GET HOOKED ON THE GREATER NIAGARA FISHING & OUTDOOR EXPO

Vendors Booking Before July 1, 2013 Receive a 10 Percent Discount

Calling all fishing and outdoor sports vendors! “Get Hooked” on the first-ever Greater Niagara Fishing & Outdoor Expo, being held at The Conference & Event Center Niagara Falls, on Jan. 24-26, 2014. The expo promises to be the largest event of its kind in Niagara County, with more than 125 regional vendors from the United States and Canada, live fish, animal displays and larger outdoor retailers expected. Interested vendors booking prior to July 1, 2013, will receive a 10 percent discount off their booth rental.

The Greater Niagara Fishing & Outdoor Expo is one of four such events planned by Global Spectrum-managed conference centers throughout the United States. The expo is set to attract 5,000 guests each day.

“The expo is receiving much early interest from the local sporting community,” said Global Spectrum’s Ryan Coate, general manager of The Conference & Event Center Niagara Falls, who noted that the event would be marketed to the Western New York, Northern Pennsylvania and Southern Ontario markets. “We are always looking for new ways to attract more people and increase business to our building and the Downtown Niagara Falls area itself.”

In addition, the Greater Niagara Fishing and Outdoor Expo is collaborating with Bill Hilts, Jr., outdoor sports specialist at the Niagara Tourism & Convention Corporation, as well as the Niagara County sport fishing promotion coordinator and a freelance writer for numerous publications including the Greater Niagara Newspaper group, Outdoor News, and Lake Ontario Outdoors.

"This show is a great promotional tool to help create a better awareness for the natural resources we possess in Western New York," said Hilts. "It's also an excellent vehicle for other exhibitors to reach out to the sportsmen and women of this region - including the Southern Ontario market - as we all work in concert to promote the Great Outdoors. We're excited by the potential of this effort and kudos to The Conference & Event Center Niagara Falls for pulling it off."

Sportsmen's expos have a long tradition of celebrating the outdoors throughout the year. The focus is usually hunting and fishing, but includes boats, RV's, ATVs, lodges, tackle and hunting equipment. Many families choose to bring their children to these events as inexpensive family entertainment that exposes younger generations to family hobbies and traditions.
The Greater Niagara Fishing & Outdoor Expo will feature many traditional outdoor show features, but will also offer comprehensive sessions with area experts, cooking demonstrations, a family-friendly fishing pond where children can fish for live trout, live game, and a special exhibit called “The Man Cave,” furnished with interactive sporting-themed equipment, televised sporting events, and lounge with complete bar accommodations.

The Greater Niagara Region is home to one of the most diverse and spectacular freshwater sport fisheries on the planet, with the powerful Niagara River carrying the water from the upper four Great Lakes. This region is the lifeblood for a host of fish species including salmon, trout, bass, muskie, walleye and steelhead. With various fishing activities existing 365 days a year, the industry accounts for $30 million annually in Niagara County alone. In addition, the area is abundant with wildlife, natural habitats and exquisite bird species attracting outdoor enthusiasts who enjoy hiking, cycling, camping, boating, shooting and much more.

For more information, visit www.niagarafishingexpo.com. Anyone wishing to become a sponsor or vendor of the Greater Niagara Fishing & Outdoor Expo should call (716) 343-0670 or e-mail sales@niagarafishingexpo.com.

Global Spectrum (global-spectrum.com) manages The Conference & Event Center Niagara Falls and Old Falls Street, USA, as well as more than 100 other public assembly facilities around the world. Nearly 20-million people attended more than 11,000 events in Global Spectrum venues last year. Based in Philadelphia, PA, Global Spectrum is part of Comcast-Spectacor, one of the world’s largest sports and entertainment companies. Comcast-Spectacor also owns the Philadelphia Flyers of the National Hockey League, Ovations Food Services, a food and beverage services provider, New Era Tickets, a full-service ticketing and marketing product for public assembly facilities, Paciolan, the leading provider of venue establishment ticketing, fundraising and marketing technology solutions, Front Row Marketing Services, a commercial rights sales company, and Flyers Skate Zone, a series of community ice skating rinks.

###

101 Old Falls Street, Niagara Falls, NY 14303 / Tel: (716) 278-2100 / Fax: (716) 278-0008 / www.ccnfny.com