



GPAA
GOLD & TREASURE
Shows

2018

VENDOR INFORMATION PACKET

WELCOME LETTER



The Gold Prospectors Association of America is proud to announce our 2018 Gold & Treasure Shows, and I am excited to work with all of our vendors on their participation! Without our vendors, our trade shows could not be as successful and as well attended as they have been for more than forty years. We value the relationships we create and develop with vendors all over the world, and I will be working hard to make sure your investment in our events provides as much benefit to your business or organization as it does to our membership.

Inside this packet you will find information on our show dates, locations, booth plans, details regarding our vendor policies, pricing information and promotional opportunities offered to our vendors and sponsors.

Our Gold & Treasure Shows depend on the strength and unity of the prospecting community. We will be working closely with the Chapter Network of the Gold Prospectors Association of America, as well as our Lost Dutchman's Mining Association family, to plan, promote and execute the most rewarding, entertaining, educational, and well attended family friendly experience possible. During each conversation I have with our vendors, I intend to explore every opportunity to cross promote your involvement and contribution in order to attract your sphere of influence and maximize awareness. I appreciate all that you have to offer to help us promote our upcoming event schedule!

I would like to thank you for taking the time to review our information and I look forward to speaking with you about how you can get involved with our events this year.

Sincerely,
Brandon Johnson
President
Gold Prospectors Association of America
Lost Dutchman's Mining Association

40 YEARS

What started as a small set up outside of Knott's Berry Farm in Buena Park California more than 40 years ago has grown to be the largest traveling gold prospecting and treasure hunting trade show, filling 20,000+ square foot facilities across the country.



Questions and booking information:

Sam Servetter | Director of Vendor Relations
951.699.4749 Ext. 168 | sservetter@goldprospectors.org

MARKETING



We promote each and every vendor we possibly can with given time and welcome and urge our vendors to do the same with their audience for the sake of making these shows the best they can be for Vendors such as yourself, the GPAAG, attendees, but most importantly the entire prospecting and treasure hunting community. When done correctly our small niche community can have a substantial presence and strong showing to any outing or event held in any place at any given time with the right message and promotional exposure.

Those who attend our events are absolute prospecting and mining enthusiasts, bringing along many of their families and friends. They range from experienced and active miners, to beginners and social hobbyists. Most of our attendees hear about our events through announcements and advertisements on our website, publications, national press releases and social media. They may see a commercial for our event on television, a sponsored ad through search or a poster placed around town. All letting them know more about you before you arrive which can make the difference in having another enthusiastic attendee and successful participation for one of our partners.

For this reason, vendors are highly encouraged to share information about their business. Including details about the unique products or services they plan to display in their booth, any social media presence they may have to better introduce someone interested in meeting you, along with any photos or videos that may build excitement around your involvement. Awareness of your business, your products and your brand will continue to play a valuable role in determining the success of our Gold & Treasure Shows for you.

Let's get started!

www.GoldProspectors.org/GoldShows

 /GPAAGoldShows

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GOLD SHOWS LIVE!



@GPAAGOLDSHOWS LIVE!

Have the chance to connect with viewers on one of the largest live broadcasts in the industry and reach many more with continued views and promotions. Last year we gave away over \$40,000 worth of prizes and reached over 65,000 views in total, with winners spread all across the country reaching even as far as Australia and Canada!

All Major Prize Sponsors who have committed to the full year of sponsorship and the select FACEBOOK LIVE giveaways will have the chance to come on live and showcase their products and business. On set and/or in booth interviews will be offered to select vendors who purchase certain booth spaces if we are broadcast live from the show location you are in. Our Facebook Live broadcast will be held at select cities during our 2018 show circuit.

1.76
MILLION REACHED



In 2017 the GPAAGold & Treasure Shows reached 1,761,813 people through paid and organic locally targeted social media advertising. This was over and above the traditional advertising methods of print advertising, email marketing, etc., resulting in the largest attendance to date of curious first-time prospectors.



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SPONSORSHIP OPPORTUNITIES



Sponsors of the 2018 Gold & Treasure Shows will play an important role in generating well over \$100,000 this year to support local prospecting communities, youth and veteran activities, and protection of public land access for prospecting and mining. They do this through the donation of products and services to federally recognized non-profit organizations supporting raffles and fundraisers held during each of our events.

As a sponsor of the 2018 Gold & Treasure Show Circuit, your business or organization will gain sponsorship recognition for your contribution throughout the year. Along with logo placement in advertising and announcements on our website, publications, national press releases and on social media, your products will be on display during each of our 2018 Gold & Treasure Shows at the major prize drawing booth, featured in promotional material related to raffle prizes on a show-by-show basis all over the country, and will be raffled off at the end of each show day (based on number of units received).

Each of our sponsors makes a full year commitment and participating products are evaluated to determine their qualification and placement in various promotions. Sponsorship of the Gold & Treasure Shows through product donation is the single greatest way to gain visibility for your product and brand on a national stage while showing your company's support for the local prospecting community. The earlier you commit the more exposure you can expect!

\$110k

IN RAFFLE PRIZES

In 2017 the GPAA Gold & Treasure Shows gave away over \$110,000 worth of prizes donated by twelve manufacturers to dozens of happy show attendees. This does not include over five ounces of gold found in the GPAA panning troughs by people learning the art of gold panning.



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SEMINAR SERIES



Do you want to create or solidify your following in a major market and on a big stage? Do you have a product, technique or expertise that you want to share with hundreds of captive listeners all at once? Could you benefit from the notoriety of free promotion surrounding your presence as a guest speaker during the 2018 Gold & Treasure Show Lecture Series? If the answer is yes, give us a call.

Thousands of eager prospectors will be in attendance at each one of our events, and hundreds of thousands will see promotion of our lectures while considering their involvement. Lecture schedules will be featured in promotional emails, posters, fliers, commercials, press releases and social media posts to name a few. If you have the best information or expertise to offer, it will be your name in that promotion and your stage during that event!

This year we will offer 4 daily one hour lectures at each of our 2018 GPAA Gold & Treasure Shows and would be very interested to work with industry professionals, celebrities, local experts and brand representatives who share a passion for spreading valuable information to regional prospecting communities.

All you have to do is submit an application along with your presentation details to be considered!

There is no cost to participate as a featured speaker and all the basic materials for your presentation will be provided. Look for the best in class businesses to get involved in their effort to spread valuable information to all the prospectors in attendance this year.

372k

SUBSCRIBERS

Gold & Treasure YouTube personalities made up some of the featured seminar speakers during the 2016 Gold & Treasure Shows, including: Jeff Williams, Dr. Jones 24k, Nugget Noggin, and Kevin Hoagland making up a combined subscriber count of 372,243.



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West Coast Show Schedule



ARIZONA | February 17th-18th

Tucson Expo Center
3750 E Irvington Rd, Tucson, AZ 85714

CALIFORNIA | February 24th-25th

The Fairplex
1101 W McKinley Ave, Pomona, CA 91768

WASHINGTON | March 24th-25th

Clark County Event Center (Fairgrounds)
17402 NE Delfel Rd, Ridgefield, WA 98642

NEVADA | April 21st-22nd

South Point Hotel, Casino & Spa
9777 S Las Vegas Blvd, Las Vegas, NV 89183

IDAHO | May 5th-6th

Expo Idaho
5610 N Glenwood St, Boise, ID 83714

50% off tickets when pre-ordered at
www.GoldProspectors.org/GoldShows

OPEN TO THE PUBLIC

PRE-SALE DISCOUNT ONLINE
KIDS 12 & UNDER FREE
ACTIVE MILITARY FREE WITH PROPER ID
DOORS OPEN 10AM EACH DAY

@GPAAGOLDSHOWS LIVE!

Can't make the shows?
Join us LIVE via Facebook at [facebook.com/goldprospectors](https://www.facebook.com/goldprospectors) to catch the action and a chance at thousands of dollars in prizes!!!

GoldProspectors.org/GoldShows

[f/GPAAGoldShows](https://www.facebook.com/GPAAGoldShows)



PACKAGE A - STARTS AT \$200



10'x10'

A1.1 - 10'X10' AISLE \$200
A1.2 - 10'X10' CORNER \$250
includes 2 tables, 2 chairs,
2 vendor badges

10'x20'

A2.1 - 10'X20' CORNER & AISLE \$300
A2.2 - 10'X20' DOUBLE CORNER \$350
includes 4 tables, 4 chairs,
4 vendor badges

10'x30'

A3 - 10'X30' INCLUDES CORNER \$400
includes 6 tables, 6 chairs,
6 vendor badges

10'x40'

A4 - 10'X40' INCLUDES CORNER \$475
includes 8 tables, 8 chairs,
8 vendor badges

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All "Package A" reservations include:

- One (1) "Participating Vendor" announcement on the event's Facebook page.
- "Participating Vendor" announcement in Gold Prospector Magazine and Pick & Shovel Gazette**
- Listing on GPAA Gold & Treasure Shows website.

A3 & A4 reservations include:

- One (1) in booth interview during event Livestream**



PACKAGE B - STARTS AT \$525



20'x20'

B1 - 20'X20' CORNER \$525

includes 8 tables, 10 chairs,
10 vendor badges
plus half price electric

20'x40'

B3 - 20'X40' CORNER \$800

includes 12 tables, 12 chairs,
14 vendor badges
plus complimentary electric

20'x30'

B2 - 20'X30' CORNER \$675

includes 10 tables, 10 chairs,
10 vendor badges
plus half price electric

*CUSTOM CONFIGURATIONS MAY BE
AVAILABLE UPON REQUEST

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All "Package B" reservations include:

- At least two corners
- Two (2) "Featured Vendor" announcements on the event's Facebook page.
- "Featured Vendor" announcements in Gold Prospectors Magazine and Pick & Shovel Gazette*.
- Listing on GPAA Gold & Treasure Shows website.
- One (1) in booth interview during event Livestream*.
- One (1) on-stage featurette during event Livestream*.





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