



# 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

## Why Be An Exhibitor?

Exhibiting at the Campground Owners Expo (COE) is a unique opportunity for businesses to connect directly with campground owners and decision-makers from 15 states, including Wisconsin, Illinois, and Missouri. This targeted audience allows companies to showcase their products and services to a receptive market, actively seeking innovative solutions to enhance their operations. The event fosters valuable networking opportunities, enabling exhibitors to build relationships, secure leads, and gain insights into industry trends. Held in Branson, Missouri, during the holiday season, COE combines professional engagement with a festive and vibrant atmosphere, making it an enjoyable and productive experience for participants. With its focused audience and lively setting, COE is the perfect platform for companies to grow their presence in the campground industry.



## GET IN TOUCH

 (608) 525-2323

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

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

# 6TH ANNUAL 2026 CAMPGROUND OWNERS EXPO



## EXHIBITOR DATES & TIMES

**TUESDAY  
DECEMBER 1**

**WEDNESDAY  
DECEMBER 2**

**THURSDAY  
DECEMBER 3**

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

**Booths must be ready**  
by 12:00pm on Wed. 12/2!

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

**Expo Hall Open**  
12:30 - 5:00pm

**Expo Hall Open**  
9:00am - 1:30pm

**Teardown AFTER 1:30pm**  
No early teardowns!

**Large unit display set-up time available Monday 11/30 - please call to pre-schedule your arrival time.**

### **Welcome Reception Dinner - Wednesday 12/2 from 5-7pm**

We welcome and encourage all exhibitors to attend our Welcome Reception Dinner in the Main Ballroom for time to network with the campground owners, awards, drinks, and dinner! We will also host an Exhibitor charity auction, please email [campgroundownersexpo@gmail.com](mailto: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!

### **DEADLINES & REMINDERS!**

- Early Bird Booth Rate Deadline: July 1, 2026**
- Deadline to be incl. in print materials: October 30, 2026**
- Hotel Room Group Rate End Date: November 6, 2026**
- Final Booth Numbers Sent Out: November 18, 2026**



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

As this is a unique show in format and presentation, please register early! No booths will be held without payment. **Sorry, no refunds are available for any reason.** Booths are sold on first come, first served basis with the exception of Show Sponsors at the \$12,500, \$10,000 and \$7,500 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.



# Additional EXHIBITOR INFO.

Standard booths are 10' x 10' 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

Open 20x20 (non-draped) spaces and 20x40 cabin (indoor or outdoor) spaces available, but limited. Call (608) 525-2323 to inquire!

## EXPO SERVICES

### PROVIDED BY:



1821 Bedford Ave. | North Kansas City, MO 64116  
(816) 891-9500 | [www.libertyexpo.com](http://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.

## 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 with our easy booking link below!

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

[CAMPGROUNDOWNERSEXPO.COM/COE-LODGING](http://CAMPGROUNDOWNERSEXPO.COM/COE-LODGING)



# Presenting SHOW SPONSOR

<input checked="" type="checkbox"/>	Two complimentary expo booths <i>(Each is 10x10 - or choose one 20x20 space)</i>	\$2,400-\$3,200+
<i>**Option to purchase up to two additional 10x10 booths at half price (of early bird rate)</i>		
<input checked="" type="checkbox"/>	Featured on all email correspondence - including 15+ email campaigns	\$5,000
<input checked="" type="checkbox"/>	Banner ad on the COE website, linked back to your website (for 1 year)	\$1,800
<input checked="" type="checkbox"/>	Up to three free email blasts (pre or post show) featuring your company	\$1,500
<input checked="" type="checkbox"/>	Up to three featured blog posts on the COE website	\$1,500
<input checked="" type="checkbox"/>	Listed at sponsor level on all expo printed programs and on expo app	\$1,000
<input checked="" type="checkbox"/>	Recognition throughout the expo at meal & all social events	\$1,000
<input checked="" type="checkbox"/>	Dedicated 11x17 sign displayed in multiple areas throughout event	\$1,000
<input checked="" type="checkbox"/>	Up to three sponsor spotlight posts on our Facebook page	\$750
<input checked="" type="checkbox"/>	Up to three push notifications scheduled in the expo app	\$750
<input checked="" type="checkbox"/>	Direct link back to your website from our website	\$500
<input checked="" type="checkbox"/>	Free brochure/promo item insert in all attendee bags <i>(You provide 600 pieces)</i>	\$500
<input checked="" type="checkbox"/>	Business card sized ad scrolling on homepage of expo app	\$500
<input checked="" type="checkbox"/>	Admission to all educational seminar sessions (except ticketed events)	\$129
<input checked="" type="checkbox"/>	Option to choose your booth space in the Expo Hall	Priceless
<input checked="" type="checkbox"/>	<b>Opportunity to host an educational seminar session at the event</b>	Priceless
<input checked="" type="checkbox"/>	Press release and media coverage	Priceless

Total Value of Sponsorship: \$19,129+

**Your Cost: \$12,500**

*\*\*Separate exclusivity packages  
available upon request.\*\**

Interested in creating a custom sponsorship package? Contact us today!



(608) 525-2323



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# grand SHOW SPONSOR

<input checked="" type="checkbox"/>	One complimentary expo booth ( <i>Space is 10x10 - or choose one 20x20 space</i> )	\$1,200-\$3,200+
<i>**Option to purchase up to one additional 10x10 booth at half price (of early bird rate)</i>		
<input checked="" type="checkbox"/>	Featured on all email correspondence - including 15+ email campaigns	\$5,000
<input checked="" type="checkbox"/>	Up to two free email blasts (pre or post show) featuring your company	\$1,000
<input checked="" type="checkbox"/>	Listed at sponsor level on all expo printed programs and on expo app	\$1,000
<input checked="" type="checkbox"/>	Recognition throughout the expo at meal & all social events	\$1,000
<input checked="" type="checkbox"/>	Dedicated 11x17 sign displayed in multiple areas throughout event	\$1,000
<input checked="" type="checkbox"/>	Up to two featured blog posts on the COE website	\$1,000
<input checked="" type="checkbox"/>	Banner ad on the COE website, linked back to your website (for 6 months)	\$900
<input checked="" type="checkbox"/>	Up to two sponsor spotlight posts on our Facebook page	\$500
<input checked="" type="checkbox"/>	Direct link back to your website from our website	\$500
<input checked="" type="checkbox"/>	Up to two push notifications scheduled in the expo app	\$500
<input checked="" type="checkbox"/>	Free brochure/promo item insert in all attendee bags ( <i>You provide 600 pieces</i> )	\$500
<input checked="" type="checkbox"/>	Business card sized ad scrolling on homepage of expo app	\$500
<input checked="" type="checkbox"/>	Admission to all educational seminar sessions (except ticketed events)	\$129
<input checked="" type="checkbox"/>	Option to choose your booth space in the Expo Hall	Priceless
<input checked="" type="checkbox"/>	Press release and media coverage	Priceless

Total Value of Sponsorship: \$16,729+

**Your Cost: \$10,000**

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# Supporting SHOW SPONSOR

<input checked="" type="checkbox"/>	One complimentary expo booth - <b>Space is 10x10</b>	\$1,200+
<i>**Option to purchase up to one additional 10x10 booth at half price (of early bird rate)</i>		
<input checked="" type="checkbox"/>	Featured on all email correspondence - including 15+ email campaigns	\$5,000
<input checked="" type="checkbox"/>	Listed at sponsor level on all expo printed programs (600+)	\$1,000
<input checked="" type="checkbox"/>	Recognition throughout the expo at meal & all social events	\$1,000
<input checked="" type="checkbox"/>	Dedicated 11x17 sign displayed in multiple areas throughout event	\$1,000
<input checked="" type="checkbox"/>	One free email blast (pre or post show) featuring your company	\$500
<input checked="" type="checkbox"/>	One featured blog post on the COE website	\$500
<input checked="" type="checkbox"/>	Direct link back to your website from our website	\$500
<input checked="" type="checkbox"/>	Free brochure/promo item insert in all attendee bags ( <b>You provide 600 pieces</b> )	\$500
<input checked="" type="checkbox"/>	Business card sized ad scrolling on homepage of expo app	\$500
<input checked="" type="checkbox"/>	Banner ad on the COE website, linked back to your website (for 3 months)	\$450
<input checked="" type="checkbox"/>	One sponsor spotlight post on our Facebook page	\$250
<input checked="" type="checkbox"/>	One push notification scheduled in the expo app	\$250
<input checked="" type="checkbox"/>	Admission to all educational seminar sessions (except ticketed events)	\$129
<input checked="" type="checkbox"/>	Option to choose your booth space in the Expo Hall	Priceless
<input checked="" type="checkbox"/>	Press release and media coverage	Priceless

Total Value of Sponsorship: \$12,779+

**Your Cost: \$7,500**

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# Additional SPONSORSHIPS

**\*\*Any exclusive buyout of a sponsorship level includes company logo printed napkins.**

<b>Popcorn Bar Sponsor</b>	Guests enjoy a fun build-your-own style popcorn station. Your company logo displayed on signage at serving station and announcements made of your sponsorship.	<b>Ten Available at \$500 -or- \$5,000 Exclusive Buyout</b>
<b>Expo Floor Appetizer Sponsor</b>	Guests enjoy a refreshment break during the expo on Wednesday! Your company logo displayed on signage at serving station and announcements made of your sponsorship.	<b>Four Available at \$2,000 -or- \$10,000 Exclusive Buyout</b>
<b>Expo Floor Lunch Sponsor</b>	Provide a free lunch for attendees and exhibitors during the expo on Thursday! Your company logo displayed on signage at serving station and announcements made of your sponsorship.	<b>Five Available at \$5,000 -or- \$25,000 Exclusive Buyout</b>
<b>Custom Hotel Key Cards</b>	Custom branded hotel key cards (at both hotels) for all COE attendees. Must provide artwork within template and card still needs to include COE and Hilton hotel logos.	<b>\$2,500 Only one available!</b>
<b>Education Session Sponsor</b>	Non-speaking sponsorship that aligns your brand with a specific education session—no sales pitch, just high-visibility placement with a highly relevant audience (Example, a retail-focused session sponsored by a toy company with a small product display in the room).	<b>\$2,500 Price is per session.</b>
<b>Lead Driver Bundle</b>	Includes promo insert to attendee bags, one app push notification and one featured exhibitor callout in the app, on our social media and in an email blast.	<b>\$2,500</b>
<b>Visibility Bundle</b>	Includes Program + App ad, one app push notification and one featured sponsor slide mention at Wednesday dinner.	<b>\$1,500</b>
<b>State Association Meeting Room Sponsor</b>	Covers select drinks and snacks in meeting room, signage featuring your company logo, and options to include company literature in the room and/or to address the group for up to five minutes (at discretion of group).	<b>\$2,000 Price is per room, per group.</b>
<b>Program and App Sponsor</b>	Business card size ad in the printed program! <b>Ad also scrolls at the top of the home screen of our expo app.</b> You supply artwork. Ad size is 3.5" wide x 2" tall (PNG or JPEG).	<b>\$750 per ad Only 16 available!</b>
<b>Good Morning Sponsor</b>	Sponsorship of breakfast/coffee cart during morning hours. Recognition signage will be posted around the area.	<b>\$750</b>



# The Networking CIRCUIT EVENT

## Sponsorship Opportunity!

**THURSDAY DECEMBER 3RD | 2:00 to 4:00p**

*THIS EVENT DIRECTLY FOLLOWS THE CLOSE OF THE 2026 COE EXPO HALL*

### **WHAT IS IT?**

This dynamic event features five 20-minute rounds of cracker barrel sessions, each designed to spark engaging discussions on the topics campground owners care about most. With 10 diverse topics to choose from, they'll have the freedom to tailor the experience to their business needs.

This event is a chance for attendees to connect with fellow business owners, exchange insights, and learn what's worked—and what hasn't—in their journeys. Whether they're exploring new strategies or refining their approach, this event is all about fostering meaningful relationships and practical learning to drive their business forward. It's a unique opportunity to expand their network and gain actionable advice in a collaborative, fast-paced environment!

### **WHY SHOULD I SPONSOR?**

Sponsoring *The Networking Circuit* is an exceptional opportunity for businesses looking to gain visibility and build credibility among a highly engaged audience of professionals and entrepreneurs. As a sponsor, your brand will be showcased as a supporter of meaningful connections and business growth, positioning you as a trusted partner in the success of others. This event attracts decision-makers and innovators eager to share ideas and discover new solutions, making it the perfect platform to highlight your company and forge valuable relationships. By aligning with *The Networking Circuit*, you'll not only amplify your reach but also demonstrate your commitment to empowering the campground industry.

### **PHOTOS FROM OUR 2024 EVENT**



Interested in creating a custom sponsorship package? Contact us today!



(608) 525-2323



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# The Networking CIRCUIT EVENT

## Sponsorship Opportunity!

### PREMIER EVENT SPONSOR

**\$2,500**  
**Only One  
Available  
For This  
Event!**

- Opportunity for one or two of your company reps to moderate one table session at the event (topic of your choosing)
- Opportunity to provide a company-branded (or any non-branded items as well if you prefer) product/package for one of the event giveaways to be given out to event attendees
- Opportunity to have one company rep speak to the group for 3-5 minutes OR play a 2-3 minute video to group at the beginning of event
- 500 water bottles with your company logo on the label - to be set out on the snacks table during event (unused waters from this event will be set out for free to attendees during remainder of the event week)
- Company logo listed as "Presented By:" in event program
- Company logo listed as "Presented By:" on event slideshow program on screen

### REFRESHMENT SPONSOR

**\$500**  
**Ten Available**

- Opportunity for one of your company reps to moderate one table session at the event (topic of your choosing)
- Listed on signage at refreshment table of snack items during event
- Company logo listed as a Refreshment Sponsor in event program

### POTENTIAL TOPIC IDEAS INCLUDE:

• Owner Essentials	• Social Media Best Practices	• Family/Team Dynamics
• Low & No Cost Marketing	• Bar, Grill & Snacks	• Power of Positive
• Guest Communication	• Ancillary Income Ideas	• Design & Expansion
• Marketing Magic	• Theme Weekend Ideas	• Off-Season Revenue
• Staffing Challenges/Solutions	• Shoulder Season Ideas	• Wi-Fi & Connectivity
• Camp Store	• Groups/Events/Activities	• Technology for Campground Management
• Building a Community	• Dealing with Difficult Guests	

**Please note:** This would not be considered an opportunity to speak only on your product or service, but to lead a discussion on a topic your company reps are comfortable/knowledgeable on. The job of the moderator is to facilitate engaging, focused discussions by guiding attendees, encouraging idea-sharing, and ensuring a collaborative and inclusive environment where all attendees have an opportunity to speak and share ideas on the table topic.

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# EXHIBITORS

BRANSON, MO | EXPO DEC. 2-3, 2026

Company Name: Company Address: Company City: State: Zip Code: Company Phone: Contact Phone: Contact Name: \*\*Please note: This contact name and email will be used for all pre and post-show communications! Company Website: 

Product/Service

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

**Attendee name changes:** Please email [campgroundownersexpo@gmail.com](mailto:campgroundownersexpo@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:**

**Regular 10x10 Booth:** Early Bird rate (BEFORE July 1, 2026) - **\$1,200** (10x10 booth, 6' table and two chairs.)  
 Regular rate (AFTER July 1, 2026) - **\$1,700**  \$

**Open 20x20 Space:** Early Bird rate (BEFORE July 1, 2026) - **\$3,200** (20x20 non-draped space, table and two chairs.)  
 Regular rate (AFTER July 1, 2026) - **\$3,700**  \$

**Cabin Unit Space:** Early Bird rate (BEFORE July 1, 2026) - **\$8,500** - Regular rate (AFTER July 1, 2026) - **\$9,000**  
 Space is 20x50 - can be inside or outdoor space - The max overhead door height for indoor space is 13' 5" tall by 15' wide with a flat load in. Inside includes table and two chairs. **Outdoor spaces can add-on a 10x10 pipe and drape booth for just \$600 - add price to payment section here.** Outdoor spaces must provide own electricity.  \$

**Complimentary WIFI access included!****Electricity Added To Booth:** \$150/booth space  \$**Brochure or Promo Item Insert To All Attendee Bags:** \$500/insert (You provide 600 pieces)  \$**Sponsorship Level:** 

**Checks should be made payable to Severson & Associates**  
**Sorry, no refunds available for any reason.**

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