



ArkansasOutdoorExpo.com

Elevate Your Brand in the Natural State
Discover emerging brands, the latest trends and new products

About Us

The AOE Team has been involved in a wide range of events, spanning various levels and showcasing diverse brand and product placements. We've supported exhibitors, from small businesses to large enterprises, and taken on speaking engagements and industry expert roles to engage with attendees.

Our strategic planning approach combines tried-and-true systems with innovative ideas to enhance visibility and boost attendance, always keeping the needs of our target audience in mind.

We focus on building and nurturing strong relationships with our valued partners, whose vital contributions are key to the overall success of the event.



Nichol Goines



Jason & Lesli Baggett



Jeromy Price





Why Arkansas Outdoor Expo

The Arkansas Outdoor Expo is a premier level event showcasing the best in outdoor activities, brands, gear, services and sustainable practices.

Our mission is to connect outdoor enthusiasts with industry leaders, fostering a community dedicated to environmental stewardship and adventure. The success of this event, will establish a hub for innovation and collaboration in the outdoor industry.

The vision of this event is to become a tangible and annual opportunity to connect consumers to brands, products and educational aspects of the outdoor lifestyle.

Let's create something different.

Event Details



Fort Smith Convention Center

Fort Smith, Arkansas



Jan 16-17, 2026



Marketed Locally / Regionally / Nationally

Core Values



Sustainability
Eco-Friendly Practices



Innovation
Industry Based Solutions



Community
Supporting Outdoor Initiatives



Education
Knowledge / Best Practices



Connections
Unite, Share, Grow

Performance Metrics



7,500+

est. Year 1 Attendees



230+

Exhibitors



15

Seminars



20+

Categories



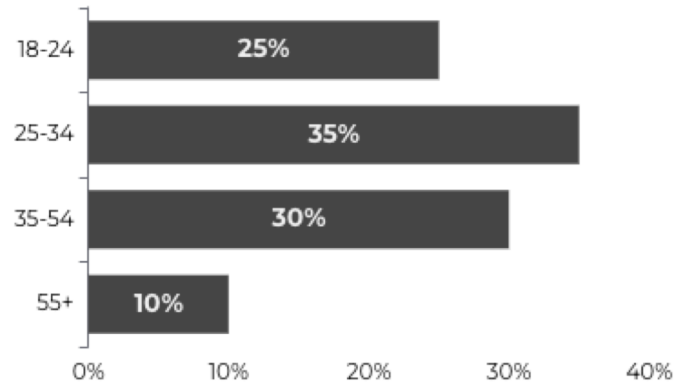
1x/yr

Annual Event

*Updated data may be added as it becomes available

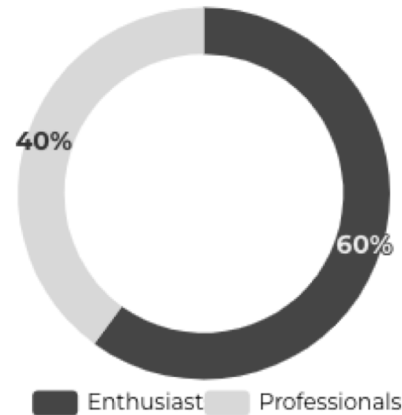
Audience Insights

Age Demographics



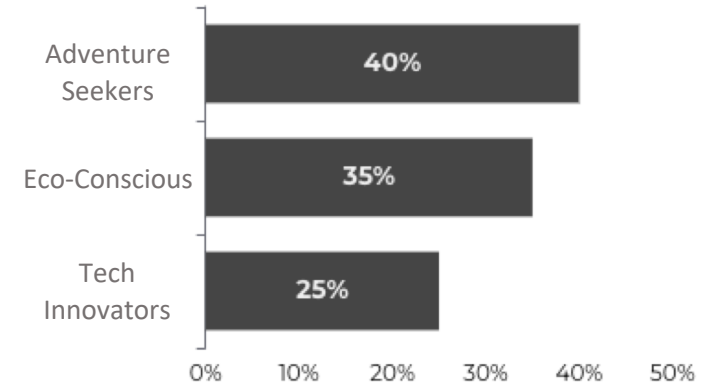
Our audience spans various age groups, with 18-24 making up 25%, 25-34 at 35%, 35-54 at 30%, and 55+ at 10%. This diverse range ensures a broad reach and engagement.

Audience Groups



Our target audience is divided into outdoor enthusiasts, making up 60%, and industry professionals, comprising 40%. This mix ensures a dynamic and engaged community.

Interest Segments



Our audience is segmented into three main interest groups: Adventure Seekers at 40%, Eco-Conscious Individuals at 35%, and Tech Innovators at 25%.

Sponsorship Levels

Title

\$8,000

- Event naming rights
- LIVE social media/podcast interviews
- Distinguished brand placement
- Enhanced promotional brand awareness
- 20x20 exhibit space
- Opt-in attendee demographics

Presenting

\$4,500

- LIVE social media/podcast interviews
- “Powered by Moments”
- Category specific brand placement
- Digital + Print brand placement
- Prominent 10x10/20 exhibit space
- Event E-Zine Ad

Premier

\$2,500

- 6 available
- Digital + Print brand placement
- Discounted on 10x10 space
- Event E-Zine Ad

Supporting - \$750

- Digital + Print brand placement
- Event E-Zine Ad

*Conservation partnerships are available to groups, services, and brands that meet active outdoor resource criteria. All marketing content will be actively shared through Arkansas Outdoor Expo properties, Resident News Network (media partner), and promotional / educational opportunities as they become available throughout 2025, and LIVE streams before, during and after event.

Sponsorship Benefits

The **Arkansas Outdoor Expo** thinks different in planning to stand alone while creating a new industry experience for consumers, and businesses. When it comes to a partnership, know that we believe in long-term working relationships giving you a higher ROI value, tangibility, and a work ethic built with purpose.

Brand Exposure

Increase your brand's visibility among a diverse audience of outdoor enthusiasts and industry professionals, thereby expanding recognition and reach.

Networking Opportunities

Connect with key players in the outdoor industry, fostering valuable relationships and potential collaborations for future growth.

Sustainability Alignment

Align your brand with eco-friendly practices and initiatives, showcasing your commitment to environmental responsibility and sustainable solutions.

Sponsorship ROI

Media Coverage

Local, Regional, and National news sources including industry specific exposure through websites + podcasts

Event Magazine (PDF e-Zine)

Printable / Sharable digital event magazine professionally edited

Video

Sponsor focused | Event focused

Social Media

Focused promotion through creative photography + videography

Website

Clickable logo, destination URL, AOE Curated content

Event marketing materials

The background of the entire slide is a blurred photograph of an outdoor water activity event. In the foreground, several jet skis are visible on the water, with people riding them. In the background, a group of people is standing on a boat or a dock. The overall scene is bright and sunny, suggesting a summer outdoor event.

Let's Connect!

We invite you to explore partnership opportunities
with the Arkansas Outdoor Expo.

Contact us to discuss how we can collaborate for mutual success.

contact@arkansasoutdoorexpo.com

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