



10th Anniversary in Canada

Birgit said it best in her farewell letter to the exhibitors of 2017. 10 years anywhere is a long time so I'd like to thank her publicly and wish her all the best going forward. For a small African-based operation to start these boutique expos and now have a strong base in Western Canada is thanks to a number of committed hunting outfitters and suppliers who believed in our vision. Few will tell exactly how they are doing out of Canada, and we respect their right to secrecy but what we do know is the following:

- There are numerous Canadians coming to Africa every year that are as a direct result of these expos
- We have letters from clients telling us that they have enjoyed exploring Africa for the first time
- And we have over 2000 names on our Canadian database who have attended the various shows
- And now we want to focus on one great show in Calgary, Alberta

Exhibiting is a costly exercise, so it is important for us, that you understand the following 4 points:

1. Who attends & How do we promote the event?

- a. Quality is something we value above quantity. Every person walking in the door is prequalified, interest in Africa and has the means to get there. No tire kickers, no brochure distribution to hundreds in the hope of success. We bring approximately 10 times of more, the number of exhibitors through the door to engage one on one in a boutique environment.
- b. We reach them through **Magazines** - (AHG, The Hunting Report, Alberta Outdoorsman), **TV** - Wild TV programs, **Digitally** - Our Facebook pages, Website, Google, YouTube, and directly via the database we have established. **Associations** - SCI Calgary and Alberta Chapters, Hunting Clubs and Shooting Ranges in Calgary, **Radio** - Local Calgary radio Stations,

2. What exactly do you get?

- a. A turnkey solution, which enables you to arrive with your brochures and do business. We set up the entire booth for you: That means the booth banner, designed, printed and installed, power, internet, meals on each day, coffee, tea and water. It is hassle free.

3. What else do we do for you?

- a. **Meet the Outfitters Wine tasting and cocktail evening Function:** To promote Africa, the outfitters, we will host for the first time an event alongside the expo.
- b. **Magazine exposure Convention Issue:** 1/3rd page Corporate Profile Advert in the CONVENTION issue of the AHG which every attendee gets as a copy. (+entire circulation)
- c. **Website exposure** - Company profile - on the AHG website for the following year
- d. **Facebook exposure** - 3 x company posts on AHG's Facebook during the following 12 months.
- e. **Brochure storage and mailing:** Prospects that you may need to get a copy of your brochure or literature to - we will mail from Calgary.
- f. **Meeting prospects on your behalf:** Sometimes a local Canadian is needed to discuss certain details and our representatives would be happy to field enquiries that your prospects might have.
- g. **Published exposure:** -If you or your client writes the story of the hunt, we will publish and promote your outfit.

4. Our Policy on Attending

- a. First preference will be given to last year's exhibitors.
- b. Thereafter, preference to exhibitors at any previous African Hunting Shows.
- c. Attendees are encouraged to work with the organisers to develop interest in the Show by inviting their clients, posting it on their sites and Facebook pages, or offering a hunt donation that could be used to drive attendees to the event.
- d. Understand we are as committed as you to making this a success.
- e. All attendees will receive our 'tips and suggestions' to make the most of your attendance.

Booking details

Friday 26th - Sun 28th January, 2018

Fee - \$2150

50% deposit to confirm your booking

Please contact: Richard Lendrum -

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