TEXAS HUNTERS & SPORTSMAN'S EXPO

JULY 21, 22, 23, 2023

McAllen CONVENTION CENTER

VENDOR / SPONSOR INFORMATION / 2022 EXPO RECAP

WWW.TEXASHUNTERASSOCIATION.COM

CELEBRATING 31 YEARS - 2022 RECAP

PICTURED: Guests eagerly line up and are welcomed inside the McAllen Convention Center

Texas Hunters & Sportsman's Expo celebrated its 31st Anniversary with a 3-day event on July 22, 23, 24, 2022 at the McAllen Convention Center in McAllen, Texas. We broke a **record attendance, bringing in 42k guests** over the three day weekend. Since 1991, the show continues to draw hundreds of vendors/exhibitors and thousands of affluent sportsmen (men and women), friends and families from all over Texas and Northern Mexico - a multi-cultural area widely known for its **outdoor adventures, hunting & fishing**.

Hunting and Fishing is a tradition in the Rio Grande Valley, and so is attending the annual Texas Hunters & Sportsman's Expo! Join us at the ***32nd Anniversary Texas Hunters & Sportsman's Expo***, set to return **July 21, 22, 23, 2023** to the McAllen Convention Center!

PICTURED: World famous angler Pedro Sors with world famous archer Frank Addington "Aspirin Buster"

2022 AT A GLANCE

- 3-Day Event - July 22, 23, 24, 2022
- Record Breaking Attendance in 2022
- Over 275 vendors/exhibitors
- Exotic Wildlife Ranches
- Major Boat and R.V. Dealers
- ATVs and Hunting Vehicles
- Experienced Fishing Guides and Outfitters
- Featured Guests and Attractions
- Major Conservation & Non-Profit Groups
- Hunting & Fishing Influencers

EXPO REACH AND ATTENDANCE

PICTURED: Snake handler Doug Dugger and his world famous 'Heart of Texas Snakes' are a fan favorite.

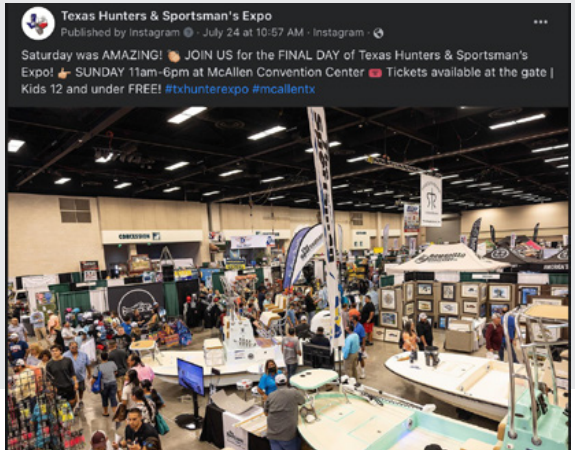
Every year, Texas Hunters & Sportsman's Expo continues to **maximize reach and attendance** with a **comprehensive marketing plan**, that includes, and not limited to:

- TV: KRGV, KGBT, UNIVISION
- Radio: KTEX FM 100 Country, XHRR 102.5 La Ley, KURV 710 Talk Radio and KBUC Super Tejano
- Local Press/Newspaper: The Monitor, The Brownsville Herald, Valley Morning Star
- International Newspapers: El Norte, El Manana, El Tourismo de Texas
- Social Media: **@txhunterexpo** Facebook, Instagram, YouTube
- Digital: Electronic Billboards in McAllen, Harlingen, Brownsville, Laredo and Corpus
- Texas/National Print: Lone Star Outdoor News, Texas Outdoor Journal, Fish & Game Magazine and South Texas Sportsman Magazine
- Print: 100k flyers distributed at **Academy Sports & Outdoors**
- Print: 100k flyers distributed at **international border crossings**
- Print: 150k flyers distributed at local businesses in the **Rio Grande Valley**
- Email Marketing: MailChimp Subscriber Campaigns
- Mailer: 75k postcards mailed to previous attendees

SOCIAL MEDIA RECAP

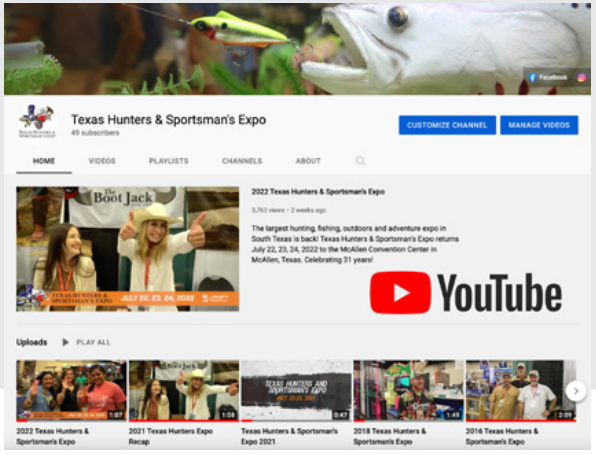
PICTURED: Over 42k attendees enjoyed the three day weekend at the McAllen Convention Center

575k impressions on Facebook
65% Men 35% Women



112k audience reach on Instagram
60% Men 40% Women

Over **719k impressions** on YouTube



TEXAS HUNTERS
& SPORTSMAN'S EXPO

WHAT OTHERS ARE SAYING

Bert Ogden Rio Grande Valley
2022 Title Sponsor

Capital Farm Credit
2022 Title Sponsor

Pedro Sors
Host, Con Cana y Carreta

Laguna Life, Vega Rods
Vendors/Exhibitors

Boot Jack
Vendors/Exhibitors

CONTACT US

FOR SPONSORSHIP INQUIRIES,
VENDOR RATES & AVAILABILITY:

Email: texashunterexpo@aol.com
Phone: 956-664-2884

Our mailing address is:
Texas Hunters and Sportsman's Expo
PO Box 2647
McAllen, TX 78502-2647

Thank you to our 2022 Title Sponsors!