



RC
SUPER SHOW



RCX
socal
dronefest
& CONFERENCE



April 25 - 26, 2020 | Fairplex—Pomona, California

HUNDREDS OF INDOOR & OUTDOOR EXHIBITS – 2 FULL SELLING DAYS – THOUSANDS OF ATTENDEES
JOIN US AT CALIFORNIA'S ULTIMATE LIFESTYLE AND OUTDOOR ADVENTURE EVENT



4 GREAT SHOWS IN 1!

APRIL 25 - 26, 2020

FAIRPLEX-POMONA, CALIFORNIA



HUNDREDS OF INDOOR AND OUTDOOR EXHIBITS – 2 FULL SELLING DAYS – THOUSANDS OF ATTENDEES
JOIN US AT CALIFORNIA'S ULTIMATE LIFESTYLE, HOBBY, ADVENTURE AND TRAVEL EVENT



+



CALIFORNIA
POWER SPORTS
EXPO

+



**UNITES TOP OUTDOOR SPORTS AND ADVENTURE BRANDS
WITH HIGHLY ENGAGED THRILL-SEEKING CONSUMERS.**

Californians live for their **outdoor sports, adventure experiences**, and adrenaline events. Your product or service can help enthusiasts outfit their next adventure.

CONSUMER EXPERIENCE

Product Demonstrations

Try Me Tracks

ACTION PACKED SHOW

Top RC Brands

Huge Giveaways

DRONE PROFESSIONALS

Conference Sponsor: DJI

Flying Demonstrations



RC Super Show and SoCal Drone Fest & Conference.

Featuring RCX the Worlds Ultimate Radio Control Expo! RCX brings everything together in the world of radio control & diecast all under one roof for the world's greatest RC event! Exhibiting will be the latest & greatest trucks, buggy's, rock crawlers, fixed-wing aircraft, drift cars, diecast products, and more!



The SoCal Drone Fest & Conference covers new drone products, technology, FPV, training tips, demos, and advice from the experts.

The consumer conference features top drone professionals that will be presenting some exciting seminars about obtaining your 107 licenses, aerobatics, getting started in drones, technology & use, photography, aerial video, and career advice.



Californians are passionate about their fitness, outdoor adventures, destination travel, and experiences. Our show features cycle brands, mountain bike brands, ski brands, performance apparel, sport specific footwear, camping gear, and accessories for every category on display. If you are into an outdoor & on the move experience in life, then our show is your next destination.



Our **California Outdoor Adventure Expo** features Boats and Marine Products, Camping and Fishing Gear, Hiking Brands, Rock Crawling, Destination Travel Companies, as well as compatible lifestyle partners that enhance a person's outdoor experience, wellness, and fitness.

SHOW & TELL

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TWO WAYS TO PARTICIPATE:

THOUSANDS OF CONSUMERS WILL ENGAGE WITH YOUR PRODUCTS AND SERVICES TO HELP YOU GAIN MORE LEADS IN LESS TIME.



SPONSOR

Stand out from the rest and be a participating sponsor. You will receive exhibit space and a custom-made Sponsorship to fit your marketing objectives.

EXHIBITOR

Connect your brand to a highly-engaged audience of power sports enthusiasts. Cultivate new customers with direct-to-consumer sales.

PRIME BOOTH LOCATIONS BOOK QUICKLY.

Call us now to secure the best location and package for your brand – (203) 939-9901.

BECOME A SPONSOR



PLATINUM

- Four (4) Booths in a premium location Includes Carpet, 2 Tables, 4 Chairs, & Standard Electric
- Sponsor name in all Television and Radio Advertising
- Sponsor logo in all Print Advertising & Billboards as the Platinum Sponsor
- Sponsor Logo prominently displayed on Show Entrance Banner/Unit
- One (1) 3x6 banner on the show floor (banners provided by sponsor)
- One (1) handout in Registration
- All perks included in Silver

\$8,500

GOLD

- Two (2) Booths in a premium location Includes Carpet, 2 Tables, 4 Chairs, & Electric
- Sponsor name in all Television Advertising
- Sponsor logo in all Print Advertising as the Gold Sponsor
- Sponsor Logo prominently displayed on Show Entrance Banner/Unit
- All perks included in Silver

\$6,500

SILVER

- One (1) Booth in an upfront location Includes Carpet, Table, 2 Chairs, & Electric
- Sponsor logo in all Print Advertising as the Silver Sponsor
- Sponsor logo included on all VIP Admission Tickets
- Banner Ad on Show Website
- Sponsor name and logo included in all Attendee Email Blasts
- Sponsor name included in all Press Releases
- Postings on Show Facebook Page
- Sponsor logo on Show Web Site
- Electronic VIP Admission Tickets

\$4,500

CUSTOM SPONSORSHIP PACKAGES CAN BE CREATED TO MEET YOUR SPECIFIC NEEDS. CALL TODAY (203) 939-9901.

BECOME AN EXHIBITOR



PERKS OF BEING AN EXHIBITOR

ENDLESS OPPORTUNITIES.

- Sell products/services on-site at the expo
- Demonstrate new and existing products/services
- Set up dealership appointments
- Create brand awareness
- Build your database with quality leads
- Test new products
- Network and develop business-to-business opportunities
- Maintain relationships with your customer base
- Distribute free samples/brochures

AFFORDABLE PRICES.

BOOTH PACKAGE INCLUDES:

- Standard Company Identification Sign (7" x 44")
- Electronic admission passes for distribution
- Unlimited passes for booth attendants
- Back drape (8') and side drapes (3')

EXHIBIT SIZES & COST:

- Booths are sold in increments of 10' x 10'. Larger booths are available, and bulk rate spaces can be created on the floor plan.
- All exhibit rates are listed on the booth application and Exhibit and Bulk Rate Price Sheet
- Show Management does not supply booth furnishings (carpeting, furniture, electricity, etc.). They can be rented directly through our official show decorator or self-supplied.

HOW TO RESERVE YOUR BOOTH SPACE:

- Contact a sales representative at (203) 939-9901
- Review the floor plan and select desired booth locations
- Fax the completed contract to: (203) 286-2328
- Await confirmation of final booth location



THE ULTIMATE RC & DRONE CONSUMER EXPERIENCE

RC
SUPER SHOW

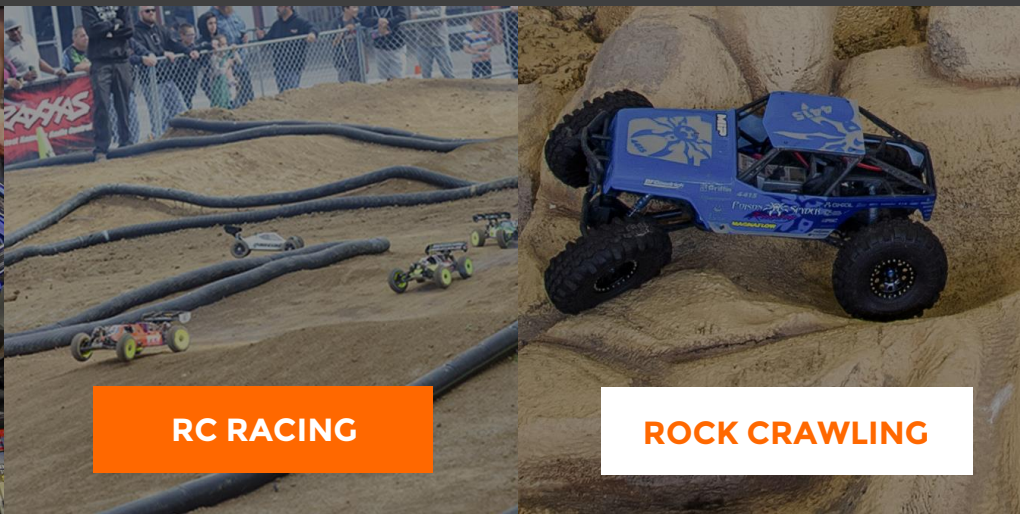
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EXHIBIT CATEGORIES

If you sell any of the products and services below, you belong in our show.



OFF & ON ROAD



RC RACING



ROCK CRAWLING



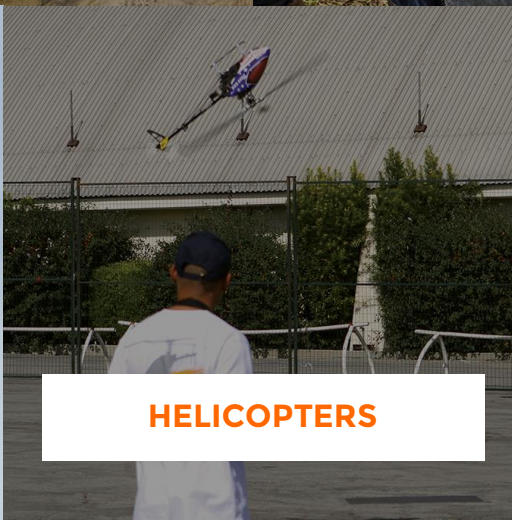
RADIO TECHNOLOGY



DRONE RACING



RC PLANES



HELICOPTERS



CAMERA TECHNOLOGY

DRONES



EVENT MEDIA CAMPAIGN & EXPOSURE

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EVENT MEDIA CAMPAIGN & EXPOSURE

L.A., ORANGE, RIVERSIDE, SAN BERNARDINO,
SAN GABRIEL, AND SAN DIEGO COUNTIES



TELEVISION & RADIO CIRCULATION

Commercial airtime on local TV
and radio Commercial airtime on cable



PUBLICATION CIRCULATION

Industry magazines, Local newspapers
Relevant publications



LARGE FORMAT IMPRESSIONS

Fairplex billboard
Local highway billboards



TARGETED EMAIL MARKETING

E-blasts to past, present,
and future attendees
Cross-promotions with industry
Fairplex email marketing list distribution



GRASSROOTS MARKETING PROMOTIONS:

Flyers (100,000 – 150,000), Posters (500)
Event VIP Tickets (150,000) will be distributed



SOCIAL NETWORKING

All sources, including **FACEBOOK,**
INSTAGRAM, TWITTER &
YOUTUBE, will be utilized in the
promotion of the event.

FLOORPLAN

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SPRING DATES: APRIL 25 - 26, 2020
FOR INFORMATION,
CALL TODAY: 203-939-9901
WWW.CAPOWERSPORTS.COM





ABOUT THE FAIRPLEX

Fairplex, known prior to 1984 as the Los Angeles County Fairgrounds, has been the home of the L.A. County Fair since 1922. It is located in the city of Pomona, California.

Pomona is a city in Los Angeles County, California, United States. Pomona is located in the Pomona Valley, between the Inland Empire and the San Gabriel Valley. As of the 2018 United States Census, the city's population was 189,058.

The **California Power Sports Expo**, **California Outdoor Adventure Expo**, **RC Super Show**, and the **SoCal Drone Fest and Conference** are Owned and Operated by Show Management Associates, a Connecticut Corporation, established in 2003.



CALIFORNIA
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EXPO





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