



September 14, 2026

KDS27 – Celebrating 25 Years of KDS!

Dear Valued Kinsey's Partner,

Kinsey's is excited to host the 2027 Kinsey's Dealer Show (KDS27) at the Lancaster County Convention Center in Lancaster, PA again this year. Show dates are February 17th-19th.

We would like to extend a special invitation to you, our valued vendor, to exhibit your products at KDS27 – please plan on attending. Enclosed is the registration information and links to all the forms for completing signing up for KDS27. Booth space is limited, so responding quickly will increase your chances to secure a booth location. Don't miss this opportunity to make KDS27 your avenue to increase sales.

New for 2027

- This year, the show will move from a three-day format to a two-day format to deliver a more impactful experience, maintaining momentum throughout the event and fostering stronger connections among attendees and exhibitors.
- Dealers will have the ability to place orders online or at the booth starting on 2/17.

Engagement

We desire for you to be engaged with our dealers and believe creating a place where parties can meet, learn and converse creates the best value. Here are some ways to increase engagement:

- Giveaway opportunities that can drive traffic to your booth
- Opt in to the bow testing lanes on the main show floor for dealers' hands-on experience
- Select a sponsorship to make your brand and presence more known

We will be remaining with Perenso for our electronic ordering system, which will allow real time visibility to all the orders placed at the show. We understand how important reporting is to our vendor partners.

All the information for KDS27 is in the pages to follow and links to registration and submissions forms are included. After payment is received for booth registration, Rob will reach out to coordinate booth placement.

Thank you in advance for your support – our show wouldn't be possible without our vendors' contributions! We look forward to your participation in KDS27 and growing our business together!

If you encounter any issues with steps in the registration process, please email:

Rob Wallace | *Show Floor Coordinator* | RWallace@KinseysInc.com

Sincerely,

Kinsey's Dealer Show Staff

Reservation/Registration Information



Lancaster County Convention Center
February 17th – 19th, 2027

KDS Registration, Exposition Forms & Show Map

(Show information also available online at [Kinsey's Dealer Show](#))

Follow the links below to download the KDS forms and floor plan map

Booth Registration

[Registration Forms](#)

10' x 10' booth includes: one 6' table, 2 chairs, carpet and pipe & drape (black). \$1750

Electric must be purchased separately

Exposition Information & Forms

[Exposition Packet](#)

[Exhibitor Letter GES](#)

Discount on GES services expires January 29, 2027.

Show Floor Map

[Show Floor Map](#)

Hotel Reservations

Lancaster Marriott at Penn Square

25 S. Queen St.

Lancaster, PA 17603

717-239-1600

Book Hotel Rooms

[Online Registration](#)

Room discount offer expires January 18, 2027

(Early reservations are recommended as room accommodations are limited)

Lancaster Convention Center Parking

Parking will function more closely to other trade show experiences held across the country. Nearby parking garages are available (see Exhibitor Guide for locations). An additional lot will be available for trailers and box trucks rental. Information will be provided at a later date.

Vendor Badges

Please complete the online Vendor Badge Registration by February 3, 2027.

Registering for badges will be done through Perenso's platform this year. Each new attending individual must be done through the "I'm A New Vendor Registrant" option. Sales Reps can use specific company they want on their badge, not manufacturer. Use "Editing an Existing Registration" for updating or canceling per individual. Exhibitor badge requests MUST be submitted through the link below. Phone or email registrations will not be accepted.

[Vendor Badge Registration](#)

Note: Badges will be available to pick up at the show. All vendors and affiliated sales representatives must check in to receive badges prior to entering exhibit areas.





Lancaster County Convention Center
February 17th – 19th, 2027

Vendor set up is Wednesday.

Vendor Meeting attendance is strongly encouraged for all participating vendors. This meeting will cover important Kinsey's Dealer Show details and Perenso Ordering Platform training to help ensure you are fully prepared for the show. Hours will be posted at the registration desk.

Wednesday, February 17th

9:00 AM – 3:30 PM	Vendor Booth Receiving & Setup
3:00 PM – 6:30 PM	Perenso iPad Pick Up
5:00 PM – 6:00 PM	Firearms Inspection
6:00 PM – 7:00 PM	Vendor Booth Setup – No Load-in
7:00 PM – 9:00 PM	Dealer Welcome Event <i>Heritage Ballroom</i> (Everyone welcome; show badges are required for admission — no exceptions)

Thursday, February 18th

7:30 AM – 8:00 AM	Vendor Badge Pickup <i>KDS Help Desk</i>
7:30 AM – 8:00 AM	Perenso iPad Pick Up
7:30 AM – 8:30 AM	Firearms Inspection
8:00 AM	Vendor Meeting & Perenso Training <i>Commonwealth Ballroom (2nd floor)</i>
9:00 AM – 4:30 PM	Show Floor, Bow Testing <i>Freedom Hall</i>

Friday, February 19th

9:00 AM	Doors open for vendors <i>Freedom Hall</i>
10:00 AM – 2:00 PM	Show Floor, Bow Testing <i>Freedom Hall</i>
2:00 PM – 6:00 PM	Booth tear down (no booth tear down before show closes at 2:00 PM)

Schedule Subject to Change

Note: All vendors and affiliated sales representatives must check-in to receive badges prior to entering exhibit areas.





Lancaster County Convention Center
February 17th – 19th, 2027

Post Show POs

Post show, Kinsey's will place two (2) purchase orders to cover all dealer orders written for your brand during the show. The first PO will be for ASAP shipment, and the remainder of the dollar value written at the show will be taken with the applicable discount by 7/15.

Standard Show Discount

All Dealer Show vendors are required to have a show special. Straight discounts provided to Kinsey's will not only yield the most orders, but is also the easiest to administer. Kinsey's strongly encourages vendors to provide a straight line discount for their show special.

Pricing Submissions

Due no later than Monday, January 26, 2027. *Pricing submitted after the due date could be subject to a \$200 administration fee, which will be self-deducted on future invoices. Administration fees do not apply to any pricing submitted by due date.*

[KDS Pricing Submission](#)

Hot Show

The Hot Show will consist of a limited number of items offered at very aggressive pricing. These special sales events will create a lot of excitement and order writing. This is a major opportunity for exhibiting vendors to secure shelf space at the independent dealer level and drive sales all year long. Kinsey's is looking for new or proven top-sellers with aggressive discounts to fuel these events. There will be separate product selections for Thursday, Friday and Saturday. In essence, this creates multiple opportunities for you to get your products placed.

Our Purchasing team will be reaching out to vendors outside of the registration forms to fill our hot shows with great products at great discounts. When making Hot Shot submissions, please be transparent and let us know if items will be discontinued, become obsolete or offered to competitors at the same price outside KDS. After your registration and booth discounts are submitted, purchasing will reach out if they're interested in pursuing items for one of the Hot Shows.

Below are some frequently asked questions:

Q. Will all vendors have a Hot Show item?

A. No, the Hot Show will have the same number of items featured. Hot Show items drive excitement and order writing at the show. While we would love to feature items from all vendors, we feel that it would quickly overwhelm the dealers and it could diminish the excitement that this promotion generates.

Q. Will Kinsey's still have a physical Hot Show presentation?

A. Yes—Kinsey's will maintain the physical Hot Show and present the items to the dealers. Our dealers have expressed they appreciate the information we provide on sales and margin comparisons that help drive the values offered in the Hot Show.

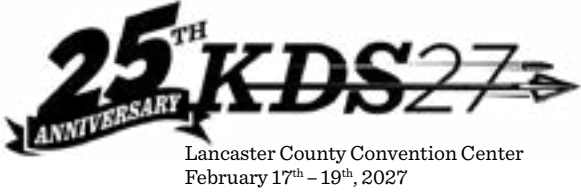
Q. Can a vendor write a Hot Show item with Hot Show pricing at any time during the show?

A. Based on our dealer feedback, the Hot Show pricing will only be available at the Hot Show event.

Q. Can vendors attend the Hot Show?

A. No, Kinsey's personnel will staff and facilitate the actual Hot Show presentation to dealers. No vendor personnel will be needed for the Hot Show on Thursday and Friday. There are vendor sponsorship options available if you have interest in being involved in the Hot Show.





Giveaways

Giveaway submission will be done online. Giveaways are not required but are a great way to increase booth traffic and product/brand awareness.

[Giveaway Submission Form](#)

Please complete the online Giveaway Submission Form by January 22, 2027.

Booth Giveaway Ideas:

- Giving away one of your products to the first so many dealers that stop by your booth is a great way to get dealers to your booth without having a drawing.
- Provide Kinsey's with a ticket to include in the dealer show packet to present at your booth for a free gift. Or visit your booth and watch a small demo of a certain product and receive a gift.

Note: Any dealer packet tickets would need to be printed and received by Kinsey's no later than **January 22, 2027** to be included in the show packet.

Drawing Ideas:

Dealer fills out entry form at your booth to be entered to win a prize — no purchase necessary. Dealers that purchase a certain product or dollar amount could qualify for a bonus drawing entry.

Note: We will gladly announce your prize drawing winners, but please keep in mind that the public address system isn't heard throughout the convention center. For this reason, we will post winners near the dealer registration area. It is your (the vendors) responsibility to forward prizes to the winner(s) if they are not present to claim their prize.

Dealer Welcome Event

Join us for an evening of great food, drinks, giveaways, and time to connect with industry partners, fellow dealers, and friends.

For 25 years, the Kinsey's Dealer Show has been about building stronger relationships, creating new opportunities, and giving dealers access to some of the best pricing of the year — all while making time for a little fun along the way. Come and help us celebrate 25 years of business, partnerships, and relationships in the outdoor industry we all share.





Lancaster County Convention Center
February 17th – 19th, 2027

Sponsorship Opportunities – Main Show Sponsors

First Come, First Serve!



KDS Dealer Welcome Night:

- Be a sponsor to the first night, kick-off social! Put your logo in front of all attendees on the big screen during the event plus inclusion in the schedule, kick-off announcement, social post for the event and more.
- Signage, door prize opportunity, email blast before and during the show plus ticket presence and one product highlight video reel filmed and released during KDS also included.

Available Sponsors: 2

Cost: \$6000 ea. or \$10000 for exclusivity

Finalization Deadline: Jan. 1 – Reserve Today!



KDS Breakfast:

- Start the day with a direct sales opportunity over a cup of coffee and breakfast offerings. Put your logo in front of all attendees on the big screen during the event plus inclusion in the schedule. Video, speaking and promotional opportunities are available for the event and more.
- Signage, ticket presence, social post before and during the show plus one product highlight video reel filmed and released during KDS also included.

Available Sponsors: 2

Cost: \$6000 ea.

Finalization Deadline: Jan. 1 – Reserve Today!



KDS Dealer Appreciation Dinner:

- It's your time to be the star brand at the dinner event with video, speaking and promotional opportunities available.
- Signage, ticket presence, event schedule inclusion, social post, email blast, before and during the show plus one product highlight video reel filmed and released during KDS included.

Available Sponsors: 2

Cost: \$6000 ea. or \$10000 for exclusivity

Finalization Deadline: Jan. 1 – Reserve Today!



KDS Dealer Appreciation Concert:

- It's the *BIG* event and you are in the spotlight kicking off the main event! Plenty of opportunities here with video, speaking and promotional opportunities available including toss-out tchotchkes!
- Signage, ticket presence, event schedule inclusion, social post, email blast, before and during the show plus one product highlight video reel filmed and released during KDS included.

Available Sponsors: 2

Cost: \$6000 ea. or \$10000 for exclusivity

Finalization Deadline: Jan. 1 – Reserve Today!



Sponsorship Opportunities



Lancaster County Convention Center
February 17th – 19th, 2027



KDS Grand Prize:

- Be the spotlight for the Grand Prize Giveaway in the KDS Show Book plus have your product center stage for the Grand Prize drawing! Put your logo in front of all attendees during the event plus inclusion in the schedule, social post for the event and more.
- Signage, social post before and during the show plus one product highlight video reel filmed and released during KDS also included.

Available Sponsors: 1 Cost: \$5000

Finalization Deadline: Jan. 1 – Reserve Today!

Sponsorship Opportunities – Show Presence

First Come, First Serve!



Product Highlight Video Reel:

- Launch your new product online with a video! This offering allows you to be in front of the camera and “UnBox” your new product with a short presentation to be released on social media during the event.

Available Sponsors: 6 vendors/1 item each/up to 1 min. Cost: \$1000 ea.

Finalization Deadline: Jan. 1 – Reserve Today!



KDS Show Bag Logo Sponsorship:

- Put your logo into the hands and in all the photos at the show with a KDS Show Bag sponsorship!
- Your logo will be printed on one side of the Show Bags

Available Sponsors: 1 Bag Quantity: 500 Cost: \$1750

- *Finalization Deadline: Dec. 1 – Reserve Today!*



KDS Show Book Sponsorship:

- Every dealer account gets a Show Book! Sponsor a full-page call-out ad with your brand or new products.

Back Cover

Available Sponsors: 1 350 Books

Cost: \$1500 ea.

Inside Ads (per page)

Available Sponsors: 8 350 Books

Cost: \$800 ea.

Finalization Deadline: Jan. 1 – Reserve Today!

**Vendor's responsibility to provide final, print-ready ad files*



Sponsorship Opportunities



Lancaster County Convention Center
February 17th – 19th, 2027



KDS Wi-Fi Sponsorship:

- Have your logo seen on every phone and computer logging into the KDS Wi-Fi Landing Page. Logo will also be present throughout the venue on the login information postings!

Available Sponsors: 1 Cost: \$500

Finalization Deadline: Jan. 15 – Reserve Today!



KDS Lunch Bar Sponsorship:

- Put your logo in front of all attendees at the show with KDS lunch bar and table signage plus inclusion in the schedule, kick-off announcement opportunity and more. Thursday sponsorship available.

Available Sponsors: 1 Cost: \$1500

Finalization Deadline: Jan. 15 – Reserve Today!



KDS Happy Hour Sponsorship:

- Be the focus of the entire show Thursday with a 60 minute beer hour social on the main show floor. Attendee and handout promo options (branded cups, etc.) are available at an extra cost.
- Signage, inclusion in the schedule, Facebook posts and announcements included.

Available Sponsors: 1 Cost: \$2000

(base cost, item branding options available at an extra cost)

Finalization Deadline: Jan. 15 (Nov. 15 for custom promo items)

Reserve Today!



KDS Coffee Bar Hour Sponsorship:

- Be the focus of the entire show Friday with a 60 minute coffee hour social on the main show floor. Attendee and handout promo options (branded cups, etc.) are available at an extra cost.
- Signage, inclusion in the schedule, Facebook posts and announcements are included.

Available Sponsors: 1 Cost: \$2000

(base cost, item branding options available at an extra cost)

Finalization Deadline: Jan. 15 (Nov. 15 for custom promo items)



Sponsorship Opportunities



Lancaster County Convention Center
February 17th – 19th, 2027



KDS Email Blasts:

- Promote your brand and up to 3 products with one email blast during the physical show (*Thurs. – Fri.*) and one post show email (*online ordering open*)!
- You pick the days (*one during the show, one after*). You supply the images, logo and information, we build and post the email. The same email will be sent for both mailings.

Available Spots: 10 Cost: \$500 ea.

Finalization Deadline: Jan. 8 – Reserve Today!



KDS Hot Show Sponsorship:

- One Show item inclusion with signage guarantee (chosen by Kinsey's staff).
- Speaker call-out opportunity during the presentation
- Available Sponsors: 4 Cost: \$2000 ea.

Finalization Deadline: Jan. 8 – Reserve Today!



KDS Dealer Registration Packet Handout/Stuffer:

- Be one of the first to greet every attending dealer at the show with a dealer packet handout/stuffer
- One item inclusion (single sheet item up to 8.5"x11" or small tchotchke — vendor supplied)

Available Sponsors: 15 Cost: \$500 ea.

Quantity Needed: 300 - for Dealer Packet option or 1000+ for dealer attendee handout option

Finalization Deadline: Jan. 1 – Reserve Today!



show floor entrance

KDS Post Wraps Sponsorship:

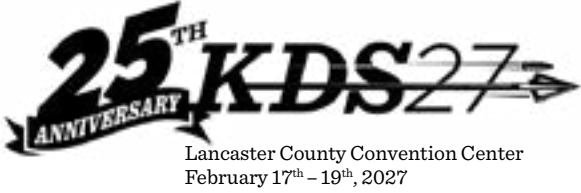
- Have your logo displayed on three, 30" sides of a post of the tradeshow floor
- Choose one or up to all four posts in main corridor of the show floor
- 30" wide signs up to 48" high

Available Sponsors: 4 Cost: \$1500 per post (3 sides)

Finalization Deadline: Jan. 1 – Reserve Today!



Sponsorship Opportunities



KDS Main Lobby Pole Wrap Sponsorship:

- Have your logo displayed at the main lobby of the show
 - Large sticker area (up to 4' high x 8' diameter) applied to the concrete cylindrical pole at the registration/show floor entrance
- Available Sponsors: 1 Cost: \$2500
Finalization Deadline: Jan. 1 — Reserve Today!



KDS Wayfinding Floor Graphics Sponsorship:

- Have your logo displayed on large 4' stickers on the main floor and four other locations throughout the hallways of the show.
- Available Sponsors: 2 Cost: \$2500 ea.
Finalization Deadline: Jan. 1 — Reserve Today!



KDS Elevator Signs Sponsorship:

- Have your logo and booth number displayed in the two show elevators
 - Large 4" high x 8" wide signs
- Available Sponsors: 3 Cost: \$500 ea.
Finalization Deadline: Jan. 1 — Reserve Today!

Note: Sponsorship opportunities are open to additions, options and creativity. Deadline dates are subject to change accordingly.

Please direct sponsorship inquiries and reservations to:

Rob Wallace

RWallace@KinseysInc.com

800.366.4269 ext. 3019



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