



**South Louisiana's biggest show of the summer:
the Big Boy Toys & More event!**

Last year's event was exciting for us here at Quik Quarter as we embark on offering our advertisers new creative ways of presenting their products and connecting with potential customers.

For this year's 2008 show, which will take place July 12 & 13, we're again taking over the Cajudome Convention Center - the show will be bigger and better than ever and we want you to be a part of it!

Here are some statistics from our 2007 show:

Media: Last year the actual print schedule alone was valued at *more than \$200,000 and reached more than 80% of all adults in the market...* print promotions included over \$180,000 in daily newspaper advertising and \$30,000 in Quik Quarter advertising. With an *additional \$30,000* spent in online promotion, local television advertising and radio coverage plus the premium positioning in the Official Program and billboards the week of the show, the Big Boys Toys Show was the *single most promoted event* in the market!

Attendance: Over 5,000 attendees joined us for the 2007 Show - an outstanding turnout. They came from all over Louisiana and we had visitors from Texas, Mississippi, Alabama, Kansas & Missouri!

50% of the visitors were residents of Lafayette parish, and 50% were spread over the following parishes: Acadia, Allen, Ascension, Assumption, Avoyelles, Beauregard, Calcasieu, Concordia, East Baton Rouge, Evangeline, Grat, Iberia, Jeff Davis, Lafourche, Livingston, Ouachita, Plaquemines, St. Landry, St. Martin, St. Mary, St. Tammany, Terrebonne, Vermilion, Vernon & West Baton Rouge.

Income: Many vendors commented on the Show's level of qualified buyers and our survey results showed why:

Annual income \$75,000 & up: 17%; \$50,000 to \$74,999: 11.4%; \$40,000 to \$49,999: 21.4% - the remainder were \$39,999 and below.

Gender: While the Show obviously skews male, we had an impressive Female attendance at 28%.

BE PART OF IT! Call 234-3463