



# *POWER SPORTS EXPO*

WILSON LOGISTICS ARENA | APRIL 19-20, 2024

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**PSE is the largest powersports consumer show in the Midwest showcasing the latest in all powered action sports on land, in air or over water.**

Taking place at the brand new state of the art 100,000 square ft Wilson Logistics Arena in Springfield Missouri, PSE will put you in front of qualified buyers at the perfect time of year.

Powersports Expo will provide your connection to the Midwest consumer market in a highly transactional environment.

Taking place during the exceptionally successful MOORE Expo, PSE attendees will be able to engage in two events at the same time.

MOORE Expo drew an audience of 7,425 overland and off road enthusiasts from 41 states and exhibitors from 7 countries in April 2023.

***“Consumer events in the Midwest are the perfect catalyst for exhibitors to reach end users across the US. Springfield, MO is the perfect central location for attendees to connect with brands like ours”***



# Connect

The most valuable way to connect with the Midwest consumer base is in person.

In today's highly competitive market, relationship based marketing surpasses all other forms of branding. PSE offers a platform to connect on a personal level and retain life long customers.

**10,000**  
QUALIFIED BUYERS

**150+**  
EXHIBITORS

**10**  
STATES



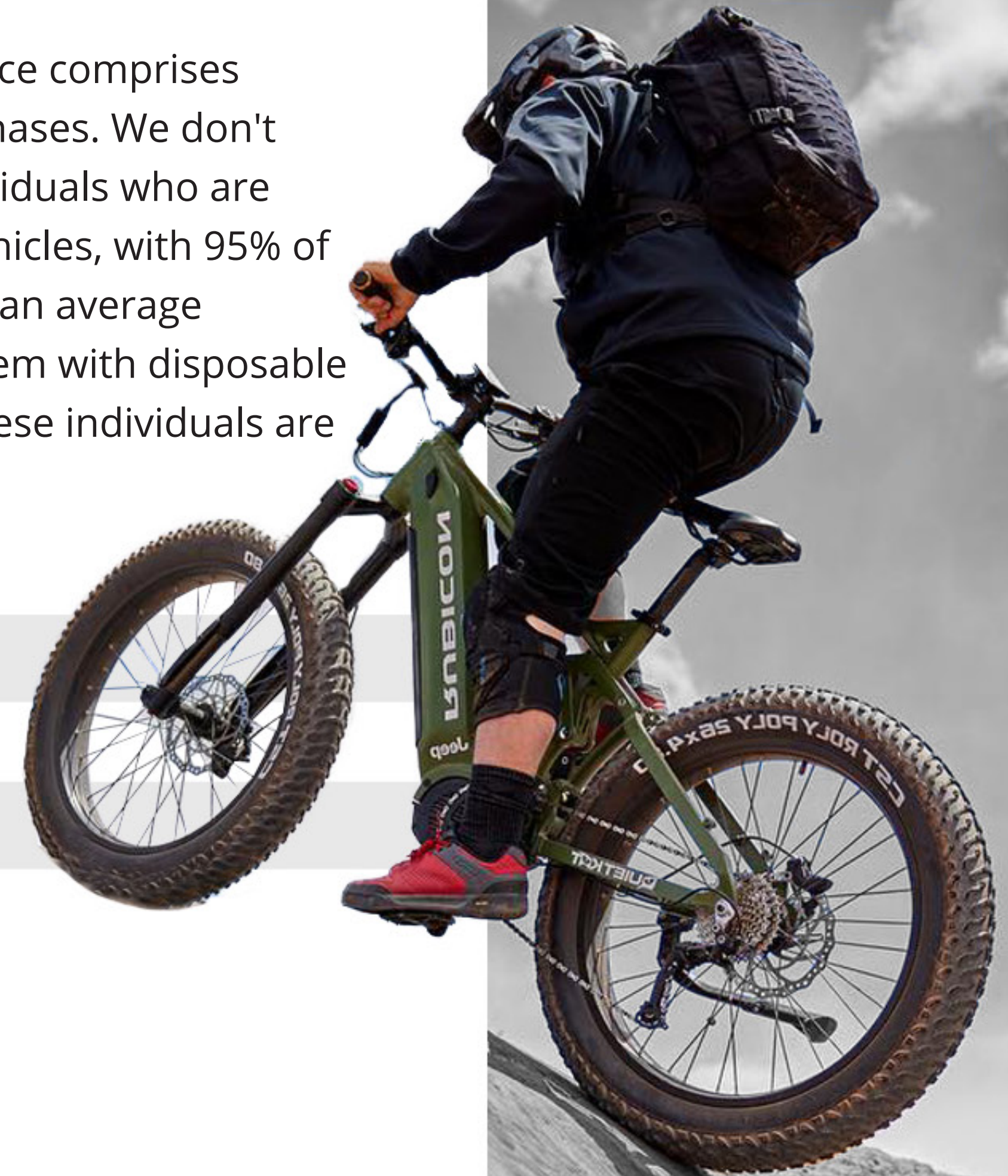


# Engage

**Audience of Potential Buyers:** Our Midwest audience comprises dedicated enthusiasts who are ready to make purchases. We don't entertain casual onlookers; instead, we attract individuals who are passionate about outdoor powered recreational vehicles, with 95% of them owning at least one. Furthermore, they boast an average household income exceeding \$90,000, providing them with disposable income to indulge in their passion. Rest assured, these individuals are eager to spend their money at Powersports Expo.

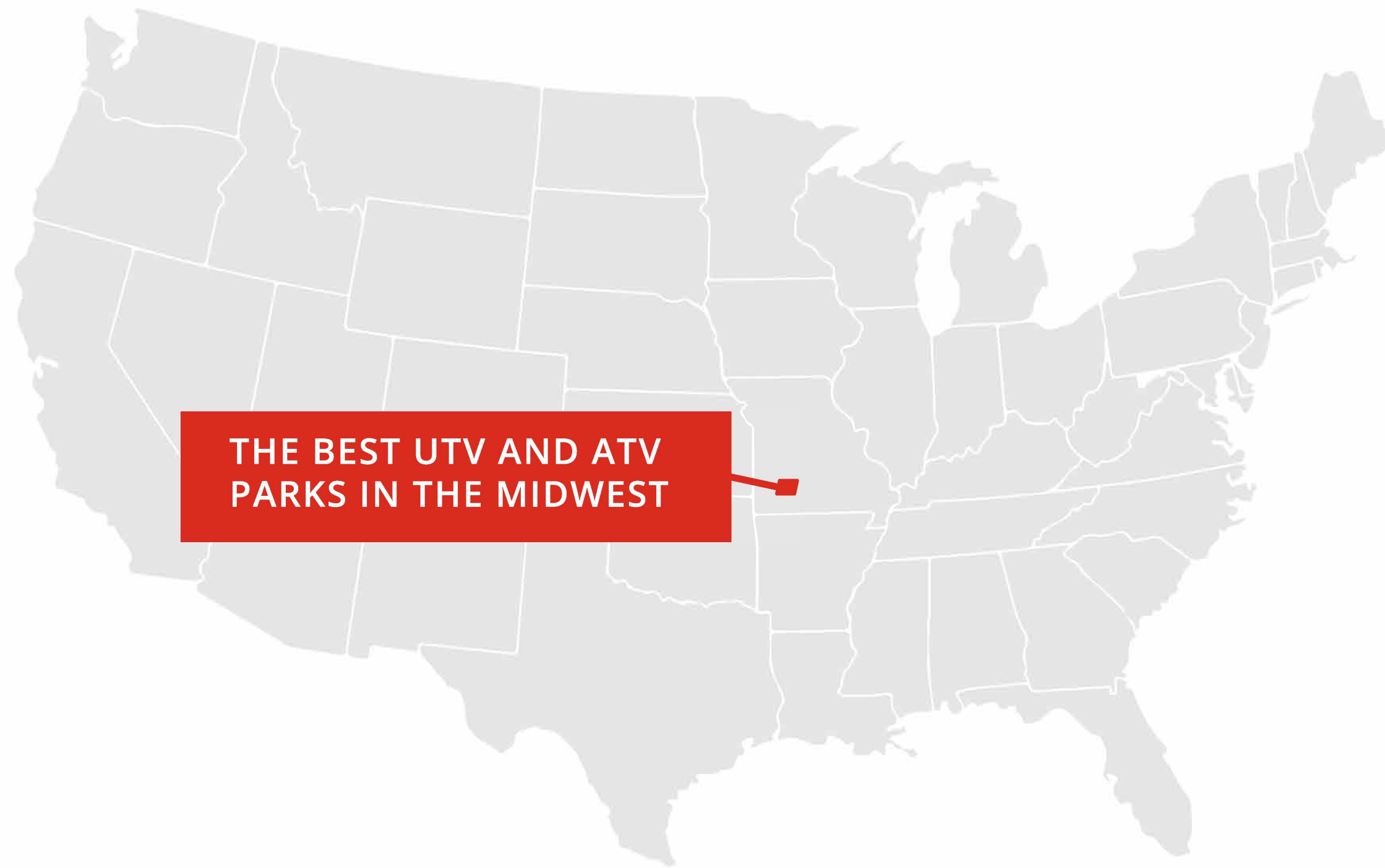
## EXHIBITORS WILL BE ABLE TO

- Display in a climate controlled environment
- Network with industry leaders
- Participate in pre/post event satellite events
- Host educational seminars
- Co-create bespoke sponsorship activations





# The Area



***"The Midwest's abundant lakes, rivers, and reservoirs make it perfect for owning a personal watercraft. With states like Missouri, Arkansas, Oklahoma and Tennessee offering diverse scenic waters, moderate climate, and a strong boating culture, enthusiasts can maximize their investment and embrace personal watercraft adventures conveniently."***

***"They say there's a lot more to the Midwest than what meets the eye, and that couldn't be more true when talking about off-road destinations. The flyover states are home to just about any terrain type you can think of—daunting hills, challenging rocks, deep mud bogs, and twisty wooded trails. There's even a 1,600-acre span of dunes that will make you think you've been transported to the Sahara Desert in Africa!"***

Springfield, Missouri is the ideal location for a power sports expo due to its strategic geographical position, thriving outdoor recreation culture, and robust infrastructure. Situated in the heart of the Midwest, Springfield offers easy accessibility for attendees from various states, making it a convenient hub for a regional or national event.

The city is surrounded by scenic landscapes, providing ample opportunities for power sports enthusiasts to engage in outdoor activities. Additionally, Springfield boasts well-developed transportation networks, a range of accommodation options, and modern event facilities, ensuring a seamless and enjoyable experience for both exhibitors and attendees.

The Midwest is the ideal location for aviation exhibitors due to its central position, strong aviation infrastructure, and supportive community. With easy accessibility, rich aviation heritage, and a conducive regulatory environment, it serves as a hub for enthusiasts and professionals to showcase innovative technologies and advance aviation. The Midwest currently has over 50,000 registered private aircraft.





## Exciting new exhibit space is available for the 2024 Power Sport Expo in the Wilson Logistics Arena!

### WILSON LOGISTICS ARENA

- New state of the art facility
- Climate controlled
- Concrete floors
- Concession stands
- Restaurant
- VIP area

### 36 ARENA FLOOR BOOTHS

- 30,000 sq. ft. static display space
- Arena booths - \$2 per sq. ft.
- Includes electricity
- Linked website feature
- Feature in PSE Magazine
- Social Media Announcement

### 118 UPPER LEVEL BOOTHS

- 8ft Aisles
- \$450 Each - Includes Electric
- Linked website feature
- Feature in PSE Magazine
- Social Media Announcement
- 10x10 = \$500.00
- 20x20 = \$1,200.00
- 20x30 = \$1,500.00



Floorplan

Arena - Upper Level - North Side  
10x10

800	801	802	803	804	805	806	807	808	809	810	811	812	813	814	815	816	817	818	819	820	821	822	823	824	825	826	827
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8' AISLE

855	854	853	852	851	850	849	848	847	846	845	844	843	842	841	840	839	838	837	836	835	834	833	832	831	830	829	828
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MAIN ENTRANCE



1010 20x20	1011 20x20	1012 20x20	1013 20x20	1014 20x20	1015 20x20	1016 20x20	1017 20x20	1018 20x20
1001 20x50	1002 20x50	1003 20x50	1004 20x50	1005 20x50	1006 20x50	1007 20x50	1008 20x50	1009 20x50
1028 20x50	1029 20x50	1030 20x50	1031 20x50	1032 20x50	1033 20x50	1034 20x50	1035 20x50	1036 20x50
1019 20x20	1020 20x20	1021 20x20	1022 20x20	1023 20x20	1024 20x20	1025 20x20	1026 20x20	1027 20x20

Arena Floor

Upper Level East End  
RESERVED AREA

875 20x30
874 20x20
873 20x20
872 20x20
871 20x20
870 20x30

900	901	902	903	904	905	906	907	908	909	910	911	912	913	914	915	916	917	918	919	920	921	922	923	924	925	926	927
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8' AISLE

955	954	953	952	951	950	949	948	947	946	945	944	943	942	941	940	939	938	937	936	935	934	933	932	931	930	929	928
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Arena - Upper Level - South Side  
10x10

# Exhibitor Types and Categories

ATV

SIDE X SIDE

MOTORCYCLE

EBIKE

PERSONAL WATERCRAFT

RIVER JET BOAT

PERSONAL AIRCRAFT

RC HOBBY

DRONE AND ACCESSORIES

KAYAK / CANOE

GO KARTS

HOVERCRAFT





# Show + Contact Information

## Wilson Logistics Arena

3001 N Grant Ave  
Springfield, Missouri

April 19-20, 2024

## Jason Phelps

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