November 4-6, 2022



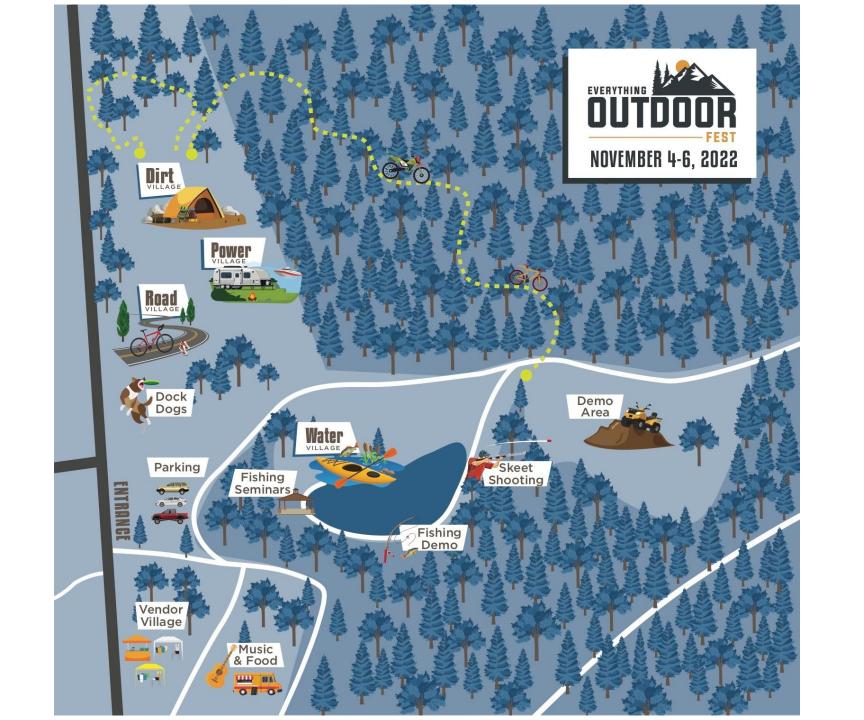
During the Covid-19 pandemic, being outdoors provided sanity, a place to breathe and connect...NOW we all crave more of the Outdoors!

The three-day festival fills the needs of the off-road, active lifestyle enthusiasts and will encompass:

- Vendors
- Educational clinics
- Interactive villages
- Live entertainment
- Food trucks
- A Brew Fest

Whether your journey takes you off-road into the backcountry or into high altitudes to mountains, to the lakes or ocean, forests or fields...

Be Bold and Set Your Outdoor Course



The Venue

HISTORIC HOPKINS FARM

This 400 acre and 200-year-old family-owned farm is listed on the National Register of Historic Places and located only minutes away from downtown Greenville in Simpsonville, South Carolina is truly a one-of- a-kind gem highlighting nature at its best.



















Interactive Villages

Whether you are peddleto-the-metal or gliding in neutral, **interactive villages** will support a lifetime of outdoor adventure.

Hand-selected experts will share fun-filled demos and hands-on seminars suitable for all ages and experience levels.

Don't just read about it. Do it.

Road



Cycling

Running



Travel & Adventure

Trucks

Water



Kayaks



Paddleboards



Canoes



Fishing

<u>Dirt</u>



Backpacking



Camping



Hiking



Hunting & Archery

Power



Boating



RVs



ATVs



Golfcarts

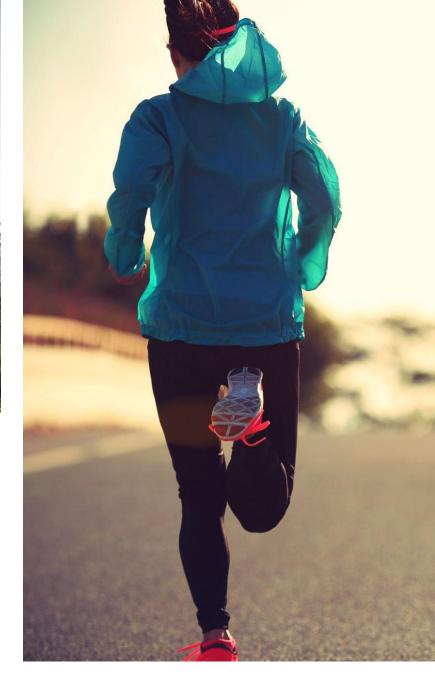
Leave your fears behind. We've got this.





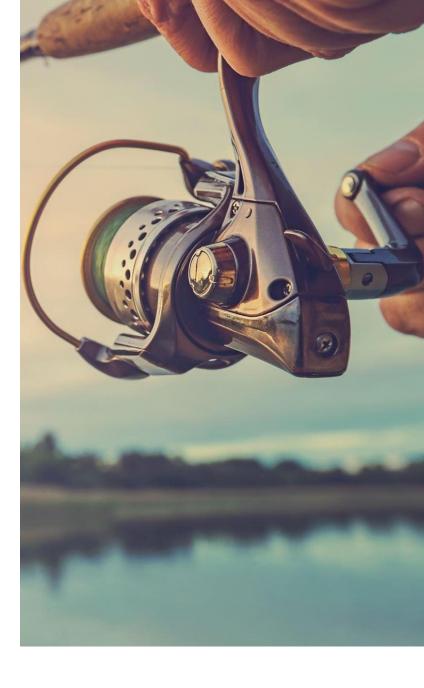
Road Village

Experienced runners, cyclists, coaches and guides will offer expertise and demos with prospective buyers before they invest in a bike or high-performance shoes. What do you need to know before your next off-road adventure?









Water Village

Whether novice or experienced, learning never stops. Experts from the paddling and fishing industries will model everything from the J-stroke to fly-fish casting to spin and bait casting.





Dirt Village

Want to know the latest in lightweight backpacks or how seasoned travelers pack their rigs or feed themselves on the road?

Pitching a tent, using a crossbow or skeet shooting can be simple for some, but what if you've never done it before? Seasoned guides will ensure technology supports your next adventure.







Power Village

Is gripping the wheel and feeling the road beneath your feet your passion?

Or is being in a fast boat on the water more your speed?

Come tour the latest ATV's, Motorcycles, RV's & Golfcarts.



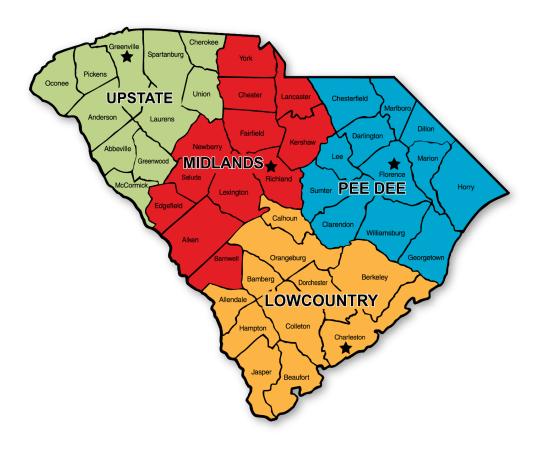


Forget the ordinary.

Shop the latest and greatest outdoor accessories, gear and gadgets from hundreds of vendors from near and far.

Upstate, South Carolina

- The Upstate is two hours from Charlotte and Atlanta with 13 million people within a 200-mile radius.
- The Everything Outdoor Fest highlights the Upstate's beautiful and easily accessible natural assets while showcasing regional vendors and businesses specializing in outdoor and recreation-related products.
- The Festival will give the adrenaline you crave to jumpstart a great weekend of adventure.



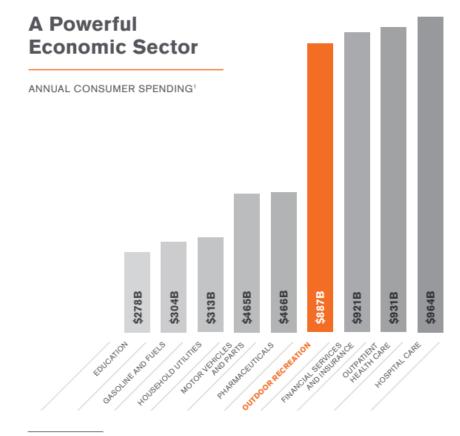
Estimated 1,499,762 Population in the Upstate

Outdoor Recreation Economy Reports

South Carolina-

- 101,000 Direct Jobs
- \$7.1 Billion Total Outdoor Recreation Value Added
- 3.4 Billion in Wages and Salaries

Value Added by Select ORSA Activity (\$ 000s)						
Activity	2017	2018	2019	State Rank		
Boating/Fishing	461,006	480,241	521,764	17		
RVing	424,085	425,042	446,942	9		
Hunting/Shooting/Trapping	254,748	251,767	283,382	10		
Motorcycling/ATVing	185,810	201,633	218,874	14		
Equestrian	75,617	107,510	112,855	30		
Climbing/Hiking/Tent Camping	63,734	66,294	67,478	21		
Bicycling	15,229	16,991	17,893	26		
Recreational Flying	14,625	15,246	14,303	29		
Snow Activities	9,888	10,691	12,740	43		



¹ Bureau of Economic Analysis, Personal Consumption Expenditures by Type of Product

Outdoor Recreation Economy Reports

Georgia -

- 140,000 Direct Jobs
- \$12.4 Billion Total Outdoor Recreation Value Added
- \$6.3 Billion in Wages & Salaries

Value Added by Select ORSA Activity (\$ 000s)						
Activity	2017	2018	2019	State Rank		
Boating/Fishing	593,806	611,311	655,564	9		
Motorcycling/ATVing	468,139	503,620	552,514	4		
Hunting/Shooting/Trapping	445,444	420,054	447,398	4		
RVing	327,230	341,633	367,895	14		
Equestrian	160,961	182,242	188,091	20		
Climbing/Hiking/Tent Camping	85,012	88,202	90,615	15		
Bicycling	45,483	44,758	45,390	14		
Recreational Flying	47,483	49,217	45,336	6		
Snow Activities	26,172	26,488	31,836	32		

North Carolina-

- 152,000 Direct Jobs
- \$12.1 Billion Total Outdoor Recreation Value Added
- \$5.8 Billion in Wages & Salaries

Value Added by Select ORSA Activity (\$ 000s)							
Activity	2017	2018	2019	State Rank			
Boating/Fishing	608,999	631,663	678,049	8			
RVing	325,860	342,639	371,710	12			
Motorcycling/ATVing	212,362	219,398	240,925	12			
Equestrian	199,736	222,842	230,960	10			
Hunting/Shooting/Trapping	149,460	155,054	181,238	19			
Climbing/Hiking/Tent Camping	111,753	118,206	121,782	7			
Snow Activities	53,399	55,615	58,851	23			
Bicycling	38,700	39,641	41,794	15			
Recreational Flying	18,998	18,805	19,720	20			



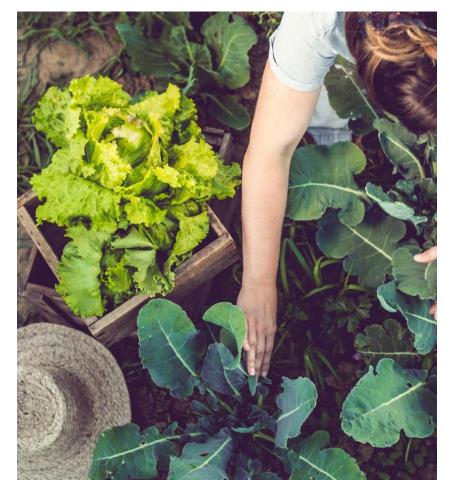




Chill, Learn & Connect







Put the phones down and the laptops away. Feed your soul and connect with family and friends on the Farm.

Spend your time doing things that matter with people who matter at the Everything Outdoor Fest.



JBM & Associates, has been planning and producing successful boat shows, healthy living, and women's shows for the past 20 years and has a proven track record...

- Produced more than 100 successful large-scale consumer events
 - Connected nearly 1 million consumers with businesses
 - Drove \$50 million in economic benefit



















What our clients have to say about us...

"We started doing JBM's show several years ago and it has been by far our best event out of the 12 we do every year. JBM is always very well organized and the clients we get at their events are always quality people. Pura Vida " — Craig Sutton, Fishing Nosara

"Everything they do is first class, on all levels - what they promise and what they say they are going to deliver, they do." - David Ittner, Yamaha Motor Corporation

"The staff at JBM has done a wonderful job producing a profitable Charleston Boat Show for 20 years. Exhibitors find them responsive and easy to work with while patrons always enjoy the layout and creativity of the show." — Jim Duncan, Duncan's Boats









Pictures tell our story best...Charleston, Wilmington, Savannah, Jacksonville









Love & Commitment

JBM shows excel because they entertain, excite and secure premiere exhibitors and sponsors.

In our 20-year history we have been fortunate to work with some great companies. Their support has given us the foundation to build amazing shows. The Everything Outdoor Fest will offer companies the ability to showcase their missions, products and services to thousands of outdoor enthusiasts.

Let's get back to basics on the Farm.



























Premier Marketing Strategy



Social Media



Radio & TV



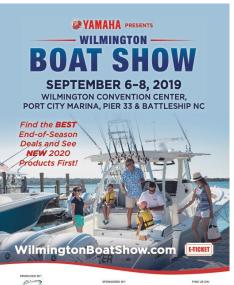


Billboards





Print



YAMAHA WANTE GUES .. MARATHON













LEARN FROM THE PROS!



CLICK HERE for the full Wilmington Fishing Expo seminar topics and schedule. REGISTER TODAY!

















Will you join us?



Jacqui McGuinness
President & Owner
843-364-0218
Jacqui@JBMShows.com

Debbie Taylor
Operations Director
864-884-4435
Debbie@JBMShows.com

Chelsea Lupo
Sales & Event Manager
864-434-3346
Chelsea@JBMShows.com