

# 2025 Gateway Outdoor Expo IMPACT REPORT

The 2025 Gateway Outdoor Expo delivered meaningful value for sponsors and exhibitors while driving real momentum for the regional outdoor community. This report highlights what we accomplished together, showcasing key metrics that demonstrate how the Expo supports its partners by growing reach, strengthening relationships, and advancing access, equity, and participation in the St. Louis-area outdoors.

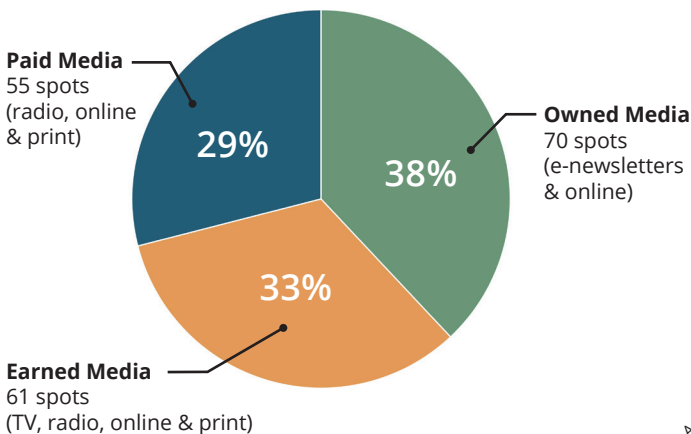
## PERFORMANCE

The 2025 Expo attracted a highly engaged audience and created a strong platform for sponsor and exhibitor visibility.

Metric	Achieved
Attendance	5,000
Sponsors	11
Exhibitors	81
Booths	136

## PROMOTION

Through multi-channel coverage and storytelling, our media support promoted the Expo while also helping extend the reach and exposure for its exhibitors and sponsors.



## FEEDBACK

Post-event attendee survey results showed high overall satisfaction and strong engagement, underscoring the Expo's value as a high-impact experience.

**91%**  
Satisfied or extremely satisfied with event

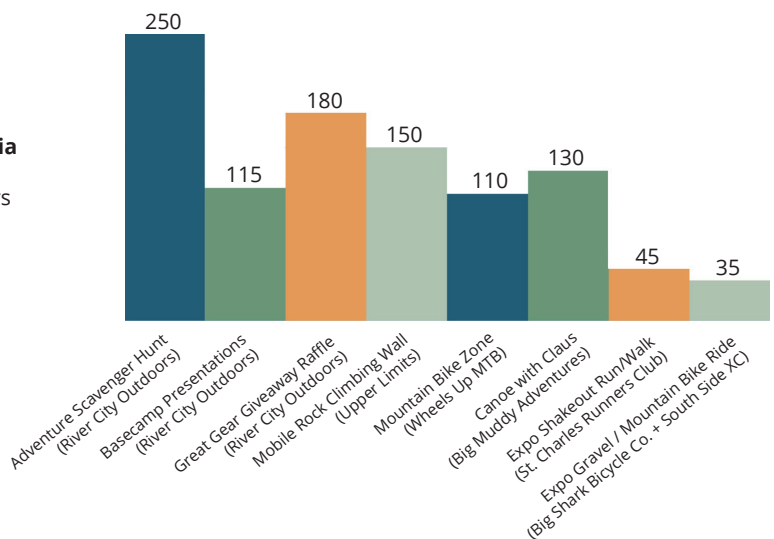
**89%**  
Discovered new product or service

**48%**  
Purchased one or more items

**87%**  
"Very likely" to recommend event to others

## ACTIVITIES

With more activities than ever, this year's Expo expanded opportunities for participants (shown numerically) to engage, connect, and create memorable experiences.



## LOOKING AHEAD

### SAVE THE DATE: FEBRUARY 13-14, 2027

The next Gateway Outdoor Expo will take place in winter 2027, reflecting the wishes of exhibitors and sponsors for a season kickoff event. Plus, stay tuned for updates about the new, standalone Gateway Outdoor Summit coming in August 2026!

To explore opportunities, contact [jarrid@terrain-mag.com](mailto:jarrid@terrain-mag.com) or [brad@terrain-mag.com](mailto:brad@terrain-mag.com).