

# SUP EXPO

If you're looking to expand your market share and increase sales, take advantage of the Rainbow Sandals Battle of the Paddle Hawaii, the largest Stand-Up Paddle event in the world. A key component of the BoP Hawaii will be the SUP Expo. This one-of-a-kind expo offers exhibitors a unique opportunity to market directly to one of the fastest growing outdoor sports segments today.

Spectators as well as participants will be looking for the latest products and the best deals. The most recent Battle of the Paddle (Dana Point, Oct 3-4, 2009) hosted over 700 competitors, 68 exhibitors and several thousand spectators. For BoP Hawaii, we expect bigger numbers. Become a part of this phenomenal Stand-Up Revolution!

The layout of the SUP Expo will offer a beach side set-up area. The SUP demo will have pros on site giving instruction throughout the weekend. Exhibitors can go face-to-face with the public, offering instruction, information, and samples of their products.

Adjacent to the SUP Expo will be the Rainbow Sandals event stage. The stage will be the focal point for commentary, announcements, live music and entertainment. The BoP SUP Expo is sure to be a bright light in an otherwise gloomy economy. Don't miss the boat on this expansive global SUP movement!



**BATTLE OF THE PADDLE**  
HAWAII

