



SAND SPORTS

SUPER SHOW

M E D I A G U I D E

PASSIONATE.

ACTIVE.

ADVENTUROUS.

Sand Sports Super Show, features hundreds of exhibitors and thousands of attendees come together at the Orange County Fair & Event Center in Costa Mesa, CA, for the biggest and most exciting dune and dirt sports EXPO in the world.

Join us for three days of fun and get up close to the latest Sand Rails, UTVs, ATVs, Side x Sides, accessories, apparel and a whole lot more! Take part in the world's largest sand sports expo!



EVENT OVERVIEW

32,974+

ANNUAL PARTICIPANT &
SPECTATOR ATTENDANCE

2X

EVENTS

9,011,595

ANNUAL MEDIA IMPRESSIONS



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1,855,341

AVG. MONTHLY
PAGE VIEWS

127,668

AVG. MONTHLY
UNIQUE VISITORS

3,058,453+

SOCIAL MEDIA
AUDIENCE

15,000+

CUSTOM EMAIL
SUBSCRIBERS

30,000

ON-SITE
SHOW MAPS

Sand Sports Super Show's audience is comprised of powersports and off-roading enthusiasts who are actively researching the newest ATVs, UTVs/SXS, gear, equipment and how-to information. Using research and database management, we can identify, surface and activate high-value participants across all of our media channels in order to drive tangible results.

Source: 2021 Google Analytics

AUDIENCE PROFILE

Sand Sports Super Show's audience represent the most passionate 4x4 enthusiasts in the off-roading industry. They are an active, adventurous market whose passions are inspired by the outdoors and the thrill of off-roading.

AFFLUENT, PASSIONATE ENTHUSIASTS



AVERAGE HOUSEHOLD INCOME OF \$75,000 AND HIGHER

68%



70%
AVERAGING IN AGE BETWEEN 35 - 59



MARRIED
76%



75% MALE
25% FEMALE

100%
ATV/UTV/SXS OWNERS



37%
PLAN TO PURCHASE A NEW ATV/UTV/SXS IN THE NEXT 12 MONTHS

92%
TRUCK OWNERS



78%
RV/CAMPER/TOY HAULER OWNERS



OUTDOOR ACTIVITIES ENJOYED



42%
PARTICIPATES IN FISHING



23%
PARTICIPATES IN HUNTING



78%
PARTICIPATES IN CAMPING



53%
PARTICIPATES IN BOATING



97%
PARTICIPATES IN OFF-ROADING



43%
PARTICIPATES IN ATTENDING OTHER SPORTING EVENTS

Source: 2021 Sand Sports Super Show Survey

Save the Date

2022 SAND SPORTS SUPER SHOW EVENTS

Costa Mesa, CA
OC Fair & Expo Center
Saturday, May 21



Costa Mesa, CA
OC Fair & Expo Center
Friday, September 16 - Sunday, September 18



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