



WHERE OUTDOOR BRANDS MEET OUTDOOR BUYERS.

2027 Partnership & Exhibitor Guide

Official Presenting Sponsor:



March 20-21, 2027 | Vineland Convention Center



WHY SOUTH JERSEY?

At the Center of the Mid-Atlantic Outdoor Market

Located within a two-hour drive of one of the nation's most active outdoor recreation regions, the South Jersey Outdoorsman Show provides exhibitors access to millions of potential customers across New Jersey, Pennsylvania, Delaware, and Maryland.

REGIONAL REACH

- ✓ 6+ million residents within an approximately two-hour drive of Vineland
- ✓ Four-state market spanning New Jersey, Pennsylvania, Delaware, and Maryland
- ✓ Hundreds of thousands of licensed hunters and anglers across the region, supported by active state licensing programs and outdoor recreation traditions
- ✓ Gateway to the Delaware Bay, Atlantic Coast, Pine Barrens, and countless lakes, rivers, marshes, and wildlife management areas

WHY IT MATTERS

Outdoor recreation is part of everyday life in South Jersey. From saltwater fishing and waterfowl hunting to camping, boating, hiking, and archery, this region is home to a passionate outdoor community that actively invests in equipment, apparel, travel, vehicles, boats, and outdoor experiences. The South Jersey Outdoorsman Show brings these consumers together under one roof—giving exhibitors a rare opportunity to build relationships, generate leads, launch products, and drive sales in a highly targeted market.

WHY PARTNER WITH US?

- 01 Regional Market Reach**
Connect with outdoor enthusiasts from New Jersey, Pennsylvania, Delaware, Maryland, and beyond. Vineland is strategically located within a three-hour drive of nearly one million licensed hunters and hundreds of thousands of anglers.
- 02 Your Ideal Customers**
Meet hunters, anglers, boaters, campers, sport shooters, waterfowl enthusiasts, and outdoor families actively seeking products, services, and destinations.
- 03 Brand Exposure Beyond the Show Floor**
Gain visibility through event marketing, social media campaigns, digital promotions, event signage, and attendee communications before, during, and after the event.
- 04 Industry Connections**
Build relationships with outfitters, guides, retailers, manufacturers, conservation groups, tourism organizations, and fellow outdoor brands from across the Mid-Atlantic region.
- 05 Purchasing Power That Matters**
Connect with consumers who actively invest in their passions—from boats and tackle to hunting gear, outdoor apparel, travel destinations, vehicles, and recreational services.

SOUTH JERSEY OUTDOORSMAN SHOW

March 20 + 21, 2027
The Vineland Convention Center
631 E. Landis Ave
Vineland, NJ 08360

Exhibitor & Sponsorship
Opportunities

Hunting • Fishing • Boating •
Camping • Outdoor Recreation



CONTESTS & SHOWCASES THAT THE SHOW WILL OFFER

01 DUCK & TURKEY CALLING CONTEST

Think you've got what it takes? Show off your best duck and turkey calls in front of a live audience and a panel of judges.

- Open to all ages and skill levels--8-17 YEARS OLD, 18+
- Judged on realism, rhythm, and crowd response
- Prizes awarded for top callers in each category
- Sponsored contest — your brand on all signage
- A crowd favorite that draws big energy to the show floor

SJ YOUTH OUTDOORSMAN OF THE YEAR

02

We're honoring the next generation of outdoor enthusiasts. Nominate a young hunter, angler, or conservationist who represents the best of South Jersey's outdoor traditions.

- Open to youth ages 8-17
- Nominations accepted leading up to the event
- Winner announced live at the show
- Award includes trophy, prize pack, and event media recognition
- Celebrates mentorship, ethics, and passion for the outdoors and judged on 25% on Conservation + Stewardship, 25% on Outdoor Participation, 25% on knowledge and ethics, and 25% on Essay and Personal Statement.

03 OUTDOOR TROPHY & PHOTO SHOWCASE

Bring your best trophy photos and mounts to display at the show. Whether it's a record buck, a monster bass, or a once-in-a-lifetime catch — show it off.

- Open to all attendees and exhibitors
- Dedicated display area on the show floor
- Categories: Big Game, Waterfowl, Freshwater, Saltwater
- People's Choice voting by attendees
- Winners featured on event social media and website

EXHIBITOR

REQUIREMENTS & GUIDELINES



All vendors must comply with expo regulations. Booth assignments are final. Vendors are responsible for setup, staffing, and breakdown of their own displays.

- 01 Booth spaces: 8x8 ft, 10x10 or 10x20 available.
- 02 All products must relate to fishing, hunting, or outdoor recreation industries.
- 03 Vendors must carry valid liability insurance.

EVENT LOGISTICS



EXPO DATES

March 20 + 21, 2027.

Public hours:

Sat: 10am-6 pm

Sun 10am-2pm



VENUE DETAILS

The Vineland Convention Center

631 E. Landis Ave

Vineland, NJ 08360



SETUP SCHEDULE

Vendor move-in: Friday,

March 19, 9am-3pm.

Saturday, March 20, 7 am.

Early access by appointment only.



BREAKDOWN SCHEDULE

Breakdown begins

Sunday at 2 pm. All

booths must be

cleared by 8pm

Sunday.

REGISTRATION PROCESS

STEP 1: EMAIL US FOR

Email: Info@southjerseyoutdoors.com
by Feb 1, 2025.

STEP 2: CONFIRMATION

Receive approval email within 5 business days. Booth assignment included with confirmation.

STEP 3: PAYMENT

Submit booth fee within 10 days of approval. Contact: info@southjerseyoutdoors.com
Payment/invoices will be paid online to be a vendor. All payments are final.



YOUR BRAND DOESN'T JUST GET A BOOTH. IT GETS A YEAR-LONG MARKETING CAMPAIGN.

BEFORE THE SHOW

- Instagram
- Facebook
- Reels
- Google Ads
- Email Marketing
- Press Releases
- Podcasts
- Chamber Promotion
- Sportsmen Clubs
- Fishing Clubs

DURING THE SHOW

- PA Announcements
- Live Social Coverage
- Professional Photography
- Giveaways
- Contest Recognition
- Event Maps

AFTER THE SHOW

- Attendee Email List
- Event Gallery
- Recap Videos
- Vendor Directory
- Website Listings

EVERY EXHIBITOR RECEIVES

- ✓ Website Listing
- ✓ Social Media Exposure
- ✓ Event Promotion
- ✓ Digital Event Guide Listing
- ✓ Marketing Before, During
& After the Event

BOOTH PRICING + OPTIONS

Choose the package that fits your brand and budget.

★ MOST POPULAR

STARTER ROW

\$225

-  8x8 ft space
-  1 table, 2 chairs
-  Website listing directing to your site
-  Attendee email list after show

STANDARD BOOTH

\$400

-  10x10 ft space
-  1 table, 2 chairs
-  Pipe and drape separation
-  Website listing directing to your site
-  Attendee email list after show
-  Pre-event email feature with your logo
-  Logo on digital event program

PREMIUM VISIBLE

\$750

-  10x20 ft space
-  2 tables, 4 chairs
-  Pipe and drape separation
-  Premium floor placement
-  Website listing directing to your site
-  Attendee email list after show
-  Electrical access
-  4 social media spotlights
-  Pre-event email feature
-  PA announcements for your booth



SPONSOR AN EXPERIENCE



Contest Sponsorships • \$250–\$2,500

Duck Calling • Turkey Calling • Youth Outdoorsman Photo Contest • Kids Zone • Giveaways • Coffee Station
VIP Lounge • Charging Station • Lanyards • Maps



DUCK CALLING CONTEST

Align your brand with one of the show's most popular competitions.

\$500



TURKEY CALLING CONTEST

High-visibility exposure with passionate hunters and outdoor fans.

\$500



YOUTH OUTDOORSMAN

Invest in the next generation and gain recognition among families and educators.

\$500



EVENT T-SHIRTS

Premium logo placement on event T-shirts worn by every attendee.

\$250



KIDS ZONE

Support fun, hands-on activities that families will remember.

\$500



GIVEAWAYS SPONSOR

Put your brand in the hands of attendees all weekend long.

\$250



COFFEE STATION

\$750

Fuel the crowd and get your logo seen all day.



VIP LOUNGE

\$3,000

Exclusive brand visibility in our premium lounge.



TICKETING SPONSOR

\$500

Your logo on the ticketing page and confirmation emails.



SOCIAL MEDIA CAMPAIGN

\$500

8 dedicated social media posts before the show.



FULL MEDIA CAMPAIGN

\$2,500

15 dedicated social posts and reels, logo on event T-shirts, and live booth-driving announcements all weekend.



ANNOUNCEMENT SPONSOR

\$1,500

Main stage mentions all weekend long.



**STRONGER TOGETHER.
OUTDOORS FOREVER.**



**SHOWCASE YOUR BRAND. SUPPORT OUR COMMUNITY.
CREATE MEMORABLE EXPERIENCES.**



**LET'S PARTNER FOR A SUCCESSFUL SHOW.
RESERVE YOUR SPONSORSHIP TODAY!**

SOUTH JERSEY OUTDOORSMAN SHOW

HOW TO REGISTER

1. Go to our website on the Vendors Info tab and fill out our Vendors Application or Email us at info@southjerseyoutdoors.com
2. Give us information about your business.
3. Receive confirmation email.
4. Submit payment within 5 days after being accepted.
5. Receive booth assignment

www.southjerseyoutdoors.com

IMPORTANT DATES

Tickets go on sale November 1, 2026

Vendor Application Deadline:
February 1, 2027

Payment Due:
Within 5 days after approval

Vendor Move-In:
Friday, March 19, 9am–3pm

Show Dates:
March 20–21, 2027

QUESTIONS?

We're happy to help.

Email:
info@southjerseyoutdoors.com

Website:
www.Southjerseyoutdoors.com