

OTCTA Sports Show Information



Sport shows continue to be a great place to contact potential guests. As a member of Otter Tail Country Tourism Association, you will be represented at some of the biggest and best sport shows in the region. Past sports shows include: St. Paul, Minneapolis, Des Moines, Grand Forks, Omaha, Council Bluffs, Sioux Falls, Cedar Falls, Cedar Rapids, and Fargo. The number of shows attended varies from year to year. Watch for this information in the fall newsletters.



At each show, an OTCTA representative is available to tell potential vacationers about our area and answer any questions. The representative also distributes the OTCTA Vacation Guide and member brochures while thousands of potential vacationers learn about our area. This benefit gives you great exposure without the cost of time and travel.

All OTCTA members can send their marketing information (e.g. flyer, brochure, booklet) to be displayed and distributed at the various sport shows. At each show, hundreds of potential visitors collect vacation information and ideas from the OTCTA booth. This member benefit provides a wonderful opportunity to place your business information in the hands of potential customers who are actively searching for their next vacation destination.

Sending Your Business Information to Sport Shows

If you plan on sending brochures or flyers to the OTCTA sport shows, please follow the following guidelines:

- Please have all marketing materials delivered to the OTCTA Office or Linda Buchanan by January 1st.
- Lodging facilities with camping/RV's should include 50-75 brochures per show
- Lodging facilities without camping/RV's should include 25-50 brochures per show.
- Non-lodging businesses should include 10-25 brochures per show.
- Please put your brochures into bundles of 25
- After the shows are completed, remaining brochures can be picked up or they will be distributed at the OTCTA Office in Ottertail.

PAST SPORTS SHOWS

Northwest Sports Show
Minneapolis, MN

River City Hunting & Fishing
Expo
Council Bluffs, IA

St. Cloud Sportsmen's Show
St. Cloud, MN

Red River Valley Sportsmen's
Boat, Camping & Vacation
Show
Fargo, MN

Sioux Empire Sportsmen's
Boat, Camping & Vacation
Show
Sioux Falls, SD

Eastern Iowa Sport Show
Cedar Falls, IA

Omaha Boat, Sports, & Travel
Show
Omaha, NE

Fort Dodge Sportsmen's Show
Fort Dodge, IA

QUESTIONS:

If you have questions about the OTCTA sport shows, please contact Linda Buchanan at the Otter Supper Club and Lodge (218-367-2525).