



Who are we and what do we know about hunting and outdoor shows? We are the publishers of *Georgia Outdoor News* magazine – Georgia's #1 hunting and fishing publication and have been attending shows since 1988. We talk to 100,000 sportsmen a month and have almost 10,000 more visit our website each day. When it comes to connecting with the hunting/fishing community, GON owns the market. Over the past 18 years, with the help of our followers and quality vendor partners, GON's Outdoor Blast has become the premier sportsman's show in Georgia.

What Makes The Outdoor Blast Different?

We spent more than 30 years on the exhibitor side before we created the Outdoor Blast. Like you, we experienced it all – the good and the bad. We learned from our experiences and made it a point to take care of our vendor partners who are the lifeline of any show.

- **Vendor Partners:** We are selective about our vendor partners and only accept those who offer products or services that are geared to sportsmen. Our audience is not coming to a sportsmen show to buy gutters or windows for their homes, so when a business like that asks to be a vendor, we politely say no thank you.
- **Unique Events:** *Gun-An-Hour Giveaway* - We give away guns! We purchase 19 guns to give away throughout the weekend. Attendees fill out an entry form and drop it in a hopper. It's good for the rest of the day. Every hour on the hour we draw a name and give the person 30 minutes to come claim their gun. We also buy one additional gun that we give to one of our vendor partners in a random drawing at the end of the show! See, we didn't forget about you.

Youth Big Buck Shoot-Out - On Friday, 17 youth hunters compete with a BB rifle to shoot targets where the best shooter wins \$3,000 and a 3-night dream hunt.

Truck-Buck Shoot-Out - On Sunday, 21 GON hunters who took the best bucks of the previous deer season compete in a pellet rifle where one hunter will win a brand new Chevy Silverado!

- **Vendor Love:** We have volunteers on-site to help you with load-in. Our booth spaces are 10x10 and start at \$450 with discounts for multiple-booths buys. The Wi-Fi is free, the parking is free and we have a well stocked vendor lounge with snacks and water ready when you need to get off your feet. Plus, the venue is close to quality hotels and restaurants.
- **Location:** Directly off I-75 at exit 283 in Emerson adjacent to Lake Allatoona, Bartow County is a fast-growing part of the Atlanta Metro area. There's a population of more than 1.4 million people within 25 miles of LakePoint and Cabela's is 6 miles away. We all know Cabela's chooses their locations knowing there are plenty of sportsmen nearby.

The Outdoor Blast is your best opportunity to sell face to face to those that make up Georgia's multi-billion dollar hunting/fishing market. Come join us. We bring a crowd that spends.

To reserve your space or to receive more information about becoming an exhibitor partner contact Mike Rhodes at 800-438-4663 or email at rhodes@gon.com. Learn more about the Outdoor Blast [HERE](#).



JULY 26-28, 2024

Show Hours:

Fri. 1:00 pm - 7:00 pm

Sat. 9:00 am - 6:00 pm

Sun. 10:00 am - 5:00 pm



LakePoint Champions Center

261 Stars Way • Emerson, Georgia

gon.com/outdoor-blast

For Show Info Contact

Mike Rhodes

800.438-4663 or email

Rhodes@gon.com

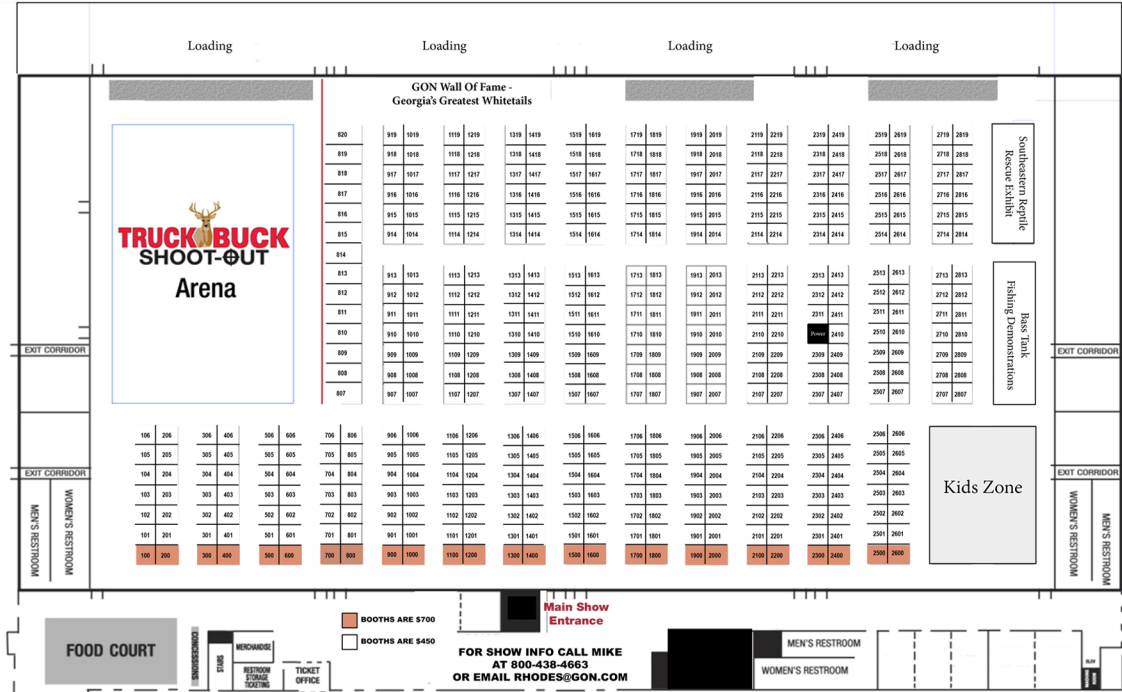
Located 25 miles north of Truist Park, home to the Atlanta Braves this area is a bedroom community for those working in metro Atlanta. Adjacent to Lake Allatoona at exit 283 of I-75.

Facility Size: 170,000 square feet

Area Population: 1.49 million

Parking: 900+ spaces

Booths: 482 total



- Major radio campaign targeting the metro Atlanta/N. Georgia area.
- Multiple e-blast email campaign to 100,000+ registered email accounts.
- Gun An Hour Giveaway promotion - We draw names all weekend long and give away guns.
- Three-month ad campaign in *Georgia Outdoor News*, Georgia's most read hunting/fishing magazine for 37 years.
- Four-week billboard campaign in Cartersville area.
- Social media campaign on Georgia Outdoor News' Facebook & Instagram pages.
- Co-branding campaigns with Blast sponsor's Ag-Pro and other vendor partners.

Sportsmen came from across the state to attend the 2023 Outdoor Blast.

