



Jimbo's
FISHING EXPO

MEDIA KIT

WWW.JIMBOONLANIER.COM

Jimbo's Fishing Expo



About Us

Jimbo's Fishing Expo is a family-owned, small business event with deep roots in the Lake Lanier fishing community. For 14 years, Jimbo has been the premiere spotted bass guide on Lake Lanier, dedicating his career to helping anglers succeed.

Twelve years ago, he began hosting seminars, which evolved into the Expos you know today. Now in our 8th year, this event is a true family effort, with the entire Mathley family working together to create an experience that values and supports our vendors.

We understand the challenges of running a small business and deeply appreciate the vendors who choose to partner with us each year. Your success is our priority, and we're proud to provide a platform where small businesses thrive together.

Our Expo

Event Overview

Saturday, January 11, 2025
10 AM - 5 PM
Setup starts at 7:00AM

Audience Details

Our Expo attracts a diverse audience, from pro anglers and high school bass teams to fishing and outdoor enthusiasts. With a wide reach across Georgia, Tennessee, South Carolina, and Alabama lakes, this event brings together 800–1,000 attendees each year. Whether you're a seasoned angler or a weekend enthusiast, our Expo is the perfect place to connect, learn, and grow your passion for fishing.

Vendor Benefits

We deeply value our vendors and go the extra mile to support them. We share vendor logos on social media, feature them on our website, and provide opportunities to connect with a wide range of attendees, including local and non-local businesses, tackle shops, and bass teams. This creates meaningful interactions and lasting partnerships while showcasing your expertise to an engaged, targeted audience.

**BRINGING TOGETHER SMALL
BUSINESS OWNERS AND THE
COMMUNITY THAT SUPPORTS
THEM.**

Join Us



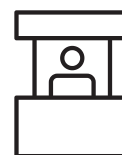
703-346-2177



southernoutdoorexpo@gmail.com



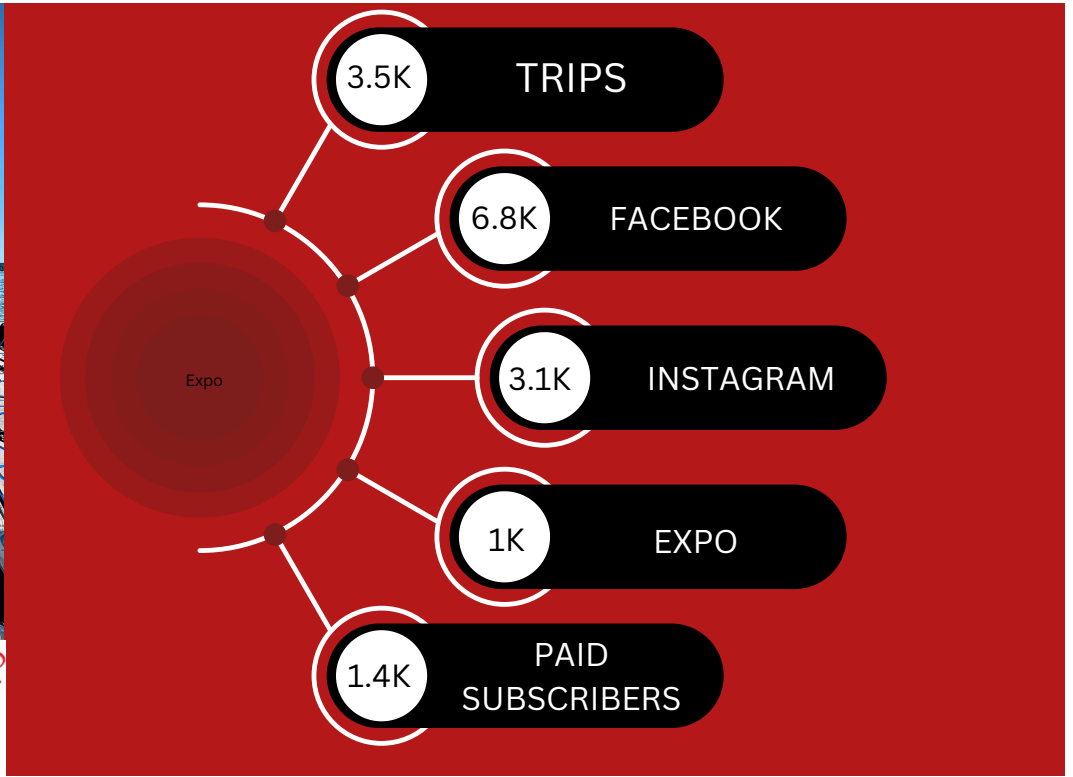
Forsyth Conference Center
3410 Ronald Reagan Blvd,
Cumming, GA 30041



10x10 \$250

Includes power and WiFi

Larger spaces available



<p>"The Jimbo Expo is proof that when small businesses work together, they can create something extraordinary for their customers and the community."</p>	<p>Vendor Benefits</p>
Pre-event Social Media Post	✓
Pre-event mentions to Jimbo Subscribers	✓
Logo Placement on Jimbo Website	✓
Free Entrance for Four Team Members	✓
Email Campaign (over 1000 emails)	✓
Special Speakers with Big Draw	✓
Raffle Prize Opportunity	✓
Free water and coffee all day	✓
Each booth comes with skirted table and two chairs	✓
Rolling ads throughout event	✓
Power, WiFi and parking included	✓



Discover FoCo Anchors the Jimbo Expo



"Joining Jimbo's Fishing Expo means more than just setting up a booth; it means becoming part of a community that values and supports small businesses like yours."

PARTNERSHIPS

We are proud to be sponsored by the Forsyth County Chamber of Commerce Tourist Department.

SPONSORSHIPS

Our sponsors propel our business!

- Shimano
- Georgia Blade
- Seaguar
- Hammond's Fishing
- John Megel Chevrolet
- Fish Monkey
- Advantage Boat Center
- Berkley Fishing

NEARBY HOTELS

Fairfield Inn

3150 Ronald Reagan Blvd, Cumming, GA 30041
(678) 208-2626

REGISTRATION & PAYMENT

Fill out registration form

Forms of Payment:

- Check: Mail to Jim Mathley, 5045 Ivy Nole, Cumming GA 30040
- Venmo: @James-Mathley
- PayPal; jamkho90@gmail.com



EXPO INFO



Community Showcase & Seminar



**IF YOU FISH
DON'T MISS
THIS**

Your favorite tackle
Your favorite people

Fishing Show

January 11, 2025



Lanier Conference Center
3410 Ronald Reagan Blvd,
Cumming, GA 30041

Saturday 10AM - 5PM



703-346-2177



jimboonlanier.com

Repeat Vendors



Lanier Baits



We are proud to partner with many repeat vendors and valued corporate sponsors who continue to support and grow with us year after year.

SHIMANO



ROD BENDERS BASS CLUB





Jimbo's
FISHING EXPO

JOIN US

703-346-2177