2020

FOURWHEELER

ADVENTURE EXPO

MOTORTREND GROUP

FIND YOUR JOURNEY!

MARCH 7 & 8, 2020

Costa Mesa, CA — OC Fair and Event Center

Exhibitor & Sponsorship Deck

fourwheeler.com

What is the Four Wheeler Adventure Expo?

Four Wheeler Adventure Expo Demographics

Four Wheeler Adventure Expo Attendance and Media Reach

Exhibitor Rates & Marketing Add-ons

Sponsorship

Presenting Sponsorship $100,000

Supporting Sponsorship $50,000

Activation $30,000

Contributing $15,000

Incremental Media Opportunities

2020 FOURWHEELER ADVENTURE EXPO

OC Fair and Event Center,
Costa Mesa, CA
March 7 & 8, 2020

fourwheeler.com

MOTORTREND GROUP MotorTrendGroup.com

sales@lodestoneevents.com
Michael_Deer@MotorTrend.com

What is the Four Wheeler Adventure Expo?

Four Wheeler Adventure Expo is a unique event for adventure travel enthusiasts. Whether your journey takes you off-road into the backcountry or into high altitudes to mountain bike, hike and rock climb, the Adventure Expo hosts classes & seminars to prepare you for your next adventure with travel workshops hosted by the FourWheeler team and top adventure experts. Get inspired at the Travel Theater and get geared up with the latest camping & travel equipment, mountain bikes, utvs and off road vehicles.

Why should I attend?

Our attendees visit to get geared up and inspired for their upcoming adventures! Get your products in front of an engaged community of enthusiasts that are in-market to buy gear and prepare for adventure travel in the next year.

What is the Four Wheeler Adventure Expo?

Four Wheeler Adventure Expo Demographics

Four Wheeler Adventure Expo Attendance and Media Reach

Exhibitor Rates & Marketing Add-ons

Sponsorship

Presenting Sponsorship $100,000

Supporting Sponsorship $50,000

Activation $30,000

Contributing $15,000

Incremental Media Opportunities

2020 FOURWHEELER ADVENTURE EXPO

OC Fair and Event Center,
Costa Mesa, CA
March 7 & 8, 2020

fourwheeler.com

MOTORTREND GROUP MotorTrendGroup.com

sales@lodestoneevents.com
Michael_Deer@MotorTrend.com

Four Wheeler Adventure Expo Demographics

Expo attendee demographics demonstrate a solid base of young high-earning professionals who travel frequently and spend the time and resources to learn the skills and acquire the equipment they need. Allow us to introduce you to this highly desirable customer base.

INCOME Average HHI $76,963

AGE

18-24: 27.2%
25-34: 27.2%
35-44: 18.1%
45-54: 13.7%

ACTIVITES THEY ENJOY

- Photography/Videography
- Fishing/Flyfishing
- Hunting/Shooting
- Exploring
- Biking
- Hiking
- Paddle Boarding
- Kayaking

EXHIBITOR AND SPONSOR DECK

What is the Four Wheeler Adventure Expo?

Four Wheeler Adventure Expo Demographics

Four Wheeler Adventure Expo Attendance and Media Reach

Exhibitor Rates & Marketing Add-ons

Sponsorship

Presenting Sponsorship $100,000

Supporting Sponsorship $50,000

Activation $30,000

Contributing $15,000

Incremental Media Opportunities

2020 FOURWHEELER ADVENTURE EXPO

OC Fair and Event Center,
Costa Mesa, CA
March 7 & 8, 2020

fourwheeler.com

MOTORTREND GROUP MotorTrendGroup.com

sales@lodestoneevents.com
Michael_Deer@MotorTrend.com

Four Wheeler Adventure Expo Attendance and Media Reach

ATTENDANCE	15,000+
EXHIBITORS	250+
ADVENTURE EXPO ESTIMATED IMPRESSIONS	24M+

FOURWHEELER NETWORK

MARKETING INFO

FOUR WHEELER, established in 1962, is the original 4×4 enthusiast brand. FOUR WHEELER presents a wide range of informative articles, including comprehensive new-vehicle testing, evaluation, and technical articles designed for four-wheelers of all abilities.

Print Estimated Impressions - 14.3M+
Digital Estimated Impressions - 5.2M+
Social Media Estimated Impressions - 3.2M+
Database Estimated Impressions - 720K+

EXHIBITOR AND SPONSOR DECK

What is the Four Wheeler Adventure Expo?

Four Wheeler Adventure Expo Demographics

Four Wheeler Adventure Expo Attendance and Media Reach

Exhibitor Rates & Marketing Add-ons

Sponsorship

Presenting Sponsorship $100,000

Supporting Sponsorship $50,000

Activation $30,000

Contributing $15,000

Incremental Media Opportunities

2020 FOURWHEELER ADVENTURE EXPO

OC Fair and Event Center,
Costa Mesa, CA
March 7 & 8, 2020

fourwheeler.com

MOTORTREND GROUP MotorTrendGroup.com

sales@lodestoneevents.com
Michael_Deer@MotorTrend.com

Exhibitor Rates & Marketing Add-ons

EXHIBITOR PRICING BY BOOTH SIZE

VENDOR ONLY PRICING

Inside Spaces

10 x 10 - $600

Corner Charge - $100

Outside Spaces

$65 per Linear Foot (20ft depth)

$95 per Linear Foot (20ft+ depth)

ALL MARKETERS RECEIVE

- Opportunity to demo product in-booth
- Inclusion in exhibitor listing in on-site hand-out
- Access to happy hours, socials, etc.
- Badges (# varies based on booth size)

CLICK HERE FOR SIGNUP

MARKETING ADD-ONS

Product Email Promotion - $1000
Exclusive client-supplied creative delivered to pre-registered attendee database to promote sale incentive, product launches, or special activation.

Boosted Social Media Post - $1500
Client-supplied content & copy boosted to FourWheeler social audience prior to event

Floor Decals (5 Decals) - $1500
5 Decals - Creative to be supplied by client

Kiosk Panels (2 Kiosk Panels) - $1000
2 Kiosk Panels included - Creative to be supplied by client

Isle Signs (1 Isle) - $500
Logo placed on Isle Sign

Branded Attendee Bag - $5000
Passed out at main entrance

Exhibitor Lanyards - $2500
Client must supply lanyard

What is the Four Wheeler Adventure Expo?

Four Wheeler Adventure Expo Demographics

Four Wheeler Adventure Expo Attendance and Media Reach

Exhibitor Rates & Marketing Add-ons

Sponsorship

Presenting Sponsorship $100,000

Supporting Sponsorship $50,000

Activation $30,000

Contributing $15,000

Incremental Media Opportunities

2020 FOURWHEELER ADVENTURE EXPO

OC Fair and Event Center,
Costa Mesa, CA
March 7 & 8, 2020

fourwheeler.com

MOTORTREND GROUP MotorTrendGroup.com

sales@lodestoneevents.com
Michael_Deer@MotorTrend.com

Sponsorship

CUSTOM SPONSORSHIP AVAILABLE

Personalize your sales pitch to each customer at your booth throughout the weekend! Let us customize a platform designed to leverage the Four Wheeler Adventure Expo audience at large to fit your marketing needs.

Customer Generation Platforms

Impressions based marketing platforms

Custom Content Creation through Video and Social

Vehicle Build Opportunities

In-Vehicle Experiential Marketing i.e. Ride and Drive

Example Programs Available

Presenting Sponsorship

Supporting Sponsorship

Activation Sponsor

- Main Stage
- Ride and Drive Sponsorship
- Teaching/Demo Area Sponsorship
- Adventure Theater Sponsorship
- Happy Hour/VIP Area Sponsor

Contributing Sponsorship

EXHIBITOR AND SPONSOR DECK

What is the Four Wheeler Adventure Expo?

Four Wheeler Adventure Expo Demographics

Four Wheeler Adventure Expo Attendance and Media Reach

Exhibitor Rates & Marketing Add-ons

Sponsorship

Presenting Sponsorship $100,000

Supporting Sponsorship $50,000

Activation $30,000

Contributing $15,000

Incremental Media Opportunities

2020 FOURWHEELER ADVENTURE EXPO

OC Fair and Event Center,
Costa Mesa, CA
March 7 & 8, 2020

fourwheeler.com

MOTORTREND GROUP MotorTrendGroup.com

sales@lodestoneevents.com
Michael_Deer@MotorTrend.com

Presenting Sponsorship $100,000

Estimated Impressions 25M

BOOTH SPACE 20 x 30 Inside Island or 80 x 30 Outside Space Premier Placement — CLICK HERE FOR SIGNUP

Media and Show Marketing

- Logo placement in local TV ad campaign with integration into official event title
- Logo placement in local radio campaign with integration into official show title
- Custom email promoting sponsor activation to registered attendees (2 total/pre and post event)
- Integration into all Four Wheeler social, print, web media promoting the event
- Integration into PR Support across attending media outlets

Attendee Engagement

- Promotion of celebrity/social influencer meet and greets inside booth
- Cross promotion of any demonstration of product on official event schedule

Branding

- Premier logo placement in all marketing (Web, Social, Print, Radio, TV, etc).
- Web banner placement - 700,000 digital impressions (sponsor supplied creative)
- The Truck Show Podcast episode/segment dedicated to sponsor
- Social story created from sponsor's activation (video or image) with targeted amplification/700,000 impressions)
- Company listing on official show directory
- Company logo on event floorplan
- Special highlight in exhibitor listing
- Floor decals (5x - creative supplied by sponsor)
- VIP passes (quantity as needed)
- Onsite banner placement (15 throughout event)
- Inclusion on event kiosks throughout the event
- Pre-show social media package (2 dedicated Facebook posts, 2 Twitter posts within 2 weeks of show promoting sponsor)
- Inclusion in Four Wheeler Adventure Expo email promotions

EXHIBITOR AND SPONSOR DECK

What is the Four Wheeler Adventure Expo?

Four Wheeler Adventure Expo Demographics

Four Wheeler Adventure Expo Attendance and Media Reach

Exhibitor Rates & Marketing Add-ons

Sponsorship

Presenting Sponsorship $100,000

Supporting Sponsorship $50,000

Activation $30,000

Contributing $15,000

Incremental Media Opportunities

2020 FOURWHEELER ADVENTURE EXPO

OC Fair and Event Center,
Costa Mesa, CA
March 7 & 8, 2020

fourwheeler.com

MOTORTREND GROUP MotorTrendGroup.com

sales@lodestoneevents.com
Michael_Deer@MotorTrend.com

Supporting Sponsorship $50,000

Estimated Impressions 16M+

BOOTH SPACE 20 x 20 Inside Island or 60 x 20 Outside Space Premier Placement — CLICK HERE FOR SIGNUP

Media and Show Marketing

- Logo placement in local TV campaign
- Logo Placement in local Radio campaign
- Custom email promoting sponsor activation to registered attendees (1 total; pre or post event)
- Integration into PR support across attending media outlets

Attendee Engagement

- Promotion of celebrity/social influencer meet and greets inside booth
- Cross promotion of any demonstration of product on official schedule for the event

Branding

- Logo placement in all marketing (web, social, print, radio, TV, etc)
- Web banner placement - 500,000 digital impressions (sponsor supplied creative)
- The Truck Show Podcast episode/segment dedicated to sponsor
- Social story created from sponsor's activation (video or image) with targeted amplification/500,000 impressions)
- Company listing on official show directory
- Company logo on event floorplan
- Special highlight in exhibitor listing
- VIP passes (quantity as needed)
- Pre-show social media package (1 dedicated Facebook post, 1 Twitter post within 2 weeks of show promoting sponsor)
- Onsite banner placement (10 throughout event)
- Inclusion on event kiosks throughout the event
- Onsite banner placement (15 throughout event)
- Inclusion on event kiosks throughout the event
- Pre-show social media package (2 dedicated Facebook posts, 2 Twitter posts within 2 weeks of show promoting sponsor)
- Inclusion in Four Wheeler Adventure Expo email promotions

EXHIBITOR AND SPONSOR DECK

What is the Four Wheeler Adventure Expo?

Four Wheeler Adventure Expo Demographics

Four Wheeler Adventure Expo Attendance and Media Reach

Exhibitor Rates & Marketing Add-ons

Sponsorship

Presenting Sponsorship $100,000

Supporting Sponsorship $50,000

Activation $30,000

Contributing $15,000

Incremental Media Opportunities

2020 FOURWHEELER ADVENTURE EXPO

OC Fair and Event Center,
Costa Mesa, CA
March 7 & 8, 2020

fourwheeler.com

MOTORTREND GROUP MotorTrendGroup.com

sales@lodestoneevents.com
Michael_Deer@MotorTrend.com

Activation $30,000

Estimated Impressions 15.6M+

BOOTH SPACE 20 x 20 inside island or 60 x 20 outside space premier placement — CLICK HERE FOR SIGNUP

Activation Opportunities

- Main Stage
- Ride and Drive Sponsorship - track build expenses not included
- Teaching/Demo Area Sponsorship
- Travel Theater Sponsorship
- Happy Hour/VIP Area Sponsor

Media and Show Marketing

- Activation will be renamed to include sponsor's name in title and referred to as such in media
- Integration into official event schedule with activation outline

Attendee Engagement

- Promotion of celebrity/social influencer meet and greets inside booth
- Cross promotion of any demonstration of product on official schedule for the event

Branding

- Sponsor inclusion where activation is mentioned (Web, Social, Print, Radio, TV, etc)
- Web banner placement - 250,000 Digital Impressions (sponsor supplied creative)
- Social story created from sponsor's activation (video or image) with targeted amplification / 250,000 impressions)
- Company listing on official show directory
- Company logo on event floorplan
- Special highlight in exhibitor listing
- VIP passes (quantity as needed)
- Pre-show social media package (1 dedicated Facebook post, 1 Twitter post within 2 weeks of show promoting sponsor)
- Onsite banner placement in activation area only
- Logo inclusion on event kiosks throughout the event
- Inclusion in Four Wheeler Adventure Expo email promotions

EXHIBITOR AND SPONSOR DECK

What is the Four Wheeler Adventure Expo?

Four Wheeler Adventure Expo Demographics

Four Wheeler Adventure Expo Attendance and Media Reach

Exhibitor Rates & Marketing Add-ons

Sponsorship

Presenting Sponsorship $100,000

Supporting Sponsorship $50,000

Activation $30,000

Contributing $15,000

Incremental Media Opportunities

2020 FOURWHEELER ADVENTURE EXPO

OC Fair and Event Center,
Costa Mesa, CA
March 7 & 8, 2020

fourwheeler.com

MOTORTREND GROUP MotorTrendGroup.com

sales@lodestoneevents.com
Michael_Deer@MotorTrend.com

Contributing $15,000

Estimated Impressions 14.4M+

BOOTH SPACE 20 x 20 Inside Peninsula or 40 x 20 Outside Space Premier Placement — CLICK HERE FOR SIGNUP

Media and Show Marketing

- Logo inclusion as contributing sponsor

Attendee Engagement

- Promotion of celebrity/social influencer meet and greets inside booth
- Cross promotion of any demonstration of product on official schedule for the event

Branding

- Company listing on official show directory
- Company logo on event floorplan
- Special highlight in exhibitor listing
- VIP passes (quantity as needed)
- Onsite banner placement throughout event (5 locations)
- Logo inclusion on event kiosks throughout the event

EXHIBITOR AND SPONSOR DECK

What is the Four Wheeler Adventure Expo?

Four Wheeler Adventure Expo Demographics

Four Wheeler Adventure Expo Attendance and Media Reach

Exhibitor Rates & Marketing Add-ons

Sponsorship

Presenting Sponsorship $100,000

Supporting Sponsorship $50,000

Activation $30,000

Contributing $15,000

Incremental Media Opportunities

2020 FOURWHEELER ADVENTURE EXPO

OC Fair and Event Center,
Costa Mesa, CA
March 7 & 8, 2020

fourwheeler.com

MOTORTREND GROUP MotorTrendGroup.com

sales@lodestoneevents.com

Incremental Media Opportunities

Increasing alignment of your brand with Four Wheeler Adventure Expo, MotorTrend Group offers the opportunity to take your sponsorship to the next level with supplemental media packages.

INVESTMENT: $25,000

SOCIAL

- Advertiser product/activation included in event Instagram Gallery
  Advertiser to be tagged
- Instagram Story of advertiser product/activation
- Targeted amplification of Instagram Gallery and Instagram Story to relevant consumers, along with extended amplification of Sponsor Product video included in sponsorship package

DIGITAL

- Native headlines driving to advertiser site
- Ad placement in 3x Four Wheeler Newsletter
- ROS digital media plan

EST. IMPRESSIONS: 1.3M

INVESTMENT: $15,000

SOCIAL

- Instagram Story of advertiser product/activation
- Targeted amplification of Instagram Story to relevant consumers, along with extended amplification of Sponsor Product video included in sponsorship package

DIGITAL

- Native headlines driving to advertiser site
- Ad placement in 2x Four Wheeler Newsletter
- ROS digital media plan

EST. IMPRESSIONS: 830K

INVESTMENT: $5,000

SOCIAL

- Extended amplification of Sponsor Product video included in sponsorship package

DIGITAL

- Ad placement in 1x Four Wheeler Newsletter
- ROS digital media plan

EST. IMPRESSIONS: 183K