



*For Bowling Centers in  
Illinois \* Wisconsin \* Iowa \* Minnesota  
North Dakota \* South Dakota*

## **EXHIBITOR PROSPECTUS**

**☒ Over 100 Bowling Centers  
In Attendance!**

**September 27 - 29, 2009**

**Trade Show Dates**

**Monday, September 28**

**Tuesday, September 29**



**GRAND RIVER CENTER**



*Grand Harbor*  
RESORT AND WATERPARK

(Hotel Property)

**Dubuque, IA**

[www.mid-america-bowlfest.com](http://www.mid-america-bowlfest.com)

Managed by





**MONDAY, SEPT. 28**

(MOVE-IN) 8 A.M. – 5 P.M.  
5 P.M. – 8 P.M. EXHIBITS OPEN

**TUESDAY, SEPT. 29**

11:45 A.M. – 1:30 P.M. EXHIBITS OPEN  
(MOVE OUT) 2 P.M. – 7 P.M.

## **EXHIBIT HOURS**

### **Why you should exhibit?**

*Did you know that bowling is America's #1 Participatory sport?*

*Did you know that approximately:*

- 83% of bowling centers have a pro shop
- 87% have a bar
- 85% have a snack bar
- 27% have a full service restaurant
- 89% have an arcade
- 54% have billiard tables

*Did you know that there are over 66 million bowlers in the US alone:*

- 45.3 million adult bowlers
- 11.6 million teen bowlers ages 12-17
- 9.5 million youth bowlers ages 6-11
- 48% are female – 52% are male
- 52% are married and 74% own their own home
- Fastest Growing High School Sport in America

### **Returning in 2009!**

- Educational keynotes
  - Interactive roundtables
    - Family Fun Events
      - Exhibit Hours include  
"Strolling Dinner" & "Lunch"
        - A beautiful resort setting

Mid-America  
**BOWLFEEST**  
 2009  
**EXHIBIT FLOOR**



[10'D X 10'W BOOTHS SHOWN;  
 TABLETOP EXHIBITS IN PERIMETER AREAS, UNLESS OTHERWISE SHOWN]

1882	1884	1886	1888	1890	1892	1894	1896	1898	1900
1783									1801
1684	1686	1688	1690	1692	1694	1696	1698	1700	1702
1585	1587	1589	1591	1593	1595	1597	1599	1601	1603
1486	1488	1490	1492	1494	1496	1498	1500	1502	1504
1387	1389	1391	1393	1395	1397	1399	1401	1403	1405
1288	1290	1292	1294	1296	1298	1300	1302	1304	1306
1189	1191	1193	1195	1197	1199	1201	1203	1205	1207
Smart Buy Vendors 1090	Smart Buy Vendors 1092	Smart Buy Vendors 1094	1096		1100		1104		1108
Door 601	BPAA 795		Smart Buy Vendors 898	900	902		906		910
			Smart Buy Vendors 799	801	803	805	807	809	811
			700	702	704	706	708	710	712
Smart Buy Vendors 595	North Pointe Insurance 597	Smart Buy Vendors 599	601	603	605	607	609	611	613
496	498	500	502	504	506	508	510	512	514
397	399	401	403	405	407	409	411	413	415
298	300	302	304	306	308	310	312	314	316
199									217
100	102	104	106	108	110	112	114	116	118