



# Join us for the 1<sup>st</sup> Annual Campground Owners Expo DECEMBER 16 & 17, 2021

## Why Exhibit or Sponsor?



### LEARN

Help campground owners all over the U.S. determine what products and services they need! Hear directly from your prospects instead of assuming!



### GROW

Connect with decision-makers from over 15 states to solidify or create new relationships and grow your business. Support those who support you!



### INSPIRE

Is there an application for your products and services that you don't even know about? Demonstrate your products and services while you explore unique possibilities!

## Sell to 15 States

Arkansas	Michigan	Ohio
Illinois	Minnesota	Oklahoma
Indiana	Mississippi	South Dakota
Kansas	Missouri	Tennessee
Kentucky	Nebraska	Wisconsin

### WHY WE CHOSE OUR LOCATION:

Unique to any other expo experience, choose from a menu of BACKSTAGE events in the one and only Branson, MO. You won't only enjoy the action but also see how the show owners create experiences that bring back guests time and time again. Did we mention the campground owners will be attending these same shows? Can you say "priceless networking?"

## Experienced Organizers



Work with seasoned expo and industry professionals like **Lori Severson, from Severson & Associates** and **Bud Styer, from Bud Styer Associates, Camping for the Fun of It!**

Lori, Bud, and their staff, have spoken at and participated in hundreds of shows with a combined 50 years of industry and expo experience!





# Campground Owners Expo

## DECEMBER 16 & 17, 2021

### Expo Dates and Times



WEDNESDAY DECEMBER 15	THURSDAY DECEMBER 16	FRIDAY DECEMBER 17
EXHIBITOR SET UP: 8 am to 2 pm	Set Up Time if needed: 7- 8 am	Trade Show: 8 am to 2 pm
Booth Must be ready by 8 am Thursday!	Trade Show: 8 am to 2 pm	Booth must be ready by 8 AM!
Are you Sponsoring a meal? Present at 12 noon!	Booth must be ready by 8 AM!	Tear down AFTER 2 pm

## LODGING OPTIONS

### 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*

## Deadlines and Reminders

**NO!**

**Note: Early tear downs are not allowed! You will be fined \$250.00 for early tear-down without prior authorization.**

**EARLY BIRD RESERVATIONS MUST RECEIVED BY AUGUST 1, 2021.**

**FINAL REGISTRATION DATE IS OCTOBER 1, 2021.**

**FINAL DAY TO BOOK HOTEL IS NOVEMBER 12, 2021.**

As this is a unique show in format and presentation, please register early! No booths can be held without payment. Sorry, no refunds are available. **Booths will be sold on first come first serve basis with the exception of SHOW SPONSORS. NO booth numbers with the exception of SHOW SPONSORS are guaranteed.** All decisions made by the Exhibitor Committee are final. We reserve the right to refuse participation based on product selection at the committee's discretion. Booth numbers available 2 weeks prior to the show.

# PRESENTING SHOW SPONSOR \$10,000



Benefits Included in PRESENTING SHOW SPONSORSHIP:	Value
2 complimentary Booths	\$2000
Featured in the Exhibitor Book	\$5000
Featured on all Expo literature	\$300
Featured at each meeting	Priceless
Featured on all correspondence, including 10+ email campaigns, Featured on the invite, featured on all social media posts.	\$3000
Mentions throughout the expo at all meals & social events!	\$1000
11x17 banner displayed at the trade show	\$500
Free admission to all seminars	\$200
3 free email blasts featuring you and your company	\$1500
Direct link back to your website from our website	\$500
Free brochure inserts to all attendees	\$500
Facebook live at the event	\$500
Featured blog on the website	\$500
Preferred placement in the Exhibitor Hall	Priceless
Banner ad on the website	\$1000
Listed as a sponsor in the expo program	\$1000
Opportunity to hold a session at the conference	Priceless
Press release and media coverage	Priceless
<b>TOTAL VALUE OF SPONSORSHIP</b>	<b>\$17,500+</b>

# GRAND SHOW SPONSOR \$5,000



Benefits Included in GRAND SHOW SPONSORSHIP:	Value
1 complimentary Booths	\$1000
Noted in the Exhibitor Book	\$2500
Featured on all Expo literature	\$300
Featured at each meeting	Priceless
Noted on all correspondence, including 10+ email campaigns, Featured on the invite, featured on all social media posts.	\$2000
Mentions throughout the expo at all meals & social events!	\$1000
11x17 banner displayed at the trade show	\$500
Free admission to all seminars	\$200
2 free email blasts featuring you and your company	\$1000
Direct link back to your website from our website	\$500
Free brochure inserts to all attendees	\$500
Preferred placement in the Exhibitor Hall	Priceless
Banner ad on the website	\$1000
Listed as a sponsor in the expo program	\$1000
<b>TOTAL VALUE OF SPONSORSHIP</b>	<b>\$11,500+</b>

# SUPPORTING SHOW SPONSOR \$2,500



Benefits Included in SUPPORTING SHOW SPONSORSHIP:	Value
Noted in the Exhibitor Book	\$2500
Featured on all Expo literature	\$300
Featured at each meeting	Priceless
Noted on all correspondence, including 10+ email campaigns, Featured on the invite, featured on all social media posts.	\$2000
Mentions throughout the expo at all meals & social events!	\$1000
11x17 banner displayed at the trade show	\$500
Free admission to all seminars	\$200
Direct link back to your website from our website	\$500
Free brochure inserts to all attendees	\$500
Banner ad on the website	\$1000
Listed as a sponsor in the expo program	\$1000
<b>TOTAL SPONSORSHIP VALUE</b>	<b>\$9,500+</b>

# OTHER SPONSORSHIP OPTIONS



All sponsorships include recognition at the COE Trade Show, line listing in the Exhibitor Book, and exposure to hundreds of COE attendees from campgrounds in 15 states!

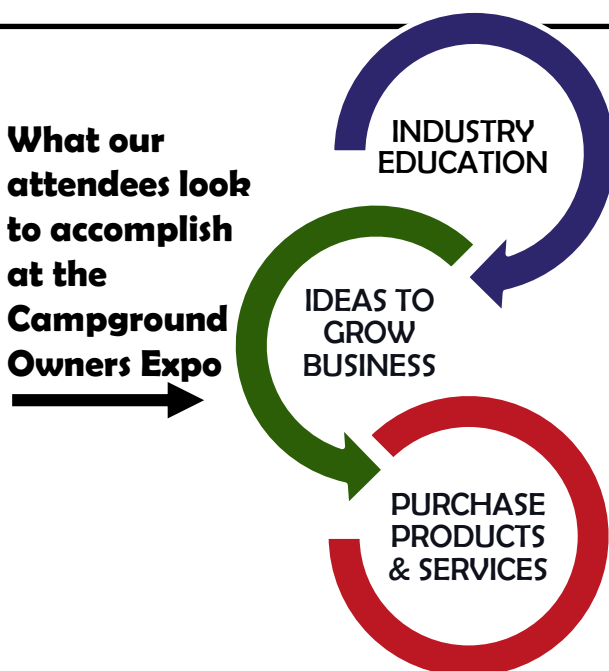
SPONSORSHIP	DETAILS	RATE
GOLD MEAL SPONSOR	Good food keeps the crowd focused on learning and making smart purchases – sponsor a meal Wednesday or Thursday and address the group 15 minutes before the lunch presentation. Showcase your products in the meal!	\$2000
SILVER BEER SPONSOR	Alcoholic beverages will be available in your booth during the trade show. <b>LIMITED TO 8!</b>	\$1500
BRONZE BEVERAGES & SNACKS SPONSOR	Everyone needs beverages when they are thirsty for knowledge! Your sponsorship will go towards Coffee, donuts, juice, etc. and your signage will be noted next to all options when available.	\$500
ENTERTAINMENT SPONSOR/BOOTH SPECIALS	These booths, located in the lobby, are able to showcase entertainment. Owners and managers will be looking to book their entertainment for the season. Make their decision easy at a reduced booth rate!	\$500

## EXHIBITOR DETAILS

### YOUR 10 x 10 BOOTH INCLUDES:

- ID sign (7" x 44") – single line
- 8' high drape back wall and 3' high drape side rails
- 6' Table, draped on (3 sides)
- Two Chairs and a Wastebasket

What our attendees look to accomplish at the Campground Owners Expo







# 2021 EXHIBITOR/SPONSOR REGISTRATION

Mail Form & Payment to: Severson & Associates (COE),

PO BOX 228, Ettrick, WI 54627

Phone: 608-525-2323 | Fax: 608-525-2328

**COMPANY NAME:**

**CONTACT NAME:**

**ADDRESS:**

**CITY, STATE, ZIP:**

**PHONE:**

**FAX:**

**EMAIL:**

**WEBSITE:**

**PRODUCT OR SERVICE DESCRIPTION IN 100 WORDS OR LESS:**

**Please print names of attendees for name badges (4 Max):**  
**NOTE: \$10 charge for name changes or adjustments at expo.**

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Entertainment Booth Only (located in the hotel lobby at discounted rate): \$500/booth	\$
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EARLY BIRD BOOTH (BEFORE AUGUST 1, 2021): \$1000/booth	\$
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AFTER AUGUST 1, 2021 BOOTH: \$1500/booth	\$
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ELECTRICITY added to booth: \$100/booth	\$
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CABIN SPACE: \$1000/space	\$
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BROCHURE INSERT to all attendees (QTY: 1500): \$500	\$
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<b>PRESENTING SHOW SPONSOR: \$10,000</b>	\$
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<b>GRAND SHOW SPONSOR: \$5,000</b>	\$
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<b>SUPPORTING SHOW SPONSOR: \$2,500</b>	\$
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<b>GOLD SPONSOR: \$2000 _____ SILVER SPONSOR: \$1500 _____ BRONZE: \$500 _____</b>	\$
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<b>TOTAL AMOUNT DUE</b>	\$
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**PAYMENT OPTIONS: CHECKS SHOULD BE MADE PAYABLE TO SEVERSON & ASSOCIATES!**

<b>CHECK #</b>	<b>CREDIT CARD #</b>		
	<b>EXP. DATE:</b>	<b>CCV:</b>	<b>BILLING ZIP CODE:</b>

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