



**8TH ANNUAL  
HUNTER & OUTFITTER  
CONVENTION**



  
**GRAND SIERRA**  
RESORT AND CASINO  
**FEBRUARY 8-11, 2012 • RENO, NV**



# PLEASE JOIN US

February 8 – 11, 2012 at the Grand Sierra Reno for our 8th Annual Hunter & Outfitter Convention. Attended by Grand Slam Club/Ovis (GSCO) members and other highly affluent hunters from around the world, the annual convention is an excellent opportunity to connect with an exclusive niche market of wildlife enthusiasts.



## A REPUTATION FOR EXCELLENCE

GSCO carefully chooses exhibitors from a variety of categories to limit competition and provide our attendees with a broader trade show experience. GSCO brings together the “best of the best” from all over the world. Each outfitter is selected because of their reputation for providing a reliable hunting experience. Other exhibitors were chosen for the exceptionally high quality of their products and services. Because our exhibition hall is “by invitation only,” attendees feel more confident when making a purchase or booking their next hunt.

## ADDITIONAL PROMOTION

If you are looking for a way to spotlight your new/best products or services, then look no further than the two daily and four nightly auctions at the 8th Annual Hunter & Outfitter Convention. Each year, exhibitors donate some of the finest hunts, trips, artwork, and other items to these high-energy auctions. Attendees eagerly bid on hunts from the farthest corners of the world, as well as custom rifles, hunting gear, jewelry, and much more. Our full-color auction guides — featuring detailed descriptions, photos and donor contact information — are mailed to over 15,000 potential bidders. We are only able to offer a limited number of items for auction. Therefore, our attendees have come to expect only the highest quality products and services up for bid.



# GRAND SLAM CLUB OVIS™

## Hunter & Outfitter Convention

### 2011 Attendance

# 3,823\*

\*No attendee counted more than once.

- Most attendees were full-registrants at \$450 each
- The lowest entrance fee available was \$50 per day

This price structure ensured a qualified attendance.

### Exhibitors

## 2005 – 2011

Complete sell-outs

## 2012 at RENO

Booth spaces for more than 250 exhibitors

### World-Class Auctions

# \$117,500

High bid for the 2011 Nebraska bighorn tag

# \$70,000

High bid for the Carmen Island desert sheep hunt

# \$1.3 Million

The total amount raised during the live auctions in 2011

## GSCO Membership

### Long-term Members

**79%** of members have received Grand Slam and Ovis publications for more than one year (35% are life members).

### World Travelers

**98%** have taken at least one domestic flight in the past 12 months (69% have taken at least one international flight in the past 12 months).

### Consumers

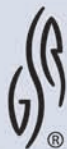
**91%** plan to upgrade their hunting equipment in the next 12 months (62% of those order merchandise through catalogs).

### Educated

**84%** attended college (27% have post-graduate degrees).

### Decision Makers

**68%** are owners/partners or upper management.



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# THE VOICE OF EXPERIENCE

- ★ Thank you so much for a great show! It was very well done and very organized!!! I can't wait for next year!  
- Agi Fritsch, Schlossadler Wines
- ★ The GSCO Hunter & Outfitter Convention is the only show I need. As usual, I had another great show this year!  
- Sterling Hendricks, Running H Hunts
- ★ Unlike other conventions, GSCO provides at no charge the little extras that really mean a lot such as an excellent complimentary breakfast.  
- Andy Cool, Explorer Satellite Communications
- ★ Your show is the up and coming show to be at, and the exhibitors and hunters alike are realizing it!  
- David Brinker, Sitka Gear

## 2012 CORPORATE SPONSORS TO DATE

### DIAMOND LEVEL SPONSORS



### PLATINUM LEVEL SPONSORS



### GOLD LEVEL SPONSORS



YOU CAN BE A SPONSOR TOO!

Learn more: [www.wildsheep.org/convention](http://www.wildsheep.org/convention)



## NO OTHER SHOW OFFERS MORE FOR YOUR DOLLAR! EACH EXHIBIT BOOTH INCLUDES:

- ★ **FREE ELECTRICITY:** Up to 5 amps of normal electric service, ABSOLUTELY FREE
- ★ **ONE FREE FULL REGISTRATION** (\$450 value); additional exhibitor registrations discounted
- ★ **FREE BREAKFAST:** We provide hot breakfast Thursday - Saturday
- ★ One skirted 6-foot table, two chairs, wastebasket
- ★ Beautiful carpeted exhibit hall; no need to rent carpet
- ★ **NO EXHIBIT HALL UNIONS:** Move-in/out your own materials without the Union hassle and fees. If needed, GES will be on-site at a reasonable rate.
- ★ **EXHIBITING AT SCI?** GSCO's new convention dates are right after SCI. GES will caravan your booth materials to Reno.

GRAND SLAM CLUB / OVIS 8<sup>TH</sup> ANNUAL

# HUNTER & OUTFITTER

C O N V E N T I O N

FEBRUARY 8 - 11, 2012 ★ RENO, NEVADA