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Kinsey’s Dealer Show Better than Ever  
*2020 Version Had it All*

MOUNT JOY, PA — This year’s version of the Kinsey’s Dealer Show (KDS) was recharged and received record attendance with growth around 20% over the 2019 show. The attendees were once again treated to a weekend of entertainment, best-of-the-year pricing, and giveaways at the Hershey Lodge in Hershey, PA (The Sweetest Place On Earth™). However, having listened to the feedback from 2019’s highly successful show, Kinsey’s added even more reasons to be present: more Hot Shows, new Best-of-Show items, the return of Casino Night, and table seating for everyone at Dealer Appreciation Night. This year’s act, Uncle Kracker, created quite a buzz and delivered with a strong performance. The floor hours were revamped to provide additional convenience and lunch bars were set up near the action to provide easy food access. The popular Bucks Box returned and offered a chance for five lucky dealers to grab $5000 in cash. And finally, Kinsey’s expanded categories were on display —dealers were able to stock their shelves with archery, firearms, ammunition, and general outdoor products at one incredible show.

“The expanded categories benefited everyone this year. Whether you are an archery dealer, firearms dealer, combination dealer, or a vendor there was a lot of new faces at KDS this year. New faces means new interactions and new sales. We are looking forward to continuing to grow our assortment and be a one-stop shop for outdoor and hunting retailers.” said Justin Gorman.

KDS provided dealers with best prices of the year on products and flexible payment plans. Further, dealers were also able to take advantage of the improved KDS E-Show electronic ordering system, now in its sixth year. This interface allows dealers at the physical show to easily review, add, and adjust orders on the fly, while still capturing attendee only benefits.

“Thank you to everyone who attended and helped make our show a success. We believe Q3 & Q 4 will be strong for the hunting market this year” commented Kelsey Heisey, Show Coordinator.