



TEXAS HUNTERS & SPORTSMAN'S EXPO

JULY 18, 19, 20, 2025



McAllen
CONVENTION CENTER

**2024 EXPO RECAP
EXHIBITOR AND SPONSORSHIP INFORMATION**

f **@TXHUNTEREXPO**

WWW.HUNTMCALLEN.COM



CELEBRATING 33 YEARS - 2024 RECAP

PICTURED: Exhibitors and attendees inside the main expo hall inside the McAllen Convention Center

Texas Hunters & Sportsman's Expo celebrated its 33rd anniversary with a record breaking attendance on July 19-21, 2024 at the McAllen Convention Center in McAllen, Texas. Over **40k attendees** enjoyed the 3-day event showcasing the best in outdoor active lifestyle brands, vendors and exhibitors. Since 1991, the show continues to draw hundreds of first-class exhibitors and thousands of affluent sportsmen and women, friends and families from all over Texas and Northern Mexico - an area widely known for its **outdoor adventures and one of a kind hunting & fishing**.

Get ready for 2025! July 18-20

The 34th annual Texas Hunters & Sportsman's Expo is set to return **July 18, 19, 20, 2025** to the McAllen Convention Center! Limited booth space is available! Contact us today to reserve your space.



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



EXPO REACH AND ATTENDANCE

PICTURED BELOW: Live TV, Radio and Social Media broadcast vendor and sponsor interviews

Every year, Texas Hunters & Sportsman's Expo continues to **maximize reach and attendance** with a **comprehensive marketing plan**, on average utilizing:

- **TV:** Promotional Partnerships with Local TV Stations CBS 4 and NBC 23 Valley Central
- **TV:** CBS 4 and NBC 23 On-Site LIVE Broadcast Interviews
- **Radio:** Promotional partnerships with 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
- **Social Media:** Campaigns on Facebook, Instagram and YouTube @txhunterexpo
- **Social Media:** Guest influencers and personalities
- **Billboards:** Placement 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 **TX/MX international border crossings**
- **Print:** 100k 11x17 posters distributed at local businesses in the **Rio Grande Valley**
- **Mailer:** 40k postcards mailed to previous attendees

Please note, marketing plan subject to change.





SOCIAL MEDIA RECAP

PICTURED: Over 40k attendees enjoyed the three day weekend at the McAllen Convention Center

610k impressions on Facebook
64% Men 36% Women

125k audience reach on Instagram
68% Men 32% Women

Over 510k impressions on YouTube
Recap and Promotional Videos



WHAT OTHERS ARE SAYING

PICTURED: K Wiggers Fishing Pro Team enjoying the Texas Hunters & Sportsman's Expo



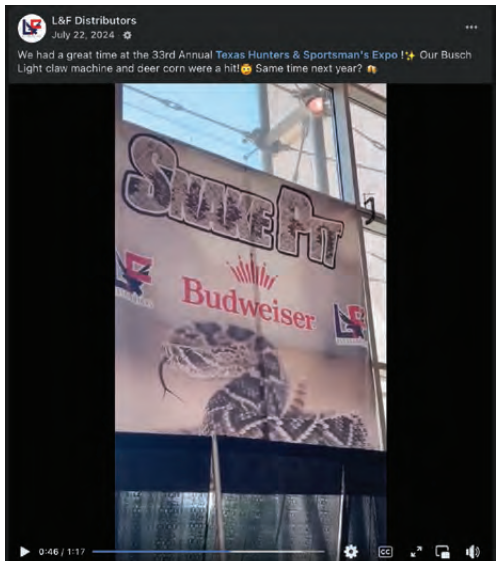
Bert Ogden Rio Grande Valley is at McAllen Convention Center.
 July 20, 2024 · McAllen · 📍
 Bert Ogden Auto Group had an amazing first day at the Texas Hunters and Sportsman Expo at the McAllen Convention Center! Robert C. Vackar loved meeting everyone. We'll



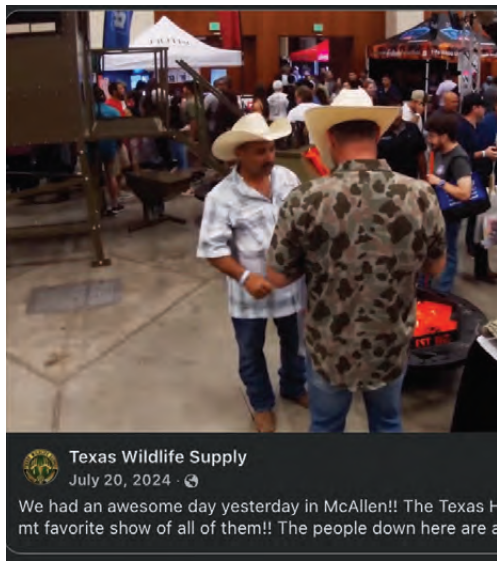
Con Caña y Carrete added 38 new photos to the album: Texas hunters & sportsmans expo 2024.
 July 21, 2024 · 📍
 Texas Hunters & Sportsman's Expo Excelente cierre de esta gran Expo, ha sido todo un éxito como cada año! Fue un placer estar aquí nuevamente y poder saludarlos y toma...

Bert Ogden Auto Group
 2024 Title Sponsor

TV Host Pedro Sors
 2024 Exhibitor / Social Influencer



L&F Distributors/Budweiser
 2024 Title Sponsor



Texas Wildlife Supply
 2024 Exhibitor / Platinum Sponsor



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JULY 18-20, 2025



CONTACT US

For 2025 sponsorship and exhibitor booth info:



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Thank you to our 2024 Title Sponsors!

