



# 3RD ANNUAL 2023 CAMPGROUND OWNERS EXPO NOVEMBER 29-30, 2023

**HILTON BRANSON CONVENTION CENTER**  
200 East Main St. | Branson, MO

## WHY BE AN EXHIBITOR OR SPONSOR?

### LEARN



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

Connect in unique ways with the decision-makers from 28+ states! Solidify or create new relationships and grow your business. Support those who support you!

### GROW



What if there is an application for your product/service that you haven't even thought about yet? Showcase your product/service while you explore unique possibilities!

### INSPIRE



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!

## WHY BRANSON?

Branson is a magical place at Christmas time! We encourage our attendees to bring their families down for an exciting pre-Christmas getaway!

But more than that, COE is unique to any other expo experience in that you can participate in several "behind-the-scenes" events right alongside the campground owner attendees! Can you say "priceless networking?"

These events are designed to show campground owner attendees how Branson show owners and crews create top-notch guest experiences that bring customers back time and time again; and how they can apply those lessons at their campground when they return!





# 3RD ANNUAL 2023 CAMPGROUND OWNERS EXPO EXPO DATES & TIMES

**TUESDAY  
NOVEMBER 28**

**WEDNESDAY  
NOVEMBER 29**

**THURSDAY  
NOVEMBER 30**

Exhibitor Set-Up Open  
8:00am - 5:00pm

Booths must be ready by  
12:00pm on Wed. 11/29!

Exhibitor Set-Up Open  
8:00am - 12:00pm

Expo Open  
12:30pm - 4:30pm

Expo Open  
8:00am - 12:00pm

Teardown AFTER 12:00pm  
No early teardowns!

## Wednesday Evening Program - 4:00pm to 6:30pm

Exhibitors are welcomed and encouraged to attend our evening program in the Ballroom for time to network with the campground owners, industry awards, charity auction, drinks, appetizers, and dinner! Another excellent opportunity to network and connect with campground owner attendees in a laid back and fun atmosphere!



## LODGING INFORMATION (EXPO LOCATION)

Hilton Branson Convention Center  
200 East Main St. | Branson, MO, 65616 | (866) 442-0959  
Group Block Rate: \$141/night (*Booking Code: CAMP23*)  
Or visit [www.campgroundownersexpo.com/coe-lodging](http://www.campgroundownersexpo.com/coe-lodging)  
to book online with our easy booking link!  
**Book early! Group Rate Ends October 27, 2023.**

## DEADLINES & REMINDERS!

**Early Bird Booth Rate Deadline: July 1, 2023**

**Hotel Room Group Rate End Date: October 27, 2023.**

**Deadline to be included in print materials: November 6, 2023.**

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 for any reason. Booths will be sold on first come, first served basis with the exception of Show Sponsors at the \$10,000, \$5,000 and \$3,500 levels. NO booth numbers with the exception of Show Sponsors are guaranteed. All decisions made by Exhibitor Committee are final. We reserve the right to refuse participation based on product selection at the committee's discretion. Booth numbers available two weeks prior to the show and are subject to change based on needs of show.

**NO!**

Early tear downs are not allowed! You will be fined \$250 for early tear-down without prior authorization.

# PRESENTING

*Show Sponsor*

## \$10,000

Two complimentary expo booth spaces (Each is 10x10)	\$2,000
Featured ad in the digital Exhibitor Book	\$5,000
Featured on all Expo literature	\$300
Featured signage in each seminar/meeting space	Priceless
Featured on all correspondence, including 10+ email campaigns, event email invite, and on the 2023 Sponsor listing tab on our website	\$2,500
Direct link back to your website from our website	\$500
Two sponsor spotlight posts on our Facebook page	\$500
Recognition throughout the expo at meal & all social events	\$1,000
11x17 banner displayed in multiple areas throughout event	\$1,000
Free admission to all educational seminar sessions (except ticketed events)	\$200
Three free email blasts featuring your company	\$1,500
Free brochure insert in all attendee bags	\$500
Facebook Live (on our COE Facebook) at the event	\$500
Featured blog post on the COE website	\$500
Preferred placement in sponsor area in the Exhibitor Hall	Priceless
Banner ad on the COE website, linked back to your website (for 1 year)	\$1,800
Listed as a sponsor in the expo program	\$1,000
Opportunity to host an educational seminar session at the expo	Priceless
Press release and media coverage	Priceless
<b>TOTAL VALUE OF SPONSORSHIP</b>	<b>\$18,800+</b>

# GRAND

## Show Sponsor

# \$5,000

One complimentary expo booth space (10x10)	\$1,000
Noted in the digital Exhibitor Book	\$2,500
Featured on all Expo literature	\$300
Featured signage in each seminar/meeting space	Priceless
Noted on all correspondence, including 10+ email campaigns, event email invite, and on the 2023 Sponsor listing tab on our website	\$2,000
Direct link back to your website from our website	\$500
One sponsor spotlight post on our Facebook page	\$250
Recognition throughout the expo at meal & all social events	\$1,000
11x17 banner displayed in multiple areas throughout event	\$1,000
Free admission to all educational seminar sessions (except ticketed events)	\$200
Two free email blasts featuring your company	\$1,000
Free brochure insert in all attendee bags	\$500
Preferred placement in sponsor area in the Exhibitor Hall	Priceless
Banner ad on the COE website, linked back to your website (for 1 year)	\$1,800
Listed as a sponsor in the expo program	\$1,000
Press release and media coverage	Priceless
<b>TOTAL VALUE OF SPONSORSHIP</b>	<b>\$13,050+</b>

# SUPPORTING

*Show Sponsor*

## \$3,500

Option to buy one booth at half-price	\$500+
Noted in the digital Exhibitor Book	\$2,500
Featured on all Expo literature	\$300
Featured signage in each seminar/meeting space	Priceless
Noted on all correspondence, including 10+ email campaigns, event email invite, and on the 2023 Sponsor listing tab on our website	\$2,000
Direct link back to your website from our website	\$500
One sponsor spotlight post on our Facebook page	\$250
Recognition throughout the expo at meal & all social events	\$1,000
11x17 banner displayed in multiple areas throughout event	\$1,000
Free admission to all educational seminar sessions (except tickets events)	\$200
Free brochure insert in all attendee bags	\$500
Banner ad on the COE website, linked back to your website (for 1 year)	\$1,800
Listed as a sponsor in the expo program	\$1,000
Press release and media coverage	Priceless
<b>TOTAL VALUE OF SPONSORSHIP</b>	<b>\$11,550+</b>



# OTHER SPONSORSHIP OPPORTUNITIES



## Gold Meal Sponsor

Sponsor one of our meal options during the event! Option to address the group for up to five minutes during the meal of choice. Option to showcase your products in the meal as well!

\$2,500

## State Association Meeting Room Sponsor

Sponsor a State Association meeting room to host their annual meeting at COE. Your sponsorship covers food/beverage in the meeting room; and includes signage recognition in the room, an option to showcase your products/services in the meeting room, and option to address the group for up to five minutes (time at discretion of group).

\$2,000  
per  
room

## Silver Drinks Sponsor

Your choice to be recognized as a sponsor for alcohol during our Wednesday night program, or as a sponsor of appetizers and/or the non-alcoholic beverages.

\$1,500

## Bronze Sponsor

Sponsorship of breakfast/coffee cart during morning hours. Recognition signage will be posted next to all options when available.

\$500

## EXHIBITOR BOOTH DETAILS

All booths are 10' x 10' in size and include:

- Single line ID sign (7" x 44")
- 8' high drape back wall and 3' high drape side rails (black in color)
- One 6' table (draped on three sides)
- Two folding chairs
- Wastebasket

Cabin spaces and equipment spaces are based on availability. Please call us at (608) 525-2323 to inquire on these spaces.

## EXPOSITION SERVICES PROVIDED BY:



1821 Bedford Ave.

North Kansas City, MO 64116

816-891-9500

[www.libertyexpo.com](http://www.libertyexpo.com)

# EXHIBITORS

BRANSON, MO | EXPO NOV. 29-30, 2023



Company Name:

Contact Name:

Company Address:

Company City:

State:

Zip Code:

Company Phone:

Company Fax:

Contact Email:

Company Website:

Product/Service Description:

List names of attendees for badges (4 people per booth - \$50 ea. additional person) :

**If you need to make adjustments to your attendee names:**  
Please email Danielle Todd at danielletodd425@gmail.com with any name changes you need after completing this form. There is a \$10 charge for name changes or badge adjustments at expo.

Attendee 1:

Attendee 2:

Attendee 3:

Attendee 4:

Payment Information:

Entertainment Table Only: \$500/table (No pipe/drape - only draped table and two chairs)  
(If you provide entertainment services that campgrounds could book a performance, this option is for you!)

\$

Early Bird Booth (BEFORE July 1, 2023): \$1,000/booth (10x10 booth, 6' table and two chairs.)

\$

Regular Booth (AFTER July 1, 2023): \$1,500/booth (10x10 booth, 6' table and two chairs.)

\$

Electricity Added To Booth: \$150/booth space

\$

Open Space: \$2,500/space (Includes 20x20 non-draped floor space, table and two chairs.)

\$

Brochure Insert To All Attendee Bags (Qty. 500): \$500/insert

\$

Show Sponsorship:

☐ Presenting (\$10,000)
 ☐ Grand (\$5,000)
 ☐ Supporting (\$3,500)

\$

Other Sponsorship:

☐ Gold (\$2,500)
 ☐ Silver (\$1,500)
 ☐ Bronze (\$500)

\$

Checks should be made payable to Severson & Associates.

☐ State Association Meeting Room (\$2,000)

Discount Code:

Total Amount Due:

\$

Select Payment Type:

☐ Credit Card: #

☐ Check: #

Exp. Date:

CVV:

Billing Zip Code:

Please return this form to:

By mail to: Severson & Associates (Attn: COE) | PO Box 228, Ettrick, WI 54627  
By Email to: campgroundownersexpo@gmail.com