



2016 SCI Annual Hunters' Convention Talking Points Paper

Due to the expansion construction of the Mandalay Bay Convention Center (MBCC) the 2016 Safari Club show floor will expand in its entirety within the lower level of the Bayside show halls. Upon completion the Bayside show halls will encompass two additional halls, E and F, and expand to over 850,000 sq. ft. of show hall space.

Future SCI conventions held at the MBCC will be on one level, meaning all exhibiting companies will be collocated on a single level show floor. Inherently SCI planning integrates many aspect of the overall convention experience and thus the following changes are of important note to all exhibiting companies. We encourage all exhibiting companies to carefully review the 2016 show floor plan and take a close look at the integrated show floor features and services. Note also the additional show floor maps that indicate set-up and move-in days, as well as prime and standard booth designations.

Attendee Registration is integrated into the show floor and will be located in Bayside C, taking advantage of the primary entrance point of Lion Lane. All convention attendees will enter thru the registration area prior to setting foot on the actual exhibit show floor.

Exhibitor Services will also be integrated into the show floor and will be located in the SW corner of Bayside C. Exhibitor services will consist of the SCI and Service Contractor services. Thus upon exhibit move-in exhibiting clients will no longer have to leave the show floor to visit with SCI exhibit service staff.

There are **three Entrance Doors** to the 2016 show. They are located at Bayside B, Bayside C and Bayside F. All other doors are emergency exits only and will be closely monitored by security contractor personnel. The new layout of the MBCC allows for pedestrian traffic to enter from the street level, including those without any show badges, hence for safety and security concerns the SCI show floor entrance points are restricted in number.

The **Day Auction Room** and **Day Auction Distribution** are also integrated into the show floor. Located in Bayside F the day auction layout also includes space for the **Silent Auction** and **Hunters**

Heaven. Day auction noise concerns are addressed in providing a much larger buffer zone between exhibitors and the daily auction events.

SCI will also feature an **Activity area** to highlight shooting sports and other activities. Educational opportunities in exposing SCI attendees to archery, traditional shooting or other hunting/outdoor related activities are the goal.

Numerous **Lounges** and **Food Courts** are incorporated throughout the show halls. Some lounge areas are much larger and thereby offer more seating areas for attendees to rest and relax while taking in neighboring exhibit displays.

The 2016 show floor will also feature multiple **Pavilion type show areas**, i.e. “Gun Makers Pavilion”; these areas are meant to enhance the show floor and highlight certain products in order to bring in returning attendees that are specifically interested in that product category, and new attendee types that fit the SCI profile. Marketing research indicates these “Village” type areas prove to be very effective especially as the surrounding exhibit space is then occupied with like and varied exhibitor products. Attendees are more likely to take in more of the show (exposure), visiting with other exhibitors whom they suddenly find an interest in.

Due to the increased show floor space availability SCI is able to designate more **Island Type Booth** spaces. Island booths offer greater flexibility in setting up booth displays. As booth space draw occurs for the Top 250 SCI staff will communicate these booth types, as well as all other booth types.

Overall the 2016 show floor will be the largest ever, integrating more convention services for exhibitors and attendees alike. SCI will maintain the large aisles we have come accustomed to in Las Vegas. SCI’s goal of keeping the focus on exhibitors and their products will be better than ever by keeping the attendees on the show floor. Our focus on the future is not only on returning exhibitors but also tapping the resources of new attendee types who have not been to the world’s greatest hunting show, or have never been exposed to the outdoor hunting world and all the amenities and educational opportunities offered that can be found at the annual SCI convention.

We look forward to working with each of you, our valued SCI clients. We appreciate your cooperation and mostly your continued and steadfast donor support that sustains and allows SCI to be your partner at the world greatest hunting convention.