



# 6TH ANNUAL CAMPGROUND OWNERS EXPO

December 2-5, 2026  
Branson, MO

## Who We Are

The Campground Owners Expo (COE), is owned by Severson & Associates, a Management, Training and Consulting firm, formed to give campground owners from all sizes of parks, numerous networking opportunities.



**Lori Severson**  
COE Owner

## Our Mission

To provide all campground owners with meeting space for their states so they can:

- Network with their peers.
- Build a robust State association.
- Attend a first-class trade show and receive industry-specific education while enjoying a unique experience touring first-class backstage productions and learning from professionals who have built their businesses for many years.

The goal is always to improve the bottom line of your campground. We will help you make more money, avoid costly pitfalls, learn and grow through networking, and introduce you to the industry suppliers who have the products and services you need, and have fun!

## GET IN TOUCH

 (608) 525-2323

 [campgroundownersexpo@gmail.com](mailto:campgroundownersexpo@gmail.com)



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



# LODGING INFORMATION



At COE, you have options! Choose to stay where all the COE action is, just across the street in the heart of Branson Landing, or stay with one of our local Branson campgrounds and glamping park partners!

## Hilton Branson Convention Center

### ✓ EXPO EVENT LOCATION

200 E Main Street | Branson, MO, 65616 | (866) 442-0959

Features indoor pool, fitness center, room service, pet-friendly rooms, on-site restaurant - Level 2 Steakhouse and bar and more!



## Hilton Promenade at Branson Landing

### ✓ DIRECTLY ACROSS THE STREET FROM EXPO HOTEL

3 Branson Landing | Branson, MO, 65616 | (866) 442-0959

Featuring many of the same great amenities as the expo hotel, plus it's in the heart of many shopping and dining options at Branson Landing! On-site dining; Big Whiskey's American Restaurant & Bar!



### DON'T MISS OUT!

For more information about our local campground partners and to book your COE stay, visit:

COE Group Block Rate: \$149/night

Book your stay using our easy booking link below!

**Book early! Group Rate Ends November 6, 2026!**

**CAMPGROUNDOWNERSEXPO.COM/COE-LODGING**



# PRICING UPDATE AND INTRODUCTION OF COE ADVANTAGE PROGRAM

## WHY COE is evolving.

As we enter year six of the Campground Owners Expo, COE has grown in both attendance and impact. What started as an affordable, connection-driven event has become a trusted space for campground owners to learn, share ideas, and strengthen their operations. With that growth, we've taken a thoughtful look at how COE is priced — with three goals in mind:

- Keep COE accessible and affordable, especially for small and independent parks
- Ensure fairness across campgrounds of different sizes
- Support continued investment in education, networking, and attendee experience

The result is a pricing structure that is more flexible, more transparent, and better positioned for the future of COE to best serve all attendees!

## WHAT is changing in 2026?

### ✓ **Per-Person COE Registration**

COE registration is now offered on a per-person basis, allowing campgrounds to register exactly the number of attendees they plan to bring. This change:

- Makes it easier for smaller parks to attend without paying for unused spots
- Reflects the full value each attendee receives
- Allows COE to continue improving programming and experience year over year

### ✓ **Introducing COE Advantage Program**

To pair with the new registration structure, we're launching **COE Advantage** — a year-round value and savings program designed to support campground owners beyond the Expo itself. COE Advantage is **optional** and is designed to complement — not replace — state and national campground associations.

### ✓ **COE Advantage | Cost is \$199 per year, per park**

Enrollment in COE Advantage includes:

- **One complimentary COE registration** – Valid for the same year as enrollment.
- **Discounted COE registrations for your whole team** – Additional attendees from your park may register for just \$99 per person
- **Access to Hospitality Connections benefits** – Including national discounts and savings programs available to campground owners. New discounts/partners added regularly!
- **Additional perks throughout the year** – From time to time, COE Advantage participants may receive access to exclusive discounts, special offers, or added-value opportunities as new partnerships and benefits are introduced.

Our goal is to continue growing COE Advantage in ways that are practical, useful, and driven by the real needs of campground owners.

# PRICING UPDATE AND INTRODUCTION OF COE ADVANTAGE PROGRAM

## WHY this benefits parks of all sizes.

### For Small & Independent Parks

- Pay only for the number of people you bring
- Access national discount programs that may not otherwise be available
- Gain education and connection without the cost of unused registrations

### For Larger Teams

- Still encouraged to attend together
- Clear per-person value and predictable pricing
- Opportunity to save through COE Advantage preferred rates

### For Parks Without a State Association

- COE Advantage provides access to education, connection, and meaningful industry savings
- Creates an additional avenue for support where local resources may be limited

## WORKING TOGETHER as an industry.

COE Advantage is designed to work alongside state and national campground associations, not compete with them.

We strongly encourage campground owners to remain involved at the state and national levels, where advocacy and regulatory efforts are essential. COE and COE Advantage focus on education, peer connection, and practical tools that help campground owners improve operations and guest experiences.

When COE, state associations, and national organizations work together, our entire industry benefits — and so do the guests we serve.

## OUR COMMITMENT to you.

COE was built to be welcoming, practical, and accessible — especially for small and independent campground owners. This updated pricing structure allows us to honor that mission while continuing to invest in the quality, connection, and value that attendees expect from the Campground Owners Expo. Please reach out with any questions, we are always happy to walk through the changes with you!



Wondering what benefits you get with the Hospitality Connections partnership part of COE Advantage?

## FREQUENTLY asked questions.

- ✓ **Why move away from a flat registration price?**  
The previous model worked well for some campgrounds but was less flexible for others. Per-person pricing allows smaller parks to attend more easily while creating a fairer structure as COE continues to grow.
- ✓ **Will COE cost more than before?**  
For some campgrounds — particularly those bringing multiple attendees — the total investment may be higher. This change reflects the expanded value, education, and experience COE now provides in its sixth year, while still keeping pricing intentionally lower than many national industry events.
- ✓ **Is COE Advantage required to attend COE?**  
No. COE Advantage is completely optional. Campgrounds may attend COE at the standard per-person rate without enrolling.
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No. COE Advantage is completely optional. Campgrounds may attend COE at the standard per-person rate without enrolling.
- ✓ **How does COE Advantage save me money?**  
COE Advantage includes one complimentary COE registration and discounted pricing for additional attendees. Many campgrounds will see immediate value through COE registration savings alone, in addition to access to Hospitality Connections benefits.
- ✓ **Is COE Advantage replacing my State or National Association?**  
Absolutely not. COE Advantage is designed to simply complement your existing association memberships by offering additional education, connection, and event-focused benefits. Advocacy and regulatory efforts remain the role of state and national organizations.
- ✓ **Will more benefits be added in the future?**  
Yes, that is our plan! COE Advantage is launching with core benefits and will continue to evolve as new partnerships and opportunities become available. Our focus will always remain on adding practical, meaningful value — not unnecessary complexity.

SCAN THE QR CODE NOW  
TO GET MORE DETAILS!



2026 COE REGISTRATION FORM

# CAMPGROUNDS

HELD IN BRANSON, MO  
DECEMBER 2-5, 2026



Campground Name:

Contact Name:

Campground Address:

Campground City:  State:  Zip Code:

Campground Phone:  Contact Phone:

Contact Email:

**\*PLEASE NOTE:** This is where all pre/post show communication will be sent to!

Demographic Info: # of Sites:  Seasonal or Year-Round Park?

How many years of industry experience do you have? ☐ Prospect Owner ☐ First Year Owner ☐ 2-10 Years ☐ 11-25 Years ☐ 26-50+ Years

**Please list names of your attendees as you would like them to appear on event badges:**

**If you have additional attendees (more than six):** Please account for them in the payment section below, then email us at [campgroundownersexpo@gmail.com](mailto:campgroundownersexpo@gmail.com) with their names.

Attendee 1:  Attendee 4:

Attendee 2:  Attendee 5:

Attendee 3:  Attendee 6:

**Payment Information:**

☐ **Check here to opt-into the ALL NEW COE Advantage Program! (\$199/year)**

- One complimentary COE registration (Valid for the same year as enrollment.)
- Discounted COE registrations
- Additional attendees from your park may register for \$99 per person
- Access to Hospitality Connections benefits
- Additional perks throughout the year

**See full details on previous page!**

**COE Advantage (OPTIONAL) \$199.00 per year**

One COE registration included. Additional attendees just \$99 each!

**COE Advantage Rate - Additional Attendees:**

(# of Additional Attendees)  x \$99 =

**Standard Per-Person Registration Rate: \$129/person**

(# of Attendees)  x \$129 =

*Optional:* Event Sponsorship -

☐ \$250 ☐ \$500 ☐ Other:

**Sorry, no refunds available for any reason.**

**Select Payment Type:** ☐ Credit Card: #

☐ Check: #  Exp. Date:  CVV:  Billing Zip Code:

**Please return this form to:** **Make checks payable to: Severson & Associates**

**Severson & Associates (Attn: COE)**  
PO Box 228, Ettrick, WI 54627  
Email: [campgroundownersexpo@gmail.com](mailto:campgroundownersexpo@gmail.com)

**COMPLETE THIS REGISTRATION FORM AND  
PAY YOUR REGISTRATION FEES ONLINE AT  
[WWW.CAMPGROUNDOWNERSEXPO.COM](http://WWW.CAMPGROUNDOWNERSEXPO.COM)!**