

BRAND INTEGRATION DECK
Events // Media // Content Channels



OVERLAND EXPO 2023

2023 EVENTS

WEST // May 19-21, 2023 // Flagstaff, AZ
PACIFIC NW // July 7-9, 2023 // Redmond, OR
MTN WEST // August 25-27, 2023 // Loveland, CO
EAST // October 6-8, 2023 // Arrington, VA

overlandexpo.com

GET OUTFITTED. GET TRAINED. GET INSPIRED. THE WORLD IS WAITING!



@OVERLANDEXPO / #OVERLANDEXPO

WHAT IS OVERLANDING?

Photo: Lang Racing



“Overlanding” has taken on a variety of different meanings in recent years. To us, overlanding is self-sufficient vehicle or adventure motorcycle travel where the journey itself is the goal. At its core, overlanding is about exploration. Whether traveling by truck or motorcycle, overlanding is about riding the road less traveled and immersing yourself in the environments and cultures you encounter.



WHAT IS OVERLAND EXPO?

Overland Expo is the world's premier event series for do-it-yourself adventure travel enthusiasts. Hundreds of vendors of adventure travel equipment, camping gear, bikes, vehicles, and services convene at every Overland Expo event. Each Expo hosts hundreds of session-hours of classes, including lessons in off-road driving techniques and adventure motorcycling, inspirational programs, roundtable discussions, demonstrations, as well as the Overland Film Festival.

SERIOUS CUSTOMERS IN A GROWING INDUSTRY

Overlanders are passionate about exploring their world, with the best vehicles, gear, training, and services available to them. Industry growth is over 30% and we are at the forefront. Overland Expo is a unique event that brings together a diverse, dynamic community of adventurers who love the best equipment and services money can buy.



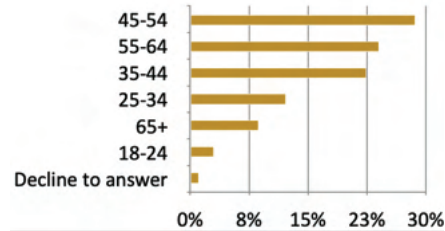
DEMOGRAPHICS

Photo: Mo Leisure Xventures

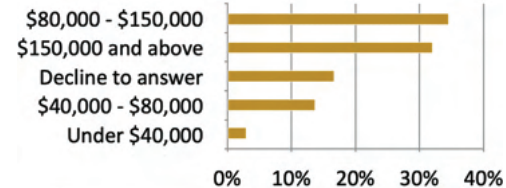


Overland Expo attendee demographics demonstrate a solid base of high-earning professionals who travel frequently and spend the time and resources to learn the skills and acquire the equipment they need. Allow us to introduce you to this highly desirable customer base.

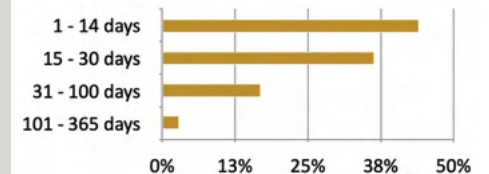
AGE



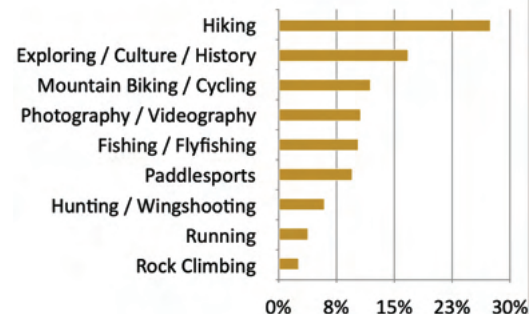
INCOME



TRIPS PER YEAR



ACTIVITIES THEY ENJOY



EXPERIENCE LEVEL

Defined as: Beginner –some camping, in U.S. only; Intermediate –exploring the U.S. a lot, but no international; Advanced –international exploring, border crossings.

Beginner: 50%

Intermediate: 43%

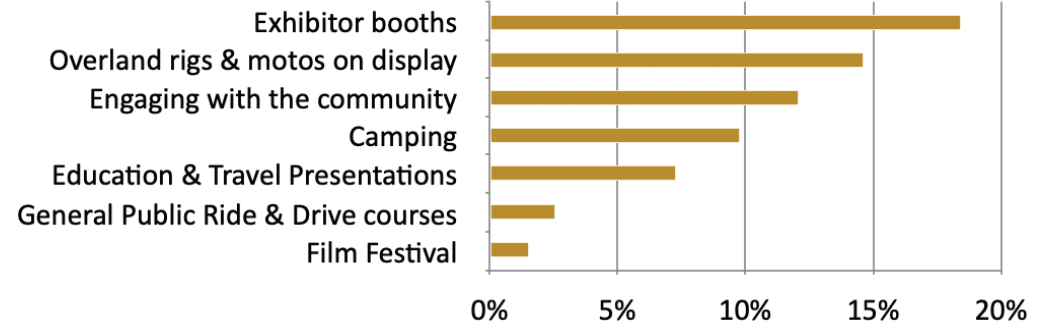
Advanced: 7%

WHERE DO THEY COME FROM?

The majority of Overland Expo attendees come from a 300-mile range of each event venue, however, the spread is all over the map with all U.S. states, eight Canadian provinces, and several countries within the UK, Europe, and South America represented. We also see attendance from Australia and Africa.

DEMOGRAPHICS

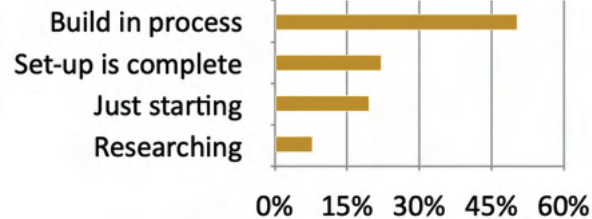
PREFERRED FEATURES OF OVERLAND EXPO



VEHICLE TYPE

Toyota represents the largest share of currently owned vehicles, followed by Jeep and Ford, and Mercedes-Benz, Chevrolet and RAM coming in third. In motorcycles, BMW is the largest owner group with KTM, Honda, and Yamaha following.

STAGE OF BUILD

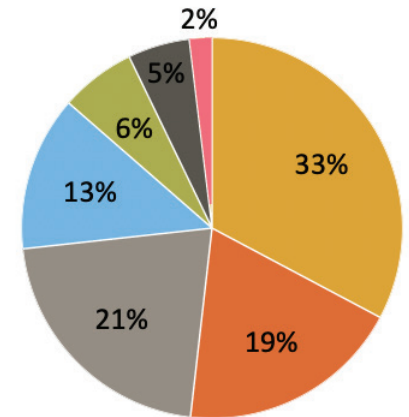


FAMILY

About 20% of Overland Expo attendees brought kids and 20% brought dogs

CAMP SET-UP

- Ground Tent Or Hammock
- In Vehicle
- Roof Top Tent
- Small Trailer
- Pop Up Camper
- None of these
- Didn't camp



BRAND INTEGRATION DECK 2023

LIVE EVENTS

ABOUT OVERLAND EXPO

DEMOGRAPHICS

2023 EVENTS & ATTENDANCE

EXHIBITOR RATES & SPONSORSHIP

AUDIENCE MARKETING

AUDIENCE REACH

SOURCEBOOK

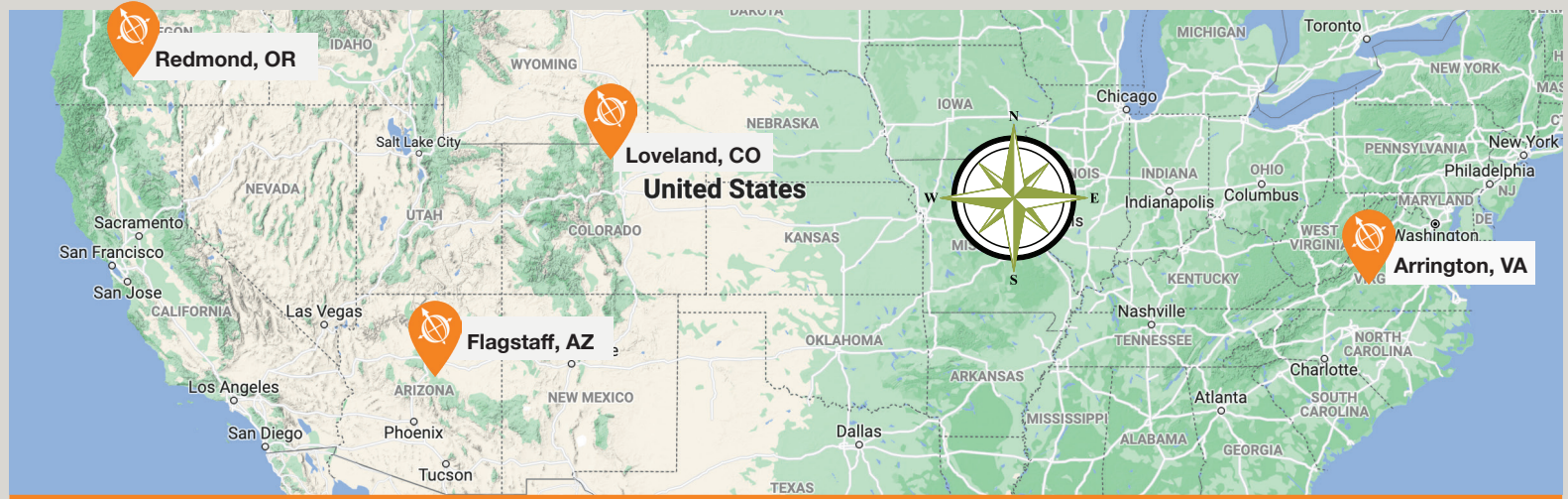
THE COMPASS

SOCIAL MEDIA

E-NEWSLETTER

VIDEO

2023 DATES & LOCATIONS



May 19-21, 2023

WEST

28,000+ Attendees
400+ Exhibitors



**Fort Tuthill County Park
Flagstaff, Arizona**

This historic property is just minutes from vibrant downtown Flagstaff, Arizona, the gateway to the Grand Canyon and Four Corners region. Fort Tuthill is Coconino County's fairgrounds, with easy paved access; buildings and ramadas; campground for 1000 units plus adjacent unlimited Coconino National Forest dry camping; and best of all, all weather access with pine trees throughout.



July 7-9, 2023

PACIFIC NW

16,000 Attendees
345+ Exhibitors



**Deschutes Expo Center
Redmond, Oregon**

With 340 acres and 300,000+ square feet of flexible event space and state-of-the-art amenities, Deschutes County Fairgrounds and Expo Center is the premier event facility in the Pacific Northwest. Conveniently located 20 minutes north of Bend, Oregon, and less than a mile from Redmond Municipal Airport. Bend is set in Central Oregon's high desert region just outside of Deschutes National Forest. The area is well known for outdoor recreation.



August 25-27, 2023

MTN WEST

18,000 Attendees
310+ Exhibitors



**The Ranch
Loveland, Colorado**

The Ranch, located in Loveland, Colorado has earned a reputation as one of the premier event and entertainment complexes in the region. The Ranch offers more than 240 acres of versatile indoor and outdoor space, industry-leading event staff, exceptional catering, and ample parking. It is conveniently located off I-25 in Loveland, Colorado.



October 6-8, 2023

EAST

15,000 Attendees
240 Exhibitors



**Oak Ridge Estates
Arrington, Virginia**

Oak Ridge Estates sits on hundreds of acres of lush Central Virginia countryside in the Blue Ridge Mountains. The popular event venue hosts numerous large events and music festivals each year blending top music acts, local foods, craft spirits and extensive weekend camping packages. Centrally located in Arrington, VA, halfway between Charlottesville and Lynchburg and close to Washington, DC, Roanoke and Richmond, VA.



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EXHIBITOR RATES & SPONSORSHIP

Photo: Eugene Poisson



Booth Size (depth x frontage)	ALL SHOWS
20x40 Quad	\$3,750 *WEST EVENT ONLY
20x40 Prime	\$3,150
20x40	\$2,850
20x30 Prime	\$2,200
20x30	\$1,750
20x15	\$1,150
10x10	\$900
Table Exhibitor	\$675 *WEST EVENT ONLY

ALL EXHIBITORS RECEIVE

- Opportunity to demo product in booth
- Access to happy hours, socials, etc.
- Badges (# varies based on booth size)

CUSTOM SPONSORSHIPS AVAILABLE

What are your marketing goals? Let us customize a platform designed to leverage the Overland Expo audience at large to fit your marketing needs.

SPONSORSHIP PLATFORMS

- » Title and Supporting Sponsorships
- » Special Area / Event Sponsorships
 - » Roundtable Pavilion, Backcountry Skills Area, Overland Essentials Area, ADV Skills Area, Oasis Bar & Food Court, Happy Hours, Moto Party, Bivvy and Media Luncheon
- » Customer Generation Platforms
- » Custom Digital Content Marketing
- » Vehicle Build Opportunities
- » Ride & Drive Experiential Marketing

LEARN MORE & REGISTER FOR

WEST

PNW

MTN WEST

EAST

CONTACT SALES@OVERLANDEXPO.COM

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REACH THE OVERLAND EXPO AUDIENCE

A highly desirable overland, outdoor, and active lifestyle customer base.

Weekly E-Newsletter

Overland News

48k subscribers

52% open rate

***Industry average: 12-25%*

4.2% click-thru rate

***Industry average: 2-5%*

Social Media



- 190k+ followers

- 8M impressions



- 52k+ followers



- 9.5k+ subscribers

- 400K annual views

- 20K annual watch hours

OverlandExpo.com

MONTHLY UVs 199K

MONTHLY PVs 228K

ANNUAL TOTAL: 1.35M

User Increase: 44% YOY

Overland Sourcebook

PRINT/DIGITAL

DISTRIBUTION

100,000+

LIVE EVENTS

THE COMPASS ON OVERLANDEXPO.COM

SOURCEBOOK GUIDE

AFFILIATE MARKETING

VIDEO

E-NEWSLETTER

SOCIAL MEDIA



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OVERLAND SOURCEBOOK

Overland Sourcebook is the industry's one-stop print and digital resource for all things overland--from compelling editorial to a featured product showcase and a comprehensive listing of overland companies. The digital guide is interactive with live hyperlinks and interactive content and distributed to the Overland Expo audience via Overland E-News, social media and is available for download from overlandexpo.com year-round. The print guide will be distributed to live event attendees at 2023 Overland Expos. The Overland Sourcebook will appear for a 1x issue in Spring 2023.

Advertorial Inclusion - \$1500

- » Tell your brand's story in a 1 page advertorial write-up featuring 3-5 images and client-supplied copy in Overland Expo's one-stop print and digital resource for all things overland.
- » Asset Deliverables

Featured Product - \$500

- » Feature your latest product in the Sourcebook's product showcase, a non-brand exclusive listicle guide featuring product photos, description, MSRP and product website.
- » Asset Deliverables

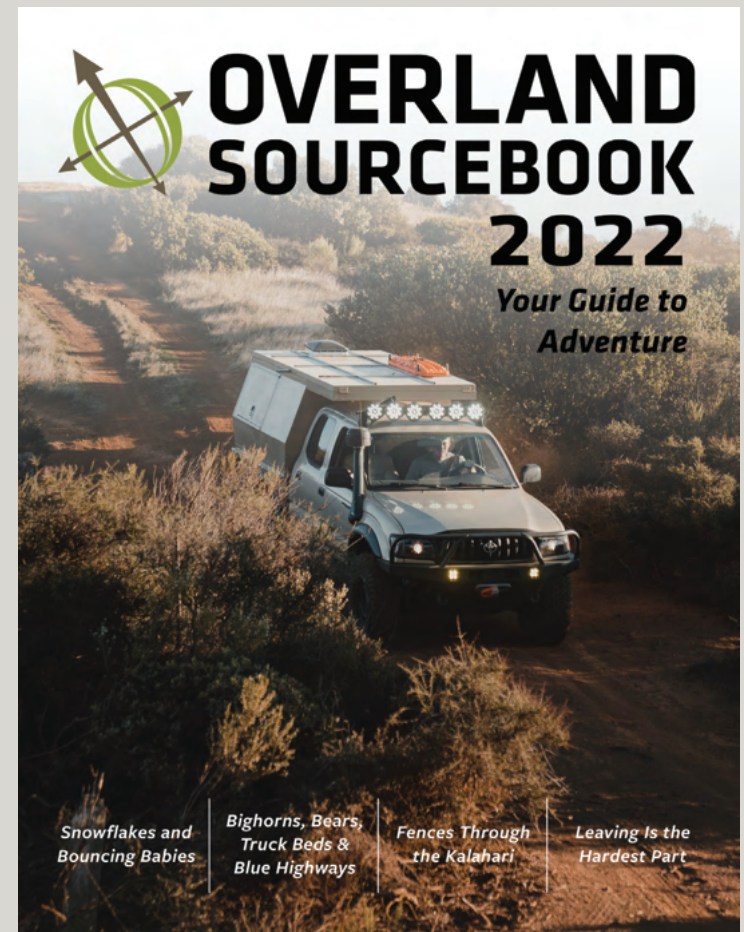
Advertising Rates / Ad specs sheet

- » 2 Page Spread - \$2,200
- » Full Page - \$1,000
- » Half Page - \$850
- » Quarter Page - \$500

Total Distribution 100,000+

Sourcebook
Ad Close
March 1, 2023

Sourcebook
Creative Deadline
March 15, 2023



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THE COMPASS ON OVERLANDEXPO.COM

GEAR SHOWCASE - INDUSTRY SPOTLIGHT - TRIPS & TRAILS - COMMUNITY SPOTLIGHT - How To



Like the navigation tool from which it got its name, the Overland Expo Compass is a guiding tool. Get your bearings and head off in the direction of your choosing. Explore News (event and industry), How-To and Trips & Trails as well as our Gear-focused content.

Industry Spotlight - \$1500 - [Sample Article](#)

- » Does your company have entrepreneurial roots? Did your founders start the company to fill a need in the industry? Interview with a Compass editor to tell your brand's story to the Overland Expo audience in a 100% SOV article. Featured on overlandexpo.com and promoted via social media + the Overland News e-newsletter.
 - » Client-supplied asset deliverables

Gear Showcase - \$400 - [Sample Article](#)

- » Overland Expo's Compass editors favorite gear featured in a monthly non-brand exclusive gear guide. Showcase your product with photos, product description, tech highlights and features, MSRP and a direct link to purchase the product online. Featured on overlandexpo.com and promoted via social media + the Overland News e-newsletter.
 - » Client-supplied asset deliverables

Gear Showcase Categories

January	Organization
February	Spring
March	Traction & Recovery
April	Sleeping on the Trail
May	Summer
June	Moto
July	Cleanliness
July	Adventure Dogs
August	Fall
September	Camp Kitchen
October	Power & Lighting
November	Winter
December	Overland Trailers

Gear Showcase
Ad Close
15th of month prior

Gear Showcase
Asset Deadline
20th of month prior

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SOCIAL MEDIA



Sponsored Social Media Post - \$650

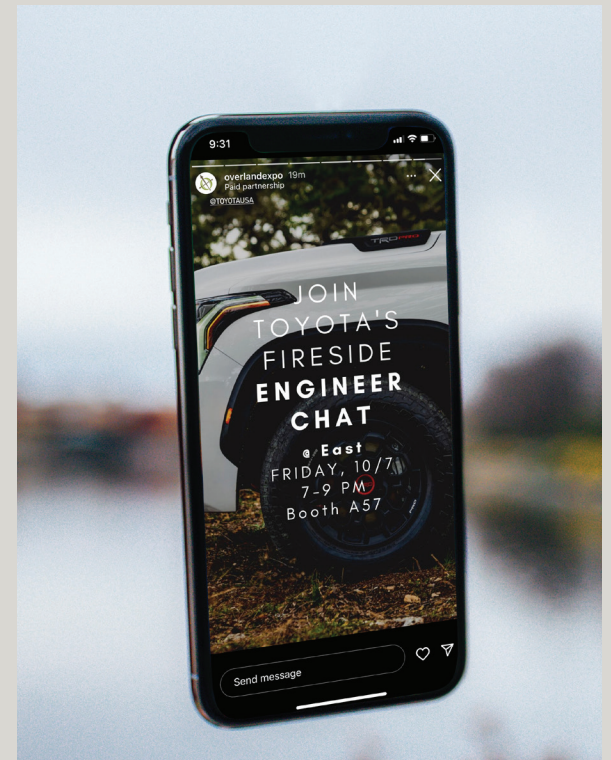
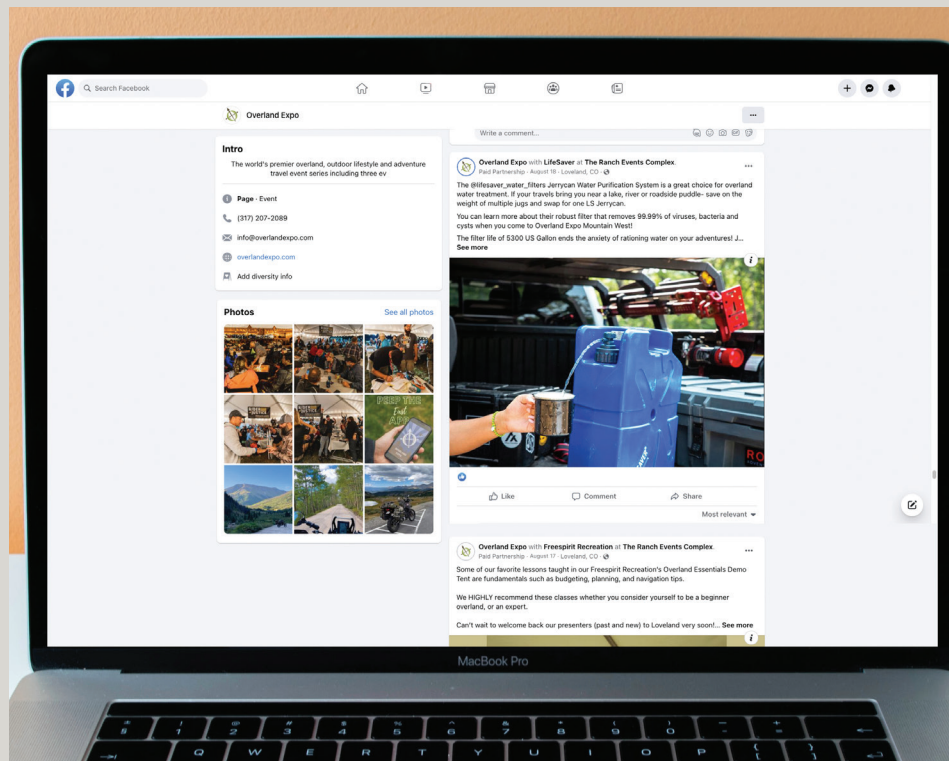
- » Get your product in front of an engaged social media audience looking for gear and services to enhance their overland adventures with a dedicated post tagging your company and using your brand's hashtags.
- » Client-supplied asset deliverables

Instagram / Facebook Story Feature - \$500

- » Drive awareness for a new product or direct traffic to your website with an Instagram and Facebook story tile with client-supplied text, tags and any links back to your website.
- » Client-supplied asset deliverables

At-Event Instagram Reel - \$2,000

- » Drive event traffic or feature your brand to the greater overland community with a video Reel dedicated to your unique brand activation activities. Shot, edited and produced by the OX social team at Overland Expo events.
- » Note: Max 15-20 second video. No interview or natural sound; video will include a music overlay. Posting date and time at management discretion. Max one Reel per company per year.



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 OVERLAND
EXPO 2023

OVERLAND NEWS E-NEWSLETTER

Overland News Inclusion - \$500

- » Feature your company in an upcoming e-newsletter delivered straight to the inboxes of more than 48k overland enthusiasts. E-news delivered to the entire Overland Expo database weekly with a photo, copy and link to your website.
- » Client-supplied asset deliverables

Overland News Ad - \$350

- » Have an upcoming product launch or promotion? Feature your company's 728x90 px ad creative in an upcoming weekly e-newsletter to the entire Overland Expo database with a direct link back to your website.
- » Client-supplied asset deliverables

Weekly E-Newsletter

Overland News
48k subscribers
52% open rate

***Industry average: 12-25%*

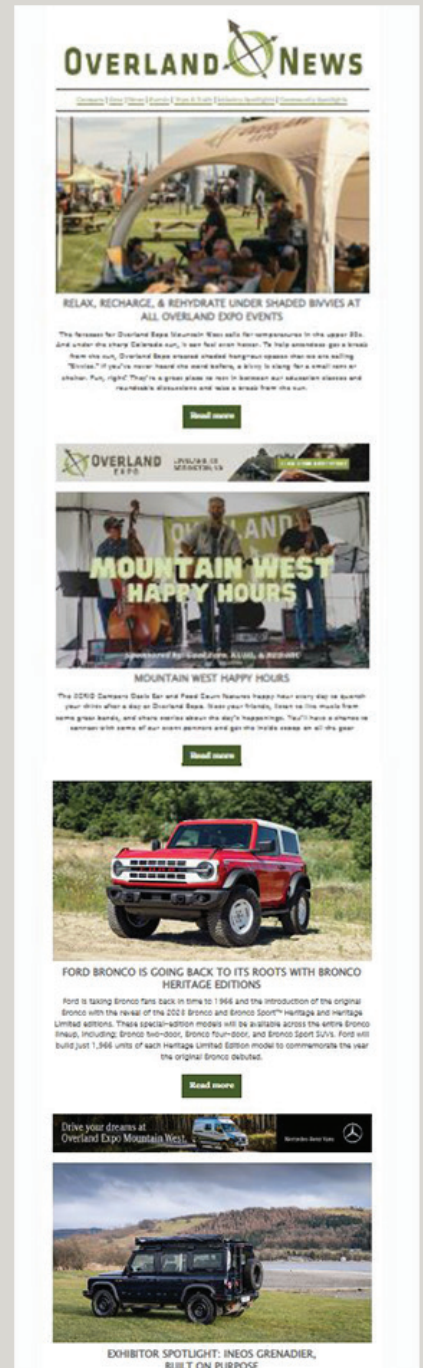
4.2% click-thru rate

***Industry average: 2-5%*

OVERLAND NEWS INCLUSION



OVERLAND NEWS AD



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OVERLAND EXPO FILMS

OVERLANDEXPO.COM/VIDEO  @OVERLANDEXPO



OUR REACH

@OVERLANDEXPO

Reach 825k+ people on Instagram

Reach 530k+ on YouTube

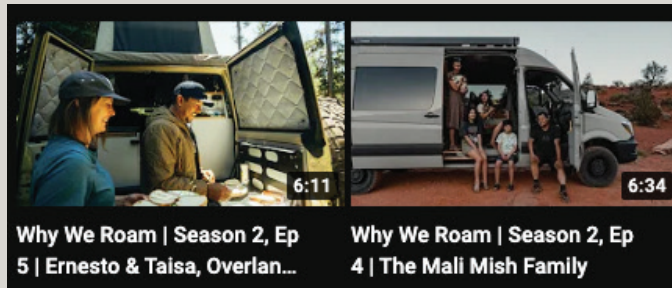
Reach 58k followers on Facebook

Reach 50k+ newsletter subscribers

Overland Expo Films was created to reach our community in unique ways through exquisite storytelling. From sharing travel journeys, to teaching new skills, and learning more about others and their overland rigs, your brand will reach new audiences with high quality content. Collaboratively, we can reach hundreds of thousands of community members, spreading the word about your brand. Don't see one that fits? Talk to us about producing a completely custom video series.

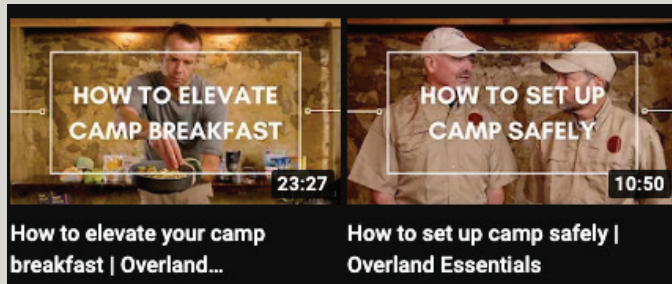
WHY WE ROAM

An inspirational short film series featuring hand-selected overlanders from the adventure vehicle and motorcycle community.



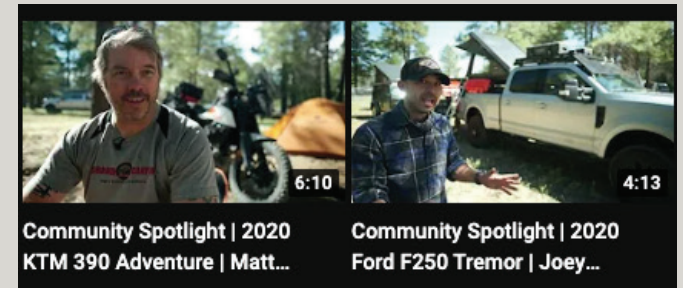
OVERLAND ESSENTIALS

Overland Expo's online master class series: the community's online resource to get trained and inspired online - year-round.



COMMUNITY SPOTLIGHT

An adventure motorcycle and overland vehicle "walk-around" series featuring hand-selected overlanders from the community.



LEARN MORE

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CONTACT US FOR DETAILS

CONTACT SALES@OVERLANDEXPO.COM

PLACE AN ORDER TODAY

WEST

PACIFIC NORTHWEST

MOUNTAIN WEST

EAST

DIGITAL OPPORTUNITIES

