



Campground Owners Expo 2021 in Branson, MO

Who We Are



The Campground Owners Expo (COE), owned by Severson & Associates, a Management, Training and Consulting firm, was formed to give campground owners numerous networking opportunities. *Lori Severson, Owner of Severson & Associates*

and Bud Styer, from Bud Styer Associates, Camping for the Fun of It, have successfully participated in hundreds of shows with a combined 50 years of industry, campground association, and trade show experience!

Our Mission

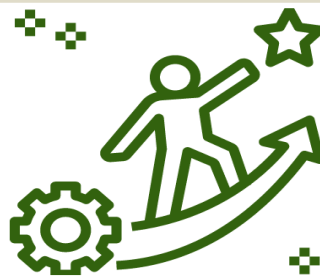
In these trying times we would like to give you the information and knowledge we have acquired for campgrounds around the USA. Whether you already have a State Association and need help growing it, or you don't yet have an association in your State, participate in the COE and network with other campground owners who want to take their business to the next level! You'll find an inviting environment with forward thinking campground owners just like you who are looking to improve their bottom line! We will help you grow your business.

Why Participate in the COE?



LEARN

from owners and managers in 15 states. What worked, what didn't, and what haven't you tried?



GROW

your business, your bottom line, and your supplier connections.



INSPIRE

other owners and managers with your stories of success and lessons from failures.



What's included in my 2021 COE Registration?

“Visitors are Cheering for Encores in Branson!”

The Branson/Lakes Area Convention & Visitors Bureau tells us, “Branson’s long list of live shows, amazing performers, and jaw-dropping surprises leave audiences cheering for encores and coming back every year.” And we believe them!



WHY WE CHOSE OUR LOCATION:

Unique to any other expo experience, choose from a menu of BACKSTAGE events – where you won’t only enjoy the action but see how the owners make the experiences that bring back guests time and time again. Pick up tips on creating priceless experiences that generate return customers directly from business owners and performers!

Website

Dedicated to getting you the best education, information and business tools that develop from this Expo!

Facebook

A Page/Group specifically designed to let Campground Owners (and potentially Exhibitors) chat about what they’d like to see at the Expo!

Expo Directory

Booklet putting all our Expo Participant’s information at your fingertips! Let us help you make great business decisions quickly and easily!

NO MEETING SPACE? WE CAN HELP!

Does your State Association currently not have a meeting space or dedicated Annual Meeting? Maybe its been awhile since your company had a strategic planning session? Reach out to our COE office to learn about FREE MEETING SPACE options available to your group!



2021 CAMPGROUND OWNERS EXPO

Seminar Samples

FACEBOOK & SOCIAL MEDIA

Social media can be so overwhelming, but it's critical to your business! Let's run through best practices, using the right platform for your customer base, and creating engaging content.

STORE DISPLAYS THAT BLOW OUT PRODUCT Learn how to best display items in your store that will continue to move product consistently!

MAKING FOOD SERVICE WORK The best way to a guest's wallet is through their mouth. Learn how important food service is and how to make it profitable at your campground!
Learn how to best display items in your store that will continue to move product consistently!

3 Show Options Per Night! An Example...



PRESLEYS' COUNTRY JUBILEE

2920 W 76 Country Blvd · Branson, MO 65616

8pm Show - \$33.65 Adult | \$16.83 Child

Back in 1967 the Presleys built the first LIVE music theatre in Branson, Missouri. Today, Presleys' Theatre is a Branson Landmark, and the Presley family is still here entertaining audiences with a one-of-a-kind mix of country, gospel, bluegrass and hilarious comedy!



Lodging



Hilton Branson Convention Center

(866) 442-0959

200 East Main St.,

Branson, MO, 65616

[CLICK HERE TO BOOK](#)

\$139 ROOMS RELEASED Nov 12, 2021

Hilton Promenade at Branson Landing

(866) 568-0890

3 Branson Landing,

Branson, MO, 65616

[CLICK HERE TO BOOK](#)

\$149 ROOMS RELEASED Nov 12, 2021



2021 COE REGISTRATION FORM

Mail Form & Payment to: Severson & Associates (COE),
PO BOX 228, Ettrick, WI 54627
Phone: 608-525-2323 | Fax: 608-525-2328

EXPO REGISTRATION

CAMPGROUND NAME:

OWNER/MANAGER NAME:

CAMPGROUND ADDRESS:

CITY, STATE, ZIP:

CAMPGROUND PHONE:

CONTACT PHONE:

CONTACT EMAIL:

CAMPGROUND FAX:

CAMPGROUND WEBSITE:

ANNUAL REGISTRATION FEE:

\$100

2021 EXPO FEE:

\$200

We need a group of people interested from the Midwest States to work with suppliers to help us fund the expo. They need numbers, and you can help by signing up today. Join us for an exciting new expo, unlike any you've ever attended, on December 15-18, 2021, in Branson, Missouri! Our goal is to have unique family backstage educational tours, stimulating seminars that increase your revenue, save you time and money, and most of all, FUN as we make new connections!

Looking at the calendar and saying, "Hmm, that's close to Christmas." It sure is, and this location is perfect for that magical Christmas family getaway!

LIMITED OFFER: Sign up for the expo & we'll waive the \$100 annual registration fee!

PAYMENT OPTIONS: CHECKS SHOULD BE MADE PAYABLE TO SEVERSON & ASSOCIATES!

CHECK #

CREDIT CARD #

EXP. DATE:

CCV:

BILLING ZIP CODE: