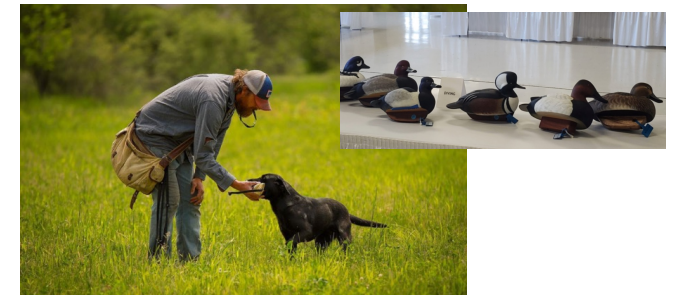


# 2023: Waterfowl Hunters EXPO



- 5200+ Attendees
- 126 Exhibitors, = 191 booths
- 15 seminars
- Decoy carving
- Youth Zone
- State and Meat Calling Contest
- Dog races
- Food Trucks
- Try Shotgun
- And more...



# 2023: Waterfowl Hunters EXPO



## EXPO Leaders

- WWA
- Wisconsin DNR
- Wisconsin Wildlife Federation
- Youth Conservation Congress
- Delta Waterfowl
- Bast-Durbin Advertising
- Swift Waters marketing



# 2023: *Waterfowl Hunters EXPO*



## **WWA EXPO Goals**

- Brand recognition (& market share)
- Industry connectivity
- Revenue

Funded PLE + 2 Scholarships

Net revenue => \$13K

Equity => \$43K

# 2023: Waterfowl Hunters EXPO



## Growth Strategy

- Moderate, controlled growth
  - 1 to 2 day
- Family-friendly
- Incremental professionalization
- New offerings for new audiences
- Marketing investment
- National-level sponsors

2024: Woman's Zone; Calling Stage; Mktg

2025: Two-day event