



4TH ANNUAL 2024 CAMPGROUND OWNERS EXPO DECEMBER 4-5, 2024

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 33+ 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 thought about yet? Showcase your product/service while you explore unique possibilities!

INSPIRE



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!



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!

SEE WHAT OTHERS HAVE SAID!

"We look forward to COE each year. Danielle, Lori and the team do a great job. The venue is beautiful and great to bring the family to. Every vendor should be here."

--Mark Koep, *CampgroundViews.com*

"This was our 3rd year exhibiting at COE. Each year attendance has increased and there is great engagement from everyone. The show draws attendees from so many states which is great!"

--Eric Haun, *Coverra Insurance Services, Inc.*

"We can't recommend the Campground Owners Expo in Branson enough for vendors. It's an incredible chance to connect with campground owners from various states. The event is well planned and executed, and being in Branson adds a delightful touch. We've found the mix of networking and family fun in this lively town to be a winning combination for us every time we attend. We look forward to coming back year after year."

--Heather Gere, *CampersApp*

See more testimonials online at www.campgroundownersexpo.com/testimonials



4TH ANNUAL 2024 CAMPGROUND OWNERS EXPO EXPO DATES & TIMES

**TUESDAY
DECEMBER 3**

**WEDNESDAY
DECEMBER 4**

**THURSDAY
DECEMBER 5**

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

Exhibitor Set-Up Open
8:00am - 12:30pm

Expo Open
10:00am - 3:00pm

Booths must be ready by
12:30pm on Wed. 12/4!

Expo Open
1:00pm - 5:00pm

Teardown AFTER 3:00pm
No early tear-downs!

THURSDAY Evening Program - 3:00pm to 6:00pm

Exhibitors are welcomed and encouraged to attend our evening program in the Ballroom for time to network with the campground owners, industry awards, drinks and dinner! We will also host a Exhibitor Charity auction (**NEW!**), so please email campgroundownersexpo@gmail.com if you have any products/baskets to donate! Another excellent opportunity to advertise your business 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: \$145/night - Book your stay online at
www.campgroundownersexpo.com/coe-lodging
with our easy booking link!

Book early! Group Rate Ends November 1, 2024!



NO!

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

DEADLINES & REMINDERS!

Early Bird Booth Rate Deadline: July 1, 2024

Hotel Room Group Rate End Date: November 1, 2024

Deadline to be included in print materials: October 1, 2024

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.

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
TOTAL VALUE OF SPONSORSHIP	\$18,800+

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
TOTAL VALUE OF SPONSORSHIP	\$13,050+

SUPPORTING

Show Sponsor

\$3,500

Please note: There is no booth included in this sponsorship level. However, you do have the option to purchase one booth at half-price. But the booth price is an add-on cost.

Option to buy one 10X10 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 ticketed 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
TOTAL VALUE OF SPONSORSHIP	\$11,550+

OTHER SPONSORSHIP OPPORTUNITIES



Some sponsorship opportunities are limited (as noted below)! Give us a call at (608) 525-2323 to see if there are spots still available for the sponsorship you are interested in. Have another idea in mind you don't see listed? Custom sponsorship packages are available! Call or email us at campgroundownersexpo@gmail.com to discuss your ideas with our team!

Business Card Ad in Program	Put a business card sized ad in the program - over 500 copies printed and given to each attendee! You supply the artwork. ONLY SIXTEEN (16) SPOTS AVAILABLE!	\$500
Bronze Sponsor	Sponsorship of breakfast/coffee cart during morning hours. Recognition signage will be posted around the area.	\$500
Silver Drinks Sponsor	Your choice to be recognized as a sponsor for alcohol during our Thursday night program, or as a sponsor of appetizers and/or the non-alcoholic beverages.	\$1,500
State Association Meeting Room Sponsor	Sponsor a State Association meeting room to host their annual meeting at COE. Your sponsorship covers food and/or 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
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
Ice Cream Social Sponsor	Sponsor a fun ice cream social on Thursday afternoon in the expo hall for COE attendees! ONLY TWO SPONSORSHIPS AVAILABLE!	\$2,500

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 and a Wastebasket
- Complimentary WIFI access during event

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

NOTE ABOUT EXPO HALL DOORS:

For large displays coming into the expo hall, the max overhead door height is 13' 5" tall by 15' wide with a flat load in. Or there is an incline load in loading dock area with a 14' tall by 15' wide doorway.



EXHIBITORS

BRANSON, MO | EXPO DEC. 4-5, 2024

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) :

Attendee name changes: Please email Danielle Todd at danielletodd425@gmail.com with any changes you need after completing this form - \$10 charge for name changes/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, 2024): \$1,100/booth *(10x10 booth, 6' table and two chairs.)* \$

Regular Booth (AFTER July 1, 2024): \$1,600/booth *(10x10 booth, 6' table and two chairs.)* \$

Complimentary WIFI access is included with your registration this year! Electricity Added To Booth: \$150/booth space \$

Open Space: \$3,000/space *(Includes 20x20 non-draped floor space, table and two chairs.)* \$

Brochure or Promo Item Insert To All Attendee Bags (Qty. 500): \$500 per insert \$

Show Sponsorship: Presenting (\$10,000) Grand (\$5,000) Supporting (\$3,500) \$

Other: Gold (\$2,500) Silver (\$1,500) Bronze (\$500) Ice Cream Social (\$2500) \$
(Only two available.)

State Assoc. Meeting Room (\$2,000) Program Business Card Size Ad (\$500) *(16 available.)*

Checks should be made payable to Severson & Associates Total Amount Due: \$
No refunds available.

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, Etrick, WI 54627
By Email to: campgroundownersexpo@gmail.com