



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

Read great campground and exhibitor testimonials online at campgroundownersexpo.com/testimonials

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



Learn.



Grow.



Inspire.

 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

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

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

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

Expo Hall Open
12:30 - 5:00pm

Teardown AFTER 1:30pm
No early tear downs!

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 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**

NO!

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:

- Exhibitor Booth ID Sign
- 8' High Drape Back Wall and 3' High Drape Side Rails (black in color)
- One 6' Table (draped on three sides - black)
- Two Banquet 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:



Exhibitor store link provided to exhibitors upon show registration.

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



Presenting

SHOW SPONSOR

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

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

Total Value of Sponsorship: \$16,729+

Your Cost: \$10,000

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Supporting

SHOW SPONSOR

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

| | | |
|---|---|--|
| Popcorn Bar Sponsor | 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. | Ten Available at \$500 -or- \$5,000 Exclusive Buyout |
| Expo Floor Appetizer Sponsor | 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. | Four Available at \$2,000 -or- \$10,000 Exclusive Buyout |
| Expo Floor Lunch Sponsor | 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. | Five Available at \$5,000 -or- \$25,000 Exclusive Buyout |
| Custom Hotel Key Cards | 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. | \$2,500 <i>Only one available!</i> |
| Education Session Sponsor | 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). | \$2,500 <i>Price is per session.</i> |
| Lead Driver Bundle | 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. | \$2,500 |
| Visibility Bundle | Includes Program + App ad, one app push notification and one featured sponsor slide mention at Wednesday dinner. | \$1,500 |
| State Association Meeting Room Sponsor | 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). | \$2,000 <i>Price is per room, per group.</i> |
| Program and App Sponsor | Business card size ad in the printed program! Ad also scrolls at the top of the home screen of our expo app. You supply artwork. Ad size is 3.5" wide x 2" tall (PNG or JPEG). | \$750 per ad <i>Only 16 available!</i> |
| Good Morning Sponsor | Sponsorship of breakfast/coffee cart during morning hours. Recognition signage will be posted around the area. | \$750 |



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!



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

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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2026 COE REGISTRATION FORM
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!*

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