

TEXAS HUNTERS & SPORTSMAN'S EXPO

JULY 19, 20, 21, 2024



McAllen
CONVENTION CENTER

2023 EXPO RECAP | VENDOR | SPONSORSHIP INFORMATION

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WWW.TEXASHUNTERASSOCIATION.COM



CELEBRATING 32 YEARS - 2023 RECAP

Texas Hunters & Sportsman's Expo celebrated its 32nd Anniversary with a 3-day event on July 21, 22, 23, 2023 at the McAllen Convention Center in McAllen, Texas. We broke a **record attendance, bringing in 44k 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 **33rd Anniversary Texas Hunters & Sportsman's Expo**, set to return **July 19-21, 2024** to the McAllen Convention Center!

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



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

2023 EXPO AT A GLANCE

- 3-Day Event - July 21, 22, 23, 2023
- Record Breaking Attendance in 2023
- Over 275 vendors/exhibitors
- Featured Guests and Attractions
- Major Boat and RV Dealers
- ATVs and Hunting Vehicles
- Experienced Fishing Guides and Outfitters
- Exotic Wildlife and Hunting Ranches
- Major Conservation & Non-Profit Groups
- Hunting & Fishing Brands and Influencers



EXPO REACH AND ATTENDANCE

PICTURED BELOW: KGBT Channel 4 News LIVE broadcast on-site vendor and sponsor interviews

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: KGBT, KRGV, UNIVISION
- TV: KGBT Channel 4 News LIVE Broadcast Interviews
- Radio: KTEX FM 100 Country, XHRR 102.5 La Ley, KURV 710 Talk Radio and KBUC Super Tejano, Promotional and LIVE Broadcast Interviews
- Local Press/Newspaper: The Monitor, The Brownsville Herald, Valley Morning Star
- International Newspapers: El Norte, El Manana, El Turismo 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



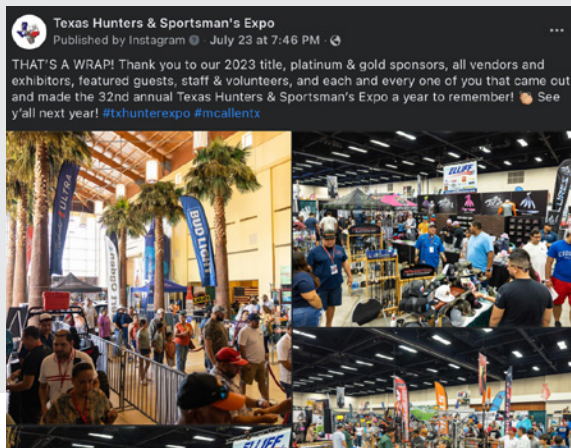
TEXAS HUNTERS
& SPORTSMAN'S EXPO



SOCIAL MEDIA RECAP

PICTURED: Over 44k attendees enjoyed the three day weekend at the McAllen Convention Center

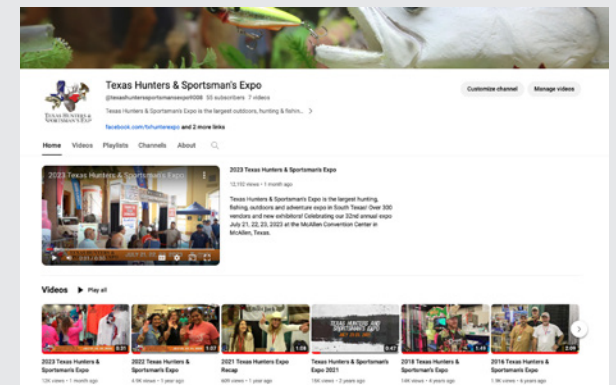
590k impressions on Facebook
65% Men 35% Women



118k audience reach on Instagram
70% Men 30% Women

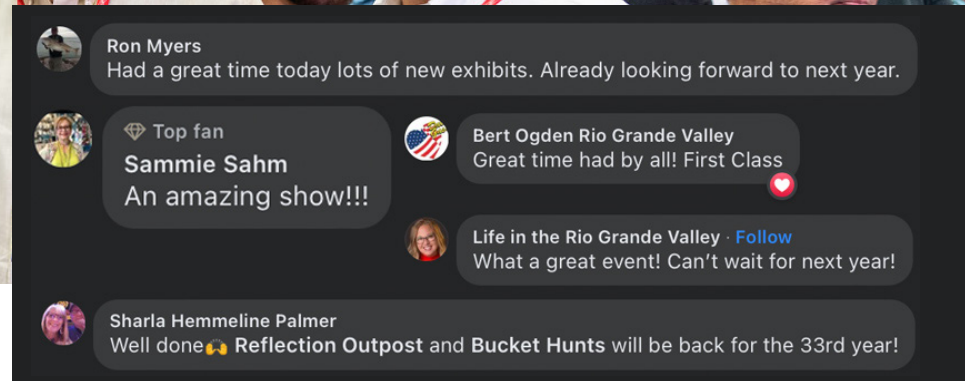


Over 719k impressions on YouTube





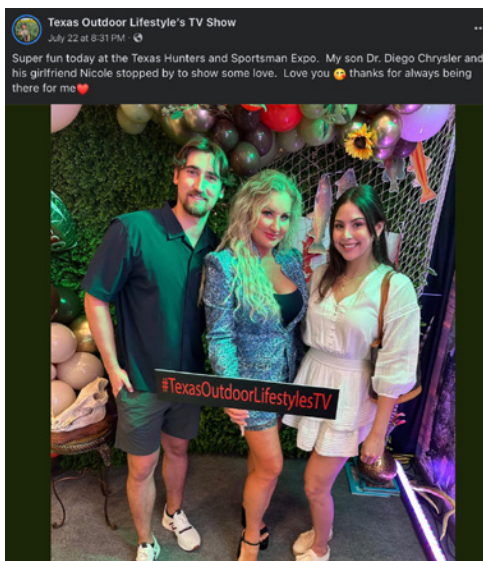
WHAT OTHERS ARE SAYING



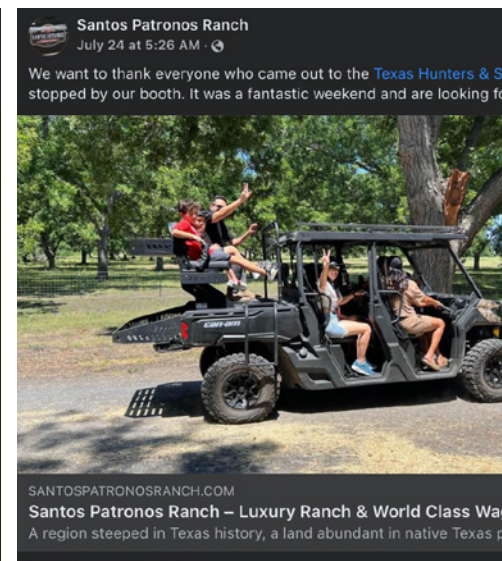
Bert Ogden Rio Grande Valley
2023 Title Sponsor



K Wiggles Lure Co.
2023 Vendor/Fishing Team



Texas Outdoor Lifestyle TV
2023 TV Host/Influencer



Santos Patronos Ranch
2023 Title Sponsor



CONTACT US



**FOR SPONSORSHIP INQUIRIES,
VENDOR RATES & AVAILABILITY:**

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Texas Hunters and Sportsman's Expo

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Thank you to our 2023 Title Sponsors!

