves in 2011 and coming out of our show post analysis we have clear goals on how to get there

BIG improvements for 2011

This spring we focused on improving each show in 2011. Most important to you, our analysis concentrated on attracting more anglers and hunters (See Jennifer's article for more details.) A large part of this process is absorbing your feedback on show improvements, and I am happy to announce major improvements to our show schedule including.:

- *Bold location changes
- *Testing a new show schedule
- *NO SHOW on the Super Bowl

Our Minneapolis show has new dates Feb 18-20 and a new location on the north side of Minneapolis at the Earle Brown Heritage Center near the intersection of Interstate 694 and 94. This well known location offers consumers easy access, free parking and has great name recognition in the Minneapolis area. We are limited to the number of booths available because of the size of the facility allowing for only 88 exhibitors. Call (or email) me if you want to add this to your schedule. rod@allcanada.com

Dallas, Texas also has new dates of Feb 25-27 and a new location in Irving, TX at the brand new Irving Convention Center. This location puts us in the heart of the Dallas/Fort Worth metroplex. This state of the art facility is similar to our facility in St Louis including a carpeted ballroom. This new location is the perfect facility for our show and we are very excited about returning to Dallas.

Sioux Falls – New Dates February 3-5, 2011. Sioux Falls will be on Super Bowl weekend but not over the Super Bowl. We will test this market for a Thursday, Friday and Saturday...NO

SUNDAY. Our thought is Thursday will allow anglers and hunters the opportunity to attend on a week night and we will not have to compete with the Super Bowl.

Omaha – New Dates February 7-9, 2011 at the same great location.

Feel free to contact me if you have any questions rod@allcanada.com.

I wish you the best this season; look forward to seeing all of you at the shows

2011 Revised Schedule

St Louis	St Charles Convention Ctr.	Jan. 7-9
Indianapolis	The Fountains Carmel, IN	Jan. 10-12
Chicago	Pheasant Run Resort	Jan. 13-16
Milwaukee	Milwaukee Co Sports Complex	Jan. 20-23
Madison	Marriott West	Jan. 24-26
Green Bay	ShopKo Hall	Jan. 27-30
NEW DATES		
Sioux Falls	Ramkota Convention Ctr.	Feb. 3-5
NEW DATES		
Omaha	Holiday Inn Convention Ctr.	Feb. 7-9
Des Moines	7 Flags Events Center	Feb. 11-13
NEW LOCATION & DATES		
Minneapolis	Earle Brown Center.	Feb. 18-20
NEW LOCATION & DATES		
Dallas	Irving Convention Center	Feb. 25-27

Don't Ignore the Next BIG Thing



by Joel Prunty

Every morning here at work, the first thing I do (after pouring a cup of coffee) is visit AllCanada.com. I'll quickly check to make sure the site is running properly and then I'll visit our four *Lodges of the Day*. By doing this daily, I get a continuous update of the over 300 destinations linked to our site.

Over the last 12 months a huge proportion of you have completely revamped your website. It is great to see the investments you've made in improving your communication materials.

The bottom line though is we ALL have to do more – and I know what you're thinking – I'm already doing everything I can! Maybe you'll feel differently after reading this next story.

Social Media—Next BIG Thing

There is a whole new wave, coming fast, that could diminish the importance of search engines.

I'm a member of Tourism Saskatchewan's *Marketing Advisory Council*. My participation involves several meetings a year where other industry leaders outside of government provide input into the provinces marketing plan.

An unexpected benefit of this committee is learning from other member's real-life tourism marketing experiences. I've learned A LOT from Saskatchewan's talented online marketing team which has aggressive plans going forward. Also on the committee is the Director of E-Business for Tourism British Columbia who also has a very unique perspective on where Online Tourism Marketing is headed.

Start ramping up your social media efforts now. Online users are beginning to perform their internet searches within their personal social media pages like Facebook and Twitter, in essence bypassing search engines. At this point close to 90% of internet searches are done with search engines (primarily Google) but in the near future it is estimated social media searches will make up a full 33% of all internet searches...that is a huge shift.

You're probably thinking "my customers aren't using social media"...true, maybe, but your efforts now will determine your future success. By carving out a presence today, you'll be building in customer base for tomorrow. Look for All-Canada to step up, again, our commitment in this area.

The rapid movement of technology and its ability to create awareness about our shows, your destination and fishing and hunting in Canada is daunting. But, if we all move together and as a group, we can use this immense resource to our advantage. This summer we'll be sending out an email on how we can join forces.

Until then, good luck this summer – I can't wait to get fishing in Canada again!

AllCanada.com FACTS

*Only 39% of the coupons downloaded off our website were used at our 2010 shows. In affect, we drove consumers to our website and sold them on the event...but for some reason they did not attend the show. We have solid ideas on how to improve this number.

*Until this year, facebook never appeared as a source of links into our site. Facebook came in # 8 for our 2010 shows (we didn't have any fan page or any other presence on facebook).

*Internet visitors to AC.com and ACS.com were up 7% over prior year.

*The top pages on All-Canada.com (by a 10 to 1 margin) were destination searches. Consumers visit AllCanada.com to shop for an adventure.

*We track the number of links AllCanada.com generates to each of your sites. Since January 1st the average destination linked with us has already receive enough traffic to cover their cost for the entire year. We base this on the cost of Google adwords to generate the same results.



by Steve Cegielski

Hello brave new world!

are incredibly easy to get started. Developing a website is complicated and expensive...creating a facebook fan page and Twitter account for your business is remarkably easy and it's FREE.

Close to 500 million people have a facebook page and over 50 million people Twitter...we all need to be talking to this audience – it's HUGE.

If you haven't started it's time to get in the field before you start missing out and more importantly missing potential customers. Creating individual accounts is easy, just Google – Twitter, Blogger, or Facebook and register as a user with the customary username and password. Yes, another password to remember.

Like anything new it's hard to get started, but once you do it's as easy as checking your email. My only advice is keep your content relevant. Consumers want to be informed not sold AND don't over do it – if you tweet and update your facebook too often people will tune out.

Make a point to sit down with your cup of coffee and spend 2 minutes tweeting, 10 minutes blogging or 10 minutes updating your facebook page. Rotate daily, hit one social media a day and once you get on a roll its fun to broadcast your daily activities to the world. You'll be promoting fishing and hunting in Canada and your business all at the same time.

If I can do it anybody can!

Together...we WILL Succeed



by Jennifer Young

In tough times, it is easy to blame others for lower than expected profitability levels of our companies. When I look at how the All-Canada Show performed, I don't have to get very creative in coming up with excuses. Let's see...there's a major recession, the exchange rate is terrible, gas is expensive and unemployment in the U.S is at 30 year highs.

But the bottom line – just like you and your business – is the goals we set for the All-Canada Show and the milestones we meet in reaching our goals are what will determine our success. This year we are focused on what actions we will take to improve our events.

Our business relationship over the past 28 years has made our companies mutually successful, and we all need that to continue. All of us at the All-Canada Show care about your business and your industry. During these lean years keep a long-term perspective on your future prosperity as it relates to making major changes to your marketing plans.

I heard talk over the winter about how lodge owners are NOT going to market

their lodge next year...but how ARE you going to market in 2011? The bottom line is you need more customers. Make a commitment this year to keep your show schedule intact for 2011 and set goals for improving your results. Even look at adding shows this year...God knows we could use your support in Omaha, Dallas, Des Moines, and Sioux Falls. Commit yourself to finding new guests and rebuilding your customer base.

Having a strategy of staying home this winter and working the internet might be easier, but my guess is it will not result in more bookings.

I would like to address a few questions and concerns brought up by exhibitors to me and/or the All-Canada staff last show season.

Show Stereotype

Although some exhibitors comment that the All-Canada Show "recycles" show attendees each year our research says just the opposite. In the last three years we've ranged between 33% and 50% of all attendees have never been to the show (in our 28 year history). That is the highest this number has been since our inception and demonstrates our advertising campaign IS being heard and consumers are reacting.

This high number of new attendees does have a downside that hopefully we can leverage. Where are all the old show attendees? And why have they not returned? This summer we will take a closer look at those past attendees and look for ways to get them back.

Show Attendance

We have aggressive plans to increase our show attendance in 2011. Our plans are broad-based and include new partnerships, negotiating better advertising buys, reviewing various forms of media, new sponsor promotions, a comprehensive social marketing campaign and increasing the effectiveness of our direct mailer. We will announce more details about these plans in the September Bulletin...stay tuned.

Manitoba Sponsorship

Toward the end of our show circuit we heard feedback about Manitoba's participation as a show sponsor. A big part of our partnership is Manitoba's effort to aggressively market their lodges and outfitters in conjunction with our shows.

This partnership is a win-win for Manitoba, the All-Canada Show and you our exhibitors by creating more awareness of our events. Manitoba's advertising program is totally independent of our show advertising and enhances our advertising plan. **The All-Canada Show's advertising is purchased by an independent advertising agency and our budget has not changed based on Manitoba's partnership – to the contrary – our budget has increased the past two year's since we joined forces.**

We value Travel Manitoba's support and look forward to working with them and ALL provinces in 2011.

Have a great season. Keep smiling!
Jennifer

2010 Grand Prize Winner

Eric Mayer of Black Creek, WI was the lucky winner of our 2010 Grand Prize...a Anthony J. Padgett original PLUS a Cabela's \$1,000 Gift Card

Special Thanks to:



Eric Mayer with his GRAND PRIZE

IMPORTANT INFORMATION

Booth Space

If you have not contracted for 2011 send in your contract now to hold your booth. Space is limited in St Louis, Indianapolis 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, 2010

50% by June 21, 2010

Balance due October 1, 2010

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 2011. 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 \$1,495

1/4 page \$ 975

The *All-Canada Guide* is a newspaper with feature articles, photos, and other useful information. It will be sent to over 100,000 past All-Canada Show guest households.



ALL-CANADA SHOW NEWSLETTER

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