

1ST ANNUAL FIREARMS EXPO

Buy Now. Shoot Now.

Lasada Lodge
3721 183rd St.
Russell, Kansas

General Admission:
Friday, May 3rd, 2024
Saturday, May 4th, 2024
Sunday, May 5th, 2024

All customers will have the opportunity to try out their purchases at the event.

AVERAGE HOUSEHOLD INCOME
\$ 56,000

MALE / FEMALE
83% / 16%

4500-5500 EST. ATTENDEES AT THE EXPO

\$479 AVERAGE AMOUNT SPENT AT THE EXPO

MARRIED 81%

SPECIES HUNTED:

WHITETAIL DEER
94%

TURKEY
78%

PREDATORS
42%

UPLAND GAME
39%

WATER FOWL
31%

FIREARM / ARCHERY USE:

ARCHERY 62%

RIFLE 87%

HANDGUN 71%

SHOTGUN 88%

MUZZLELOADER 49%

VEHICLE OWNERSHIP:

ATV 42%

TRUCK 91%

UTV 41%

Additional Exhibitor / Vendor FAQs can be found at hmfirearms.com



BOOTH RATES

SIZE	BASIC LEVEL	PRO LEVEL*	
10' X 10'	\$200	\$500	*included in pro price: canopy, power, company sign, enhanced listing in the attendee show guide, and four exhibitor badges are provided. Additional badges \$25.
10' X 20'	\$350	previous pro level +\$450	
10' X 30'	\$450	previous pro level +\$400	

NON-PROFIT / CONSERVATION GROUP RATE: Basic Level: \$200 Pro Level \$450

ADDITIONAL OPPORTUNITIES

SPORTING CLAY TOURNAMENT



- Banner and naming rights to a sporting clay station

DOOR PRIZE SLOT



- Door prize giveaway
- 24 door prize ad spaces available

NAMING RIGHTS TO MAIN EXHIBIT TENTS



- 10 exhibit tents available
- Includes logo and up to 36 character title

SWAG BAGS



- 25,000 swag bags
- Includes company logo and 48 slogan / phone number characters

RAFFLE TICKET SPONSOR



- \$35,000 in raffle prizes
- Six raffle ticket options to claim

WRIST BAND SPONSOR



- 10,000 beer garden wrist bands

EVENT BANNER



- If we make the banner



- If you make the banner

200 total available!

KOOZIE AD



- 10,000 koozies
- Includes company logo and up to 36 slogan / phone number characters

LANYARDS



- 500 lanyards (exhibitors, vendors, & staff)
- Includes company logo and 36 slogan / phone number characters

ENHANCED LISTING IN ATTENDEE SHOW GUIDE



- General public pamphlet
- Includes enhanced logo and 48 slogan / phone number characters



All vendors will be required to provide a box of shells for every purchase to give customers the opportunity to SHOOT NOW!

Additional Exhibitor / Vendor FAQs can be found at hmfirearms.com