



OVER 25 WINE AND CRAFT BREW VARIETIES ON-SITE

# OC TRAVEL

## FOOD & WINE EXPO

**ORANGE COUNTY FAIR AND EVENT CENTER**  
**NOVEMBER 5 – 6, 2016**





# 2016 OC TRAVEL, FOOD & WINE EXPO

ORANGE COUNTY FAIR AND EVENT CENTER • NOVEMBER 5 - 6, 2016



OVER 100K DOLLARS IN ADVERTISING & PROMOTIONAL CAMPAIGN

## RADIO ADVERTISING PROJECTED MEDIA CAMPAIGN

KFI, KOST, MY 104.3, KNX, KRTH, KOLA, KCAL, 105 GO COUNTRY

Broadcast and streaming commercials - traffic and promotional spots

Local food programs

## TV ADVERTISING BROADCAST AND CABLE PROJECTED MEDIA CAMPAIGN

NBC, CBS, KTLA, FOX, TIME WARNER featuring: Travel Channel, Food Network, Golf Channel, Plus many, many more

## NEWSPAPERS AND MAGAZINES REACHING OVER THREE SO CAL COUNTIES

OC Register, The Press Enterprise, Coast Magazine, OC Family, Southland Golf, Los Angeles Times, Plus 22 weekly community newspapers including a special feature in the OC Register Travel section on Saturday, October 29, 2016.

## BILLBOARD AND BUS SHELTERS PROJECTED MEDIA CAMPAIGN

55 Freeway, Bus shelters' campaign one month before

## ONLINE DIGITAL AND SOCIAL MEDIA PROJECTED MEDIA CAMPAIGN

E, Facebook, Instagram, Twitter, Radio and Print Eblasts, Plus much more

ORANGE COUNTY  
**REGISTER**

**THE PRESS-ENTERPRISE**

**COAST**  
MAGAZINE

**SOUTHLAND  
GOLF**

**OC FAMILY**

SPONSORED BY: THE OC REGISTER, COAST MAGAZINE, OC FAMILY, AND THE PRESS ENTERPRISE



# ORANGE COUNTY REGISTER

"The Orange County Register is pleased to Partner with On the Edge Promotions as the Presenting Media Sponsor for the 1st Annual 2016 OC Travel, Food and Wine Expo. As the presenting media sponsor the OC Register will support the show with a one month marketing and advertising campaign featuring Print and Digital promotional support valued at over \$75,000. We are excited to partner with On the Edge Promotions to bring an extraordinary event to life of Travel, Food and Wine to Orange County."

- Holli Christopher, Marketing Director, Orange County Register



"Montrose Travel has attended On The Edge events in the past and they consistently bring in qualified leads and thousands of consumers to their events. We feel the Orange County marketplace is ready for such an event. Montrose Travel with sales of over 270 million dollars welcomes the opportunity to be a sponsor of this event for 2016."

- Chris Martin, Marketing Manager, Montrose Travel

## ABOUT ON THE EDGE

For well over a decade On the Edge has been a leader in targeted consumer and trade events. Currently, On The Edge produces or manages nine annual events in three states. Sites and events listed below.

- Home and Backyard Expos - [LVHOMESHOWS.COM](http://LVHOMESHOWS.COM)
- Elegant Home, Food and Wine Expo - [ELEGANTHOMEEXPO.COM](http://ELEGANTHOMEEXPO.COM)
- Income Property Management Expo - [INCOMEPROPERTYEXPO.COM](http://INCOMEPROPERTYEXPO.COM)
- Holiday Craft and Gift Festival - [LVCRAFTFESTIVAL.COM](http://LVCRAFTFESTIVAL.COM)
- Home and Auto Expo - [AUTOHOMEEXPO.COM](http://AUTOHOMEEXPO.COM)
- Travel, Food and Wine Expo - [OCTRAVELEXPO.COM](http://OCTRAVELEXPO.COM)



