

EVERYTHING
OUTDOOR

FEST

November 4-6, 2022



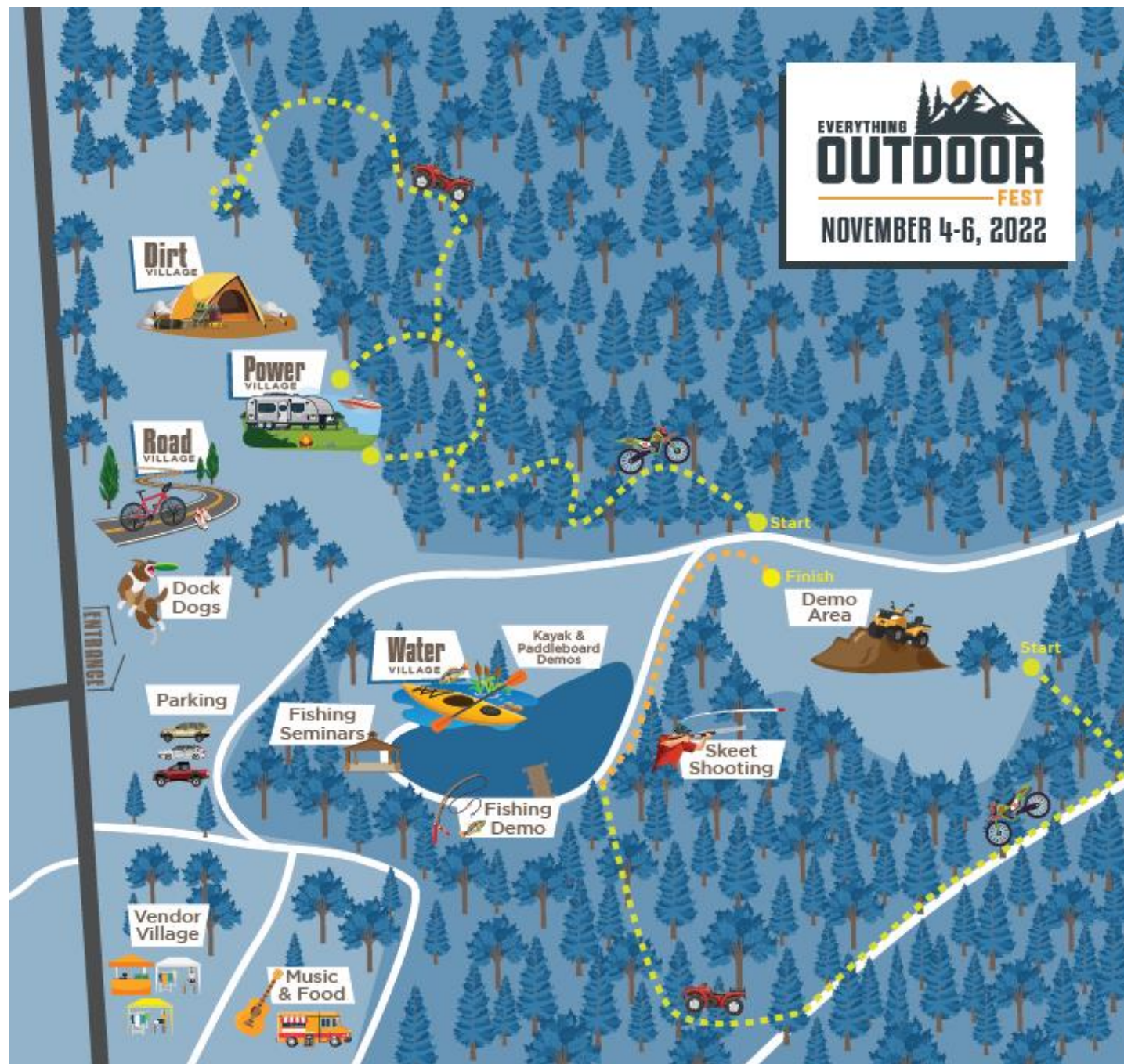
During the Covid-19 pandemic, being outdoors provided sanity, a place to breathe and connect...NOW we all crave more of the Outdoors!

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



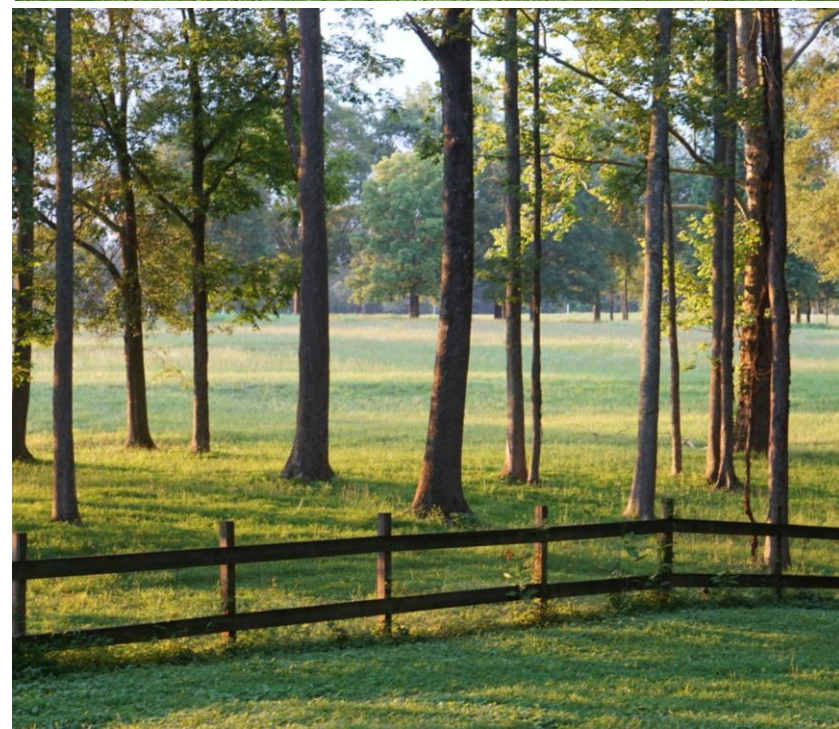
The Venue

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 peddle-to-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

Dirt



Backpacking
Camping
Hiking
Hunting & Archery

Power



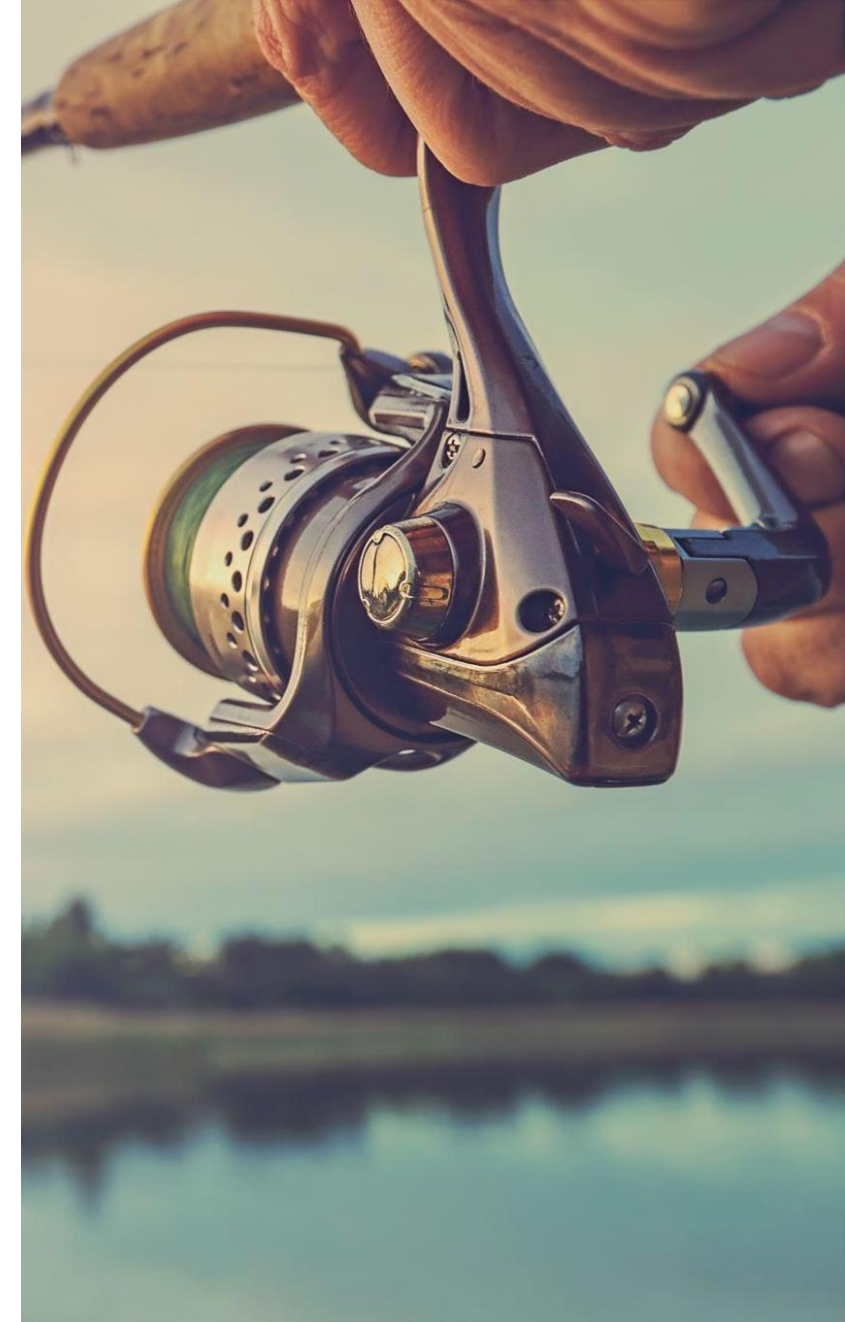
Boating
RVs
ATVs
Golfcarts

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.

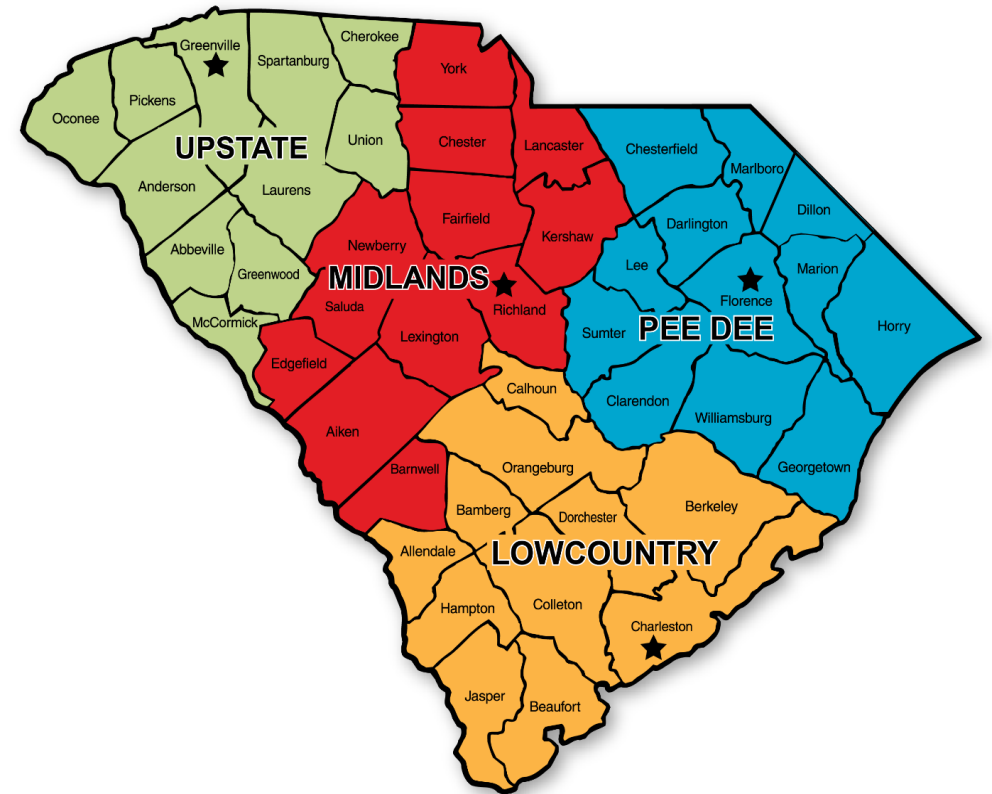


Forget the ordinary.

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

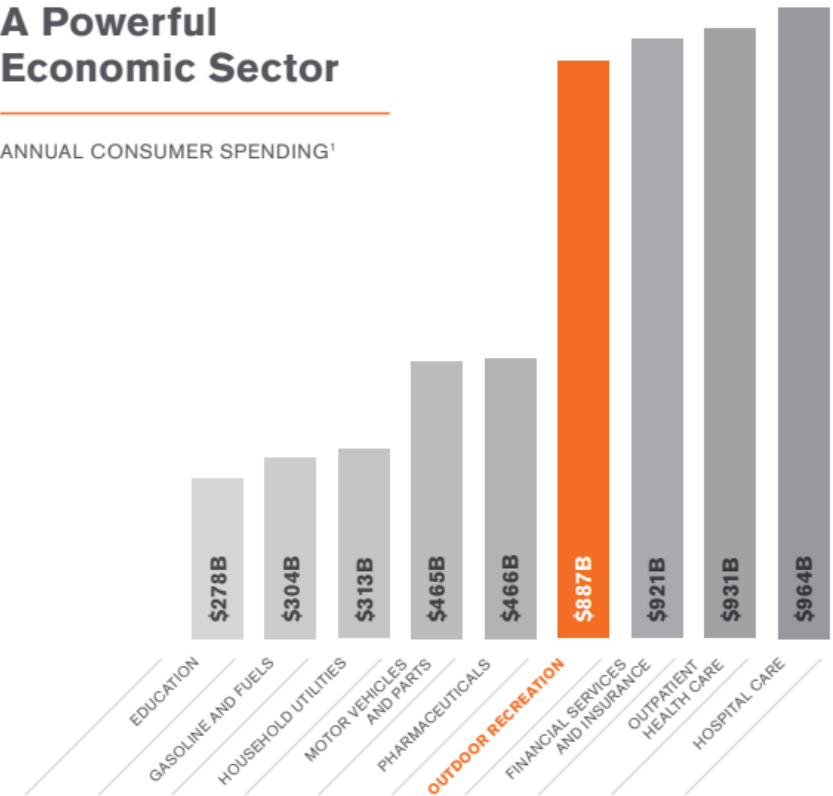
South Carolina-

- 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

A Powerful Economic Sector

ANNUAL CONSUMER SPENDING¹



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



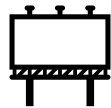
Social Media



Radio & TV



Online



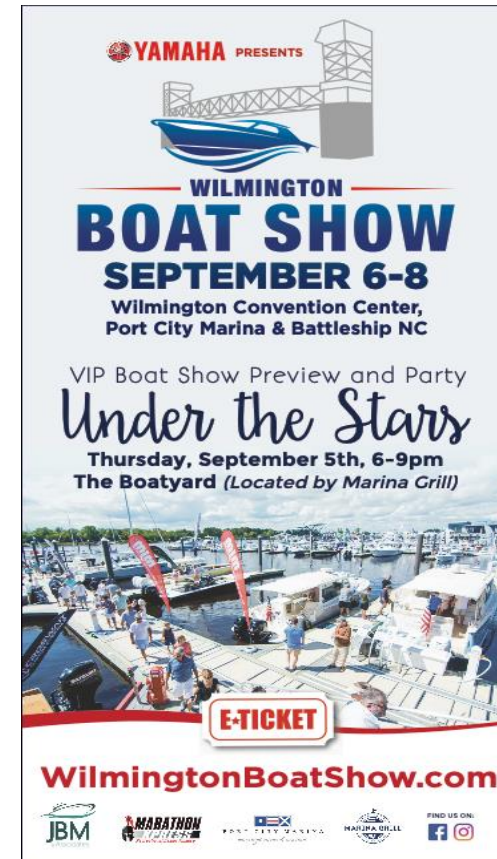
Billboards



E-blast



Print



Will you join us?



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