



and the Lake Ontario Sportfishing Promotion Council (LOSPC) invite you to enroll in their  
**2022 CONSUMER SHOW DISTRIBUTION PROGRAM**

**You may ask, why distribute at shows primarily about outdoor recreation?** We answer, show attendees are not only looking for outdoor recreation, BUT ALSO what else the family can do for travel and adventure in NY. Many outdoor enthusiasts come with their spouses who ask us, what can they do either while the other half is fishing, or together once their sporting is done?

**You may also ask, how do I decide which shows to select?** We answer, if the city of the show is already in your advertising market, you need to be at that show. You can't purchase an advertisement in any print or online media for the rates we offer, and have a prospective customer immediately walk away with your travel guide or brochure.

**And, you may be wondering who are we and what are we doing?** The Lake Ontario Sportfishing Promotion Council (LOSPC) is a collective of seven tourism promotion agencies from the counties that border Lake Ontario that promote year-round fishing opportunities, derbies, lake access, tributary fishing and more. Brand Connect Innovations, LLC (aka BCI), launched in 2016, is operated by Dawn Whitbeck Borchert, a professional with over 30 years in the NYS travel and tourism industry. For several years, BCI has managed the LOSPC info booth at consumer shows. Now, we invite you to take advantage of rack space we're setting aside in our 2022 booth to help promote "The Rest of New York State!" Learn more about us at: [www.ilovenyfishing.com](http://www.ilovenyfishing.com) and [www.bciatyourservice.com](http://www.bciatyourservice.com).

**Select from the following 2022 Consumer Shows that LOSPC/BCI will be attending. "Item" means specific print piece, such as travel guide or rack card. You may send more than one kind to any of the shows! Questions? Contact Dawn at 716.380.4343 or [hello@bciatyourservice.com](mailto:hello@bciatyourservice.com).**

<p><b>EDISON, NEW JERSEY</b>          JANUARY 28 - 30, 2022  <b>The Fly Fishing &amp; Travel Show</b>  <i>HOT show tip: One of several fly fishing-themed shows held around the country by the promoter. Great drive market for the Catskills and ADKs.</i>          _____ # of items</p>	<p><b>HARRISBURG, PENNSYLVANIA</b>          FEBRUARY 5 - 13, 2022  <b>Great American Outdoor Travel Show</b>  <i>HOT show tip: Bills itself as the world's largest outdoor show celebrating hunting, fishing and outdoor traditions with over 1,000 exhibitors.</i>          _____ # of items</p>	<p><b>W. SPRINGFIELD, MA</b>          FEBRUARY 25 - 27, 2022  <b>Springfield Sportsmen's Travel Show</b>  <i>HOT show tip: People from around New England flock to see the hunting and fishing pros talk about their passion for the outdoors.</i>          _____ # of items</p>
<p><b>HAMBURG, NEW YORK</b>          MARCH 10-13, 2022  <b>WNY SPORT &amp; TRAVEL EXPO</b>  <i>HOT show tip: This show attracts vendors from all over the world, and is THE place to be in WNY to get in front of avid outdoorsmen and travelers.</i>          _____ # of items</p>	<p><b>CLEVELAND, OHIO</b>          MARCH 17 - 20, 2022  <b>Progressive Cleveland Boat, Fishing &amp; Travel Show</b>  <i>HOT show tip: This show in the popular I-X Center is a celebration of the North Coast lifestyle now celebrating its 65th year.</i>          _____ # of items</p>	

This business/organization is a (select one):

Destination Marketing Organization (DMO) / Tourism Promotion Agency (TPA)

Attraction or Other Business

Add up # of DMO/TPA print items      # \_\_\_\_\_ x \$200 each = \$ \_\_\_\_\_

Add up # of attraction/other print items      # \_\_\_\_\_ x \$100 each = \$ \_\_\_\_\_

Total Due = \$ \_\_\_\_\_

Make checks payable to BCI.  
 Mail to: PO Box 93, Akron, NY 14001.

\_\_\_\_\_  
 Company Name

\_\_\_\_\_  
 Primary Contact Person

\_\_\_\_\_  
 Mailing Address

\_\_\_\_\_  
 City, State, Zip

\_\_\_\_\_  
 Primary Contact Email Address

\_\_\_\_\_  
 Primary Contact Phone #

**How many brochures/magazines should I send?** To help you plan, BCI estimates that partners will distribute approx. 150-250 pieces per print item at the 3-5 day shows and up to double that for the 9-10 shows. BCI will contact each enrollee to coordinate quantities and delivery/shipping logistics.