

2017 EXHIBITOR PROSPECTUS

EXHIBIT • CORPORATE SUPPORT • ADVERTISING • VENDOR TRAINING + PLUS

**GEAR
UP**
FOR SUCCESS



**RV DEALERS
INTERNATIONAL
CONVENTION/EXPO**

NOVEMBER 6-10, 2017

JOIN US AT BALLY'S ON THE LAS VEGAS STRIP

PRESENTED BY:

RVDA 
The National RV Dealers Association
Powered by Dealers


RVDA
RECREATION VEHICLE DEALERS ASSOCIATION
ASSOCIATION DES COMMERCANTS DE
VEHICULES RECREATIFS
CANADA

FOLLOW US:

#RVDA2017

DISCOVER MORE WWW.RVDA.ORG/CONVENTION

JOIN US AS A SOLUTION PROVIDER

The RV Dealers International Convention/Expo is a focused, well-targeted event aimed at the most influential dealers in the RV industry. Your customers and potential customers are combing the expo hall floor looking for solutions that will help strengthen their business. When you exhibit at this premier event, you are instantly in touch with your target market.

TOP REASONS YOU SHOULD EXHIBIT . . .



- **Strengthen Existing Customer Relationships!** Invite your preferred customers to RVDA's Convention/Expo. Try enhancing their experience with a Vendor Training +Plus Workshop – available only to exhibitors.

- **Make Sales and Generate Leads!** RVDA members account for 84% of the RV sales in the U.S. market and 90% in the Canadian market. ***This is your chance to reach the retail powerhouses of the RV Industry.***



- **Meet New Prospects!** By exhibiting at RVDA's Convention/Expo you increase your ability to find fresh faces and new prospects to achieve your business goals.



- **Network!** RVDA offers your company the opportunity to better understand the industry through our educational & networking events. Gain quality face time with prospective clients and current customers.



DEALERS SAY TOP 5 REASONS THEY ATTEND THE EXPO . . .



WHAT EXHIBITORS ARE SAYING . . .

The RVDA by far has the best exposition hours and pace of any tradeshow we attend. The expo portion feels intentional and not too long or overdrawn. **Warren McCrickard, Infinity Woven Products, LLC.**

I encourage all of my dealer/lender partners to come out and learn what's going on in the industry.
Tyler Kelly, AppOne

Best place I know for dealers to have an opportunity to learn all facets of the business and have their employees learn with them; and a great place for vendors to show their appreciation toward the RV industry.
Ed Wilkins, Diversified Insurance Management, Inc.

The expo hours are perfect at RVDA. It was the best RVDA in terms of sales for us in the 10 years I have been at Stat Surveys. **Scott Stropkai, Statistical Surveys, Inc.**

The RVDA Conference was a superb venue for networking and the review of our retail loan solutions.
Ed Arienti, Newcoast Financial Solutions

A good opportunity for new attendees and a positive way to re-invest in the industry.
Robert Parish, Wells Fargo

GET THE MOST OUT OF YOUR INVESTMENT

THINK OUTSIDE THE BOOTH & PROMOTE YOUR SOLUTIONS!

Double the impact of your exhibit! Advertise to create interest in your business and reach key decision makers before, during, and after convention. The 2017 RV Dealers International Convention/Expo offers you several tools, some free, to help promote your participation and location, as well as invite your customers to attend. Maximize your ROI... take advantage of the following offers today!

PRINT ADVERTISING

RV EXECUTIVE TODAY MAGAZINE

PRE-CONVENTION ISSUES



Issue	Ad Close	Materials Due
August	July 5	July 7
September	August 2	August 4
October	September 6	September 8
November	September 20	September 22
Onsite Program	September 27	September 29

Reach the most influential RV Dealers by advertising in the pre-convention issues of *RV Executive Today*, a full-color magazine, distributed twelve times a year to over 1,600 RVDA members in both a digital and a printed format.

The **August, September, October, and November** issues of *RV Executive Today* will include a preview of the 2017 RV Dealers International Convention/Expo.

Each month will feature a listing of Partners, Sponsors, and Exhibitors.

Exhibitor Rates 4/C: Half-page \$699/month
 Full-page \$1,150/month
 Quarter-page \$399/month

ONSITE PROGRAM ADVERTISING

Each attendee receives a copy of the program and carries it throughout the show. In fact, many also keep it to refer to after the show. **Only exhibitors and sponsors may advertise in this special issue.**

Color Rates: Half-page \$850
 Full-page \$1,390

Ad close: September 27th
Materials due: September 29th

DIGITAL ADVERTISING



CONVENTION WEBSITE BANNER ADS

Banner ads will rotate with other banners on the convention/ expo website www.rvda.org/convention

SIZE (600px X 74px)

FORMAT: *jpg, png, or gif*

LOCATION: Top (Appears on all pages)-\$500
 Exhibitor Page Only - \$300

(Email logo and link to jnewhouse@rvda.org. Acceptable formats include—jpg, gif, or png)

BUNDLE ADVERTISING AND SAVE

For maximum exposure, book all four issues of *RV Executive Today* magazine (August—November) and the Onsite Program and save up to \$1,060.

Reserve your space before June 6th and receive a **FREE** banner ad on the exhibitor page of the convention website.

4/C Rates:

- Half-page ad—total cost **\$3,246 (save \$544*)**
- Full-page ad— total cost **\$5,390 (save \$1,060*)**

Ad close: July 5th
Materials due: July 7th

**based on the member 6x rate for print advertising*

RESERVE YOUR SPACE TODAY!

Contact marketing manager Julie Newhouse at jnewhouse@rvda.org or (703) 364-5518 for more information



MEETINGS OR EVENTS

PLAN A PRIVATE MEETING OR A SOCIAL EVENT

The convention/expo is a cost-effective way to meet with dealers informally, and you can reserve a reception or party room through us. Please plan early, since space is on a first-come first-served basis, and it goes quickly! **Events can be listed in the convention program at no charge.**

Please send your request or information to Julie at jnewhouse@rvda.org.

ADDITIONAL OPPORTUNITIES

COMPANY LISTING—FREE

All exhibitors will receive a company listing in the Onsite program, mobile app, and convention website which includes a booth number, company name, phone number, website, plus a 40-word company description. Make sure to send the description to Julie at jnewhouse@rvda.org by **August 5** to be included. **THERE IS NO COST.**

DEALER INCENTIVES

Have a special promotion or give away for our RV Dealers that attend the show? Let us know, we can help you promote it. Whether it's a special discount or a chance to win Free products or services, our dealers want to know. Send your offer to Julie at jnewhouse@rvda.org.

ATTENDEE LIST RENTAL

All exhibitors will receive the dealer attendee contact information about a month before the show upon request. We also have Dealer Member List Rental available for \$.50 per name for a 1-time use and \$1.50 per name for a 30-day use. Contact Julie at jnewhouse@rvda.org for details and pricing.

VENDOR TRAINING +PLUS WORKSHOP

Exhibitors will have the opportunity to conduct an hour long workshop for attendees on a topic of their choosing. The workshop availability will be limited to 30 exhibitors, providing companies with an intimate setting to meet face-to-face with attendees before the exhibit opens.

The Vendor Training +Plus sessions will run Monday, November 6 thru Tuesday, November 7 and will not compete with the Expo.

Once RVDA has received your workshop information and payment, RVDA will:

- Publish the title, location, educational objectives, and event description on the Convention Website, Convention Mobile App, and highlight the schedule in pre-convention issues of *RV Executive Today* magazine and the Convention Program.
- Provide meeting space and basic AV equipment including only an LCD projector, screen, and microphone. **You must provide your own laptop, wireless mouse, and internet access.**
- Provide signage with your company logo outside the meeting space.
- Provide ideas and opportunities for you to help promote the session to your contacts.
- Provide emails addresses and contact information for registered attendees so you can send out a personal message inviting them to your session.

Our purpose is to create the ideal environment for you to meet the right people face to face and ultimately for you to deliver on your objectives. The RV Dealers International Convention/Expo is a focused, well-targeted event aimed at the most influential dealers in the RV industry.

OPPORTUNITIES ARE LIMITED. TO ENSURE THAT YOU GET THE MAXIMUM RETURN, ACT NOW TO RESERVE YOUR PLACE!

Deadline to be listed in the August pre-convention issue of *RV Executive Today* Magazine is June 30th.



Fee of \$1,299 per hour includes:

Meeting room with seating for up to 50-70 attendees, LCD projector, screen, and microphone. You can reserve multiple hours for longer sessions.

Available Schedule:

Monday

2:45—3:45

4:00—5:00

Tuesday

8:15—9:15

9:30—10:30

10:45—11:45

12:00—1:00

1:15—2:15

RESERVE YOUR SPACE TODAY—Contact Julie at jnewhouse@rvda.org or call (703) 364-5518

SPONSORSHIPS

Leverage the Power of Brand Association

Enhance your company's visibility among RV Dealer professionals, communicate your leadership in the market place, and show your support for RVDA through a sponsorship.

Becoming a sponsor is easy. We offer sponsorships at many price-points. With any sponsorship you choose, you receive brand-building exposure with your corporate logo on signage, in general sessions, the Convention Program and more.

Have an idea for a sponsorship? Did we miss anything? Do you have a unique way that you would like to integrate your product or service into the convention? Give us a call to discuss. We can help you customize a package that best suits your needs.

Please note: The right of first refusal goes to the 2016 sponsor for any of the exclusive sponsorships.

ALL SPONSORSHIPS INCLUDE:

- Recognition on the **Convention/Expo Website**.
- Recognition on the **Convention Mobile App**.
- Recognition in the **Convention Program**.
- Your company logo on **signage** with the wording "Sponsored by"
- Logo recognition during the general session.



EXCLUSIVE SPONSORSHIPS	
TV in the Dealer Lounge —CNN for the Dealers.	\$3,500
RV Executive Tonight Attendee e-Newsletter —Exclusive advertiser of all five e-newsletters. The e-newsletter will be emailed each evening during the convention with a wrap-up of the days events and tips for making the most of the day ahead.	\$3,500
Attendee Charging Station —Includes signage and electrical hookups	\$4,000
Young RV Executives Reception —Sponsorship includes up four (4) guests of your choosing, signage on the bar and food station, and company logo on emails inviting the Young RV Execs to the reception.	\$5,000
Signage Sponsorship & Full-Page Ad in the Onsite Program (Option for Onsite Program ad available until 9/29)—Your company logo will be placed at the bottom of both entrance units with the wording "Signage sponsored by"	\$6,000
Attendee Wi Fi With Splash Page —The wireless hot-spot will be located in the dealer lounge area between the two exhibit halls. Your logo will appear on signage promoting the attendee Wi-Fi with the password that can be your company name (This option is \$6,000). You can add a custom splash page that will appear on the attendee's device when they connect to the Wi-Fi (This option is \$7,500).	\$6,000 to \$7,500
Young RV Executive Course Scholarship Sponsorship —The sponsor will receive (2) two complimentary course registrations and will be recognized in news releases, the sponsor's logo will be included in any course ads, and if they choose to do so, the sponsor may introduce the speaker and welcome the students to the class. <i>NOTE: The Young Executive initiative focuses on the professional development of younger dealership managers.</i>	\$7,500
CO-SPONSORSHIPS (multiple opportunities available)	
Education Session AV and Video Monitors —Help us make the education sessions a success! The AV co-sponsorship will provide the education speakers with the resources they need to make their sessions spectacular.	\$2,500
Morning Coffee Breaks in the Dealer Lounge —Morning Breaks will occur Tuesday through Friday.	\$3,500
Afternoon Refreshment Breaks in the Dealer Lounge —Includes Wednesday and Thursday.	\$3,500
Tuesday and Wednesday Lunch on the Expo Hall Floor —Your company logo will appear on signage outside both expo halls and on tent cards placed on tables in seating area.	\$5,000
Tuesday Night Opening Reception on the Expo Hall Floor —Includes opportunity to provide and place Beer Koozies on the bars during the opening reception. Your company logo will appear on signage outside both expo halls and on tent cards placed on tables throughout the expo halls.	\$5,000

PARTNERSHIPS

Premium Exposure for our 4 Highest Sponsorships

When you think about investing in face to face interaction at the RV Dealers International Convention/Expo, consider the impact a Partner level sponsorship will make on key customers and prospects.

Partnership's are premium sponsorship packages that can include some or all of the following; exhibit space in a prime location, additional staff badges, unique advertising or sponsorship opportunities, and logo placement on all convention/expo marketing materials. Choose a package that meets your particular marketing objectives, or talk with our staff about creating a marketing program that is uniquely yours.

Below we have listed the benefits and suggested packages of all the Partnerships Levels available this year. We feel these benefits will provide you with a high profile opportunity to strengthen market awareness of your products and services as well as highlighting your position as a key industry leader.

ALL PARTNERSHIP LEVELS INCLUDE:

- Your company logo on the home page of the Convention/Expo website as a live link to your website.
- Your company logo and detailed company description on a special partners only page on the convention website.
- Press releases sent to RV industry media and publications announcing your partnership of the convention.
- Special convention/expo ads promoting your company as a Partner in *RV Executive Today*, *RV Executive Today Online*, *RVDA's NewsBrief* and other industry publications.
- Partner Level ribbons for all company staff in attendance.
- Company logo on special entrance unit signage outside the expo hall and in the registration area thanking the Partners.
- Recognition certificate to post in exhibit booth.
- Photo of partners in the Convention wrap up issue of *RV Executive Today* magazine and the RVDA website.

Partnership Level	Booth or Sponsorship	Registrations	Advertising	Other
Platinum \$50,000	20x20 Booth Prime Location & Keynote Speaker Sponsorship	8 Full or 16 Expo Only	Full Page Ads or one Advertorial in the —Aug, Sept, Oct & Nov Issues of <i>RV Executive Today</i> . Full page ad in the Onsite Program	One page Padfolio Insert, 2 E-Blasts, Opportunity to Introduce the Keynote Speaker and Host Book Signing in booth.
Gold \$40,000	20x20 Booth Prime Location	6 Full or 12 Expo Only	Full Page Ads in the October Issue of <i>RV Executive Today</i> & in the Onsite Program. Banner Ad on the Convention Website	One page Padfolio Insert, 1– Use of Membership Contact Information for a Pre-Convention Promotion.
Silver \$25,000	Option #1 10x20 Booth Prime Location	5 Full or 10 Expo Only	Half Page Ads in the October Issue of <i>RV Executive Today</i> and Onsite Program	1– Use of Membership Contact Information for a Pre-Convention Promotion.
	SOLD Option #2 Dealer Lounge Sponsorship	6 Expo Only	Logo or sponsorship mentioned on website and mobile app	Comfortable Lounge Seating and Signage. Opportunity to Greet Attendees in the Dealer Lounge.
	Option #3 RVDA 365 Member App— Year Round Sponsorship	2 Full or 4 Expo Only	Your logo or company name will appear on all ads, emails and new releases promoting the app throughout the year.	Custom Landing page with your Company Logo on the App. Signage encouraging attendees to download the app. Sole Advertiser within the App itself.
Bronze \$15,000	Option #1 10x10 Booth Prime Location	4 Full or 8 Expo Only	Banner ad on the Convention Website	Early use of the Registered Attendee List.
	Option #2 Education Track Sponsor —Choose from Dealer/GM, Sales, Social Media/eMarketing, F&I, Rental, Service or Parts.	2 Expo Only	Company logo or name on applicable sessions/track on website and on mobile app.	Opportunity to Introduce track speakers before sessions. Logo on signage for each session in track selected.

We can help you to customize the package to best suit your needs!

EXHIBIT IN THE SOLUTION CENTER

REACH THE NATION'S LEADING RV DEALERS SECURE YOUR EXHIBIT SPACE TODAY!

EXHIBITOR SCHEDULE

(Schedule and Floor Plan subject to change)

Exhibitor Set-up

Monday, November 6

2:00—6:00 p.m.

Tuesday, November 7

8:00 a.m.—3:00 p.m.

Event Hours

Tuesday, November 7

4:00—7:00 p.m.

Wednesday, November 8

11:00 a.m.—3:00 p.m.

Thursday, November 9

11:00 a.m.—2:00 p.m.

Exhibitor Move-Out

Thursday, November 9

2:15 p.m.—6:00 p.m.

2017 BOOTH RATES:

10x10

- ASSOCIATE MEMBER - \$3,140
- NONMEMBER * - \$3,480

10x20

- ASSOCIATE MEMBER - \$5,390
- NONMEMBER * - \$5,840

10x30

- ASSOCIATE MEMBER - \$7,640
- NONMEMBER * - \$8,090

10x20 End Cap

- ASSOCIATE MEMBER ONLY - \$5,740

20x20

- ASSOCIATE MEMBER - \$10,785
- NONMEMBER * - \$11,235

* Associate membership is \$487 year.

The Fee for Each Booth Includes:

- 8' pipe and drape back wall with 3' side rails.
- Company identification sign.
- Security during all set-up, show, and tear-down hours.
- Two expo only registrations. If you sign up before May 31, you will receive an additional full registration. (A \$492 value)
- Contact list (including email) of the pre-registered attendees for your use through December 15th.
- Company recognition in the August, September, October, and November pre-convention issues of *RV Executive Today* magazine.
- Company listings on the convention website, convention mobile app, and on the onsite program.

EVENTS CENTER

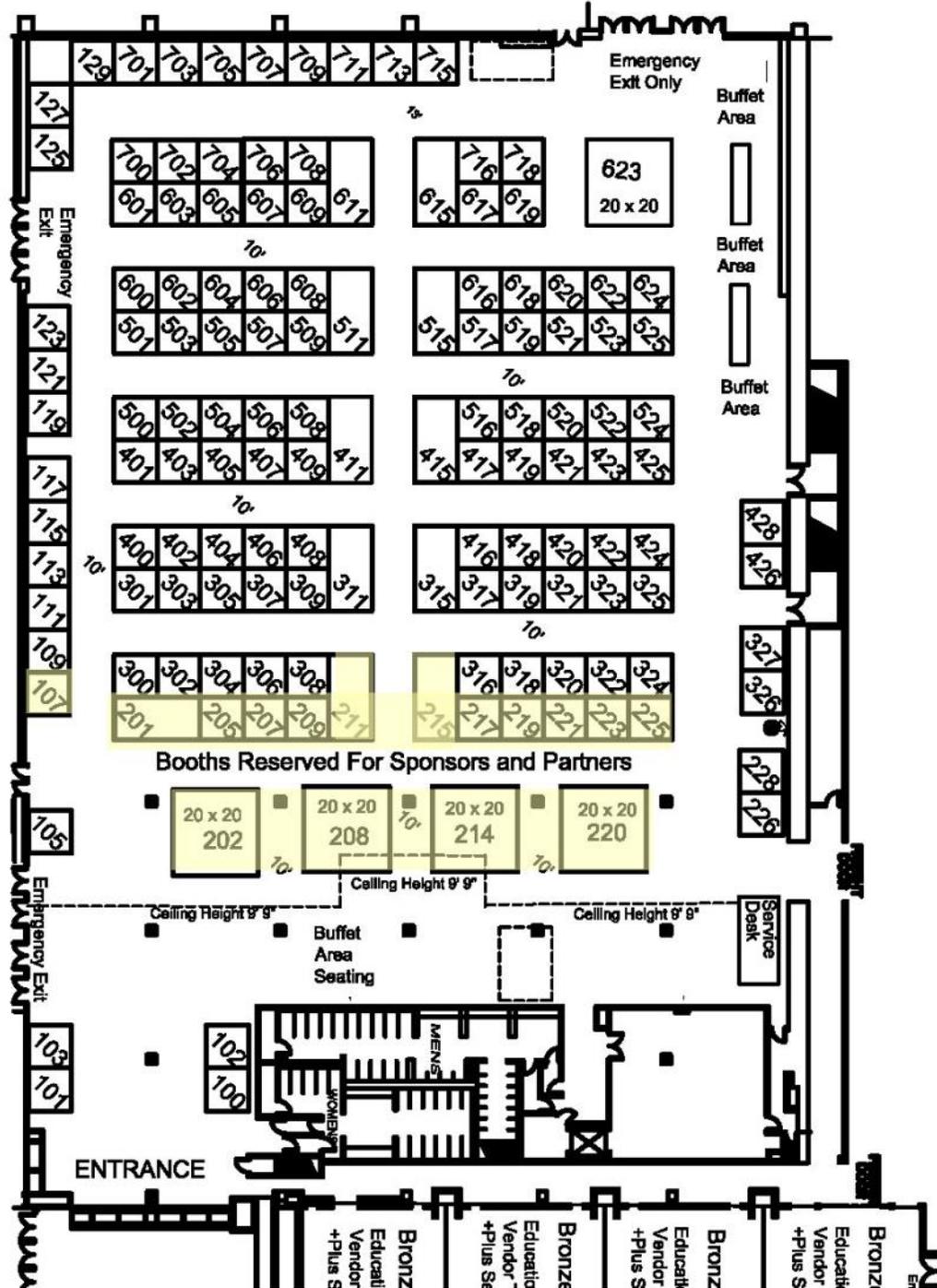
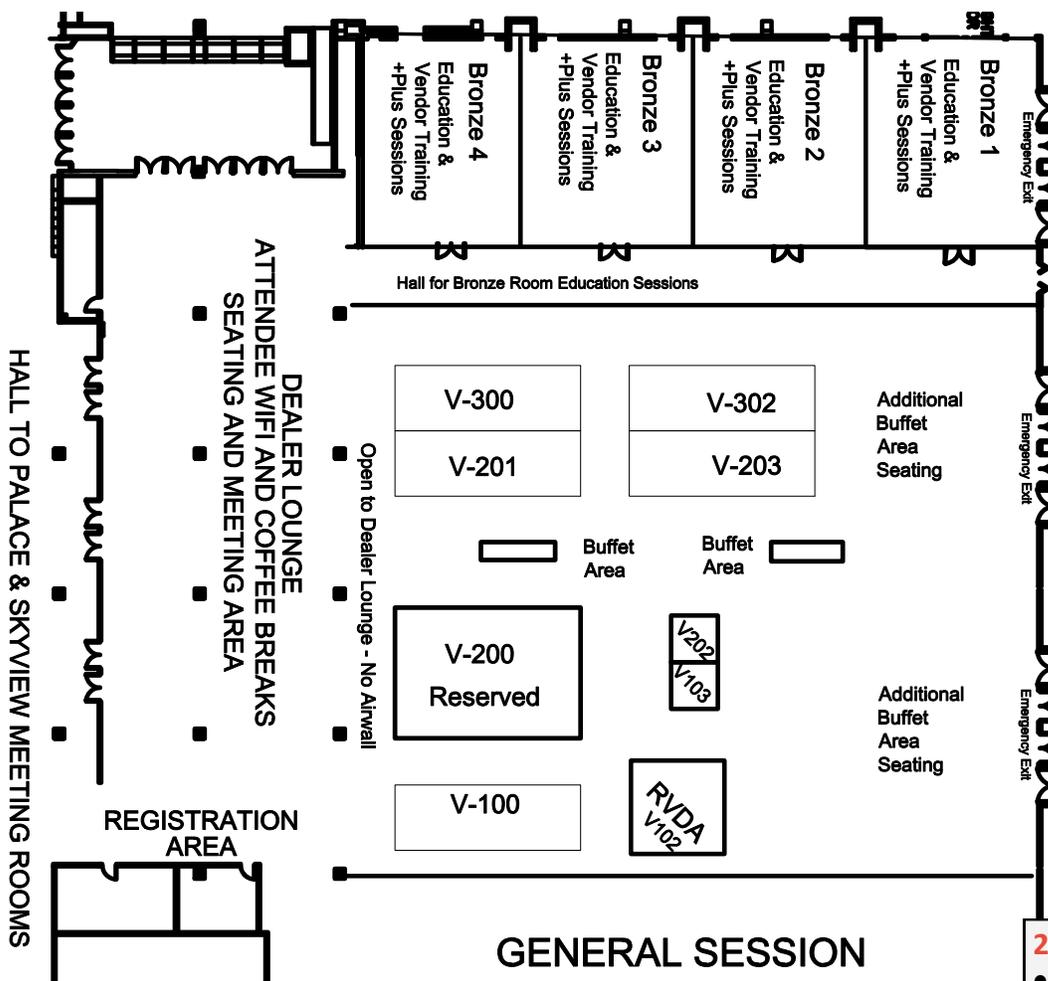


EXHIBIT IN THE VEHICLE / BULK SPACE SECTION



VEHICLE SPACE SCHEDULE

(Schedule and Floor Plan subject to change)

Vehicles Accepted at Bally's

Saturday, November 4
10 a.m.—5 p.m.

Vehicle Wash & Move In

Sunday, November 5
8:00 a.m.—5:00 p.m.

Exhibitor & Vehicle Set-up

Monday, November 6
2:00—6:00 p.m.

Tuesday, November 7
8:00 a.m.—3:00 p.m.

Event Hours

Tuesday, November 7
4:00—7:00 p.m.

Wednesday, November 8
11:00 a.m.—3:00 p.m.

Thursday, November 9
11:00 a.m.—2:00 p.m.

Vehicle Move-Out

Thursday, November 9
after 5:30 p.m.—Finish

2017 VEHICLE BULK SPACE RATES:

- ASSOCIATE MEMBER—\$10.00 s/f
 - NONMEMBER—\$12.00 s/f
- Note: Pricing includes visqueen plastic sheeting under the vehicles as required by Bally's.



The Fee For Vehicle Bulk Space Includes:

- Visqueen floor covering to protect the carpet at Bally's.
- Steel plates under each tire to distribute weight.
- Security during all set-up, show, and tear-down hours.
- Two expo only registrations. If you sign up before May 31, you will receive an additional full registration. (A \$492 value)
- Contact list (including email) of the pre-registered attendees for your use through December 15th.
- Company recognition in the August, September, October, and November pre-convention issues of RV Executive Today magazine.
- Complementary company listing on the convention website, convention mobile app, and on the onsite program.

Please note:

Exhibitor with vehicles on display will be responsible for Round Trip Spotting provided by N'awlins Tradeshow at a rate of \$375/per vehicle. (Pricing is subject to change)

Washing is optional—Fee ranges from approx. \$118—290 per vehicle.

Contact Julie Newhouse jnewhouse@rvda.org or
(703) 364-5518 for more information.

2017 RV Dealers International Conference/Expo Exhibitor Application and Contract

Office Use: ID Number _____

Location: Bally's on the Strip Dates: Nov 6-10 | Exhibit Dates: Nov 7-9

Booth # _____

Please enter the **Company, Phone and Website** as it should appear in the onsite program (Note: the phone # will not be published on the website)

Company Name _____

Phone _____ Fax _____

Website _____

Expo Contact _____ Title _____

Phone _____ Email _____

Main Co Contact _____ Title _____

Phone _____ Email _____

Billing Address _____

BOOTH SPACE - Please reserve the following (non-members can add membership below):

BOOTH SIZE	MEMBER PRICE	NON-MEMBER PRICE
10'X 10'	<input type="checkbox"/> \$3,140	<input type="checkbox"/> \$3,580
10'X 20'	<input type="checkbox"/> \$5,390	<input type="checkbox"/> \$5,840
10'X 30'	<input type="checkbox"/> \$7,640	<input type="checkbox"/> \$8,090
20'X 20'	<input type="checkbox"/> \$10,785	<input type="checkbox"/> \$11,235
10'x20 End Cap	<input type="checkbox"/> \$5,740	<i>(Members only)</i>

LOCATION/BOOTH #

1st Choice _____ 2nd Choice _____

3rd Choice _____ 4th Choice _____

BOOTH SPACE

VEHICLE/BULK SPACE - Please reserve the following size for our vehicle bulk space. When contracting size, make sure you include enough room for slide outs and ramps. Contact Julie if you have more than one vehicle to contract space for. Member \$10 s/f. NonMember \$12 s/f.

Width _____ x Depth _____ = Total Sq. Ft. _____ x \$10 / \$12 = Total \$ _____

Vehicle Space Pricing includes: Visqueen floor covering to protect the carpet at Bally's, steel plates under each tire to distribute weight.

Please note: Additional charges exhibitors will be responsible for will include Round Trip Spotting provided by N'awlins Tradeshow at a rate of \$375/per vehicle. (Pricing is subject to change) Washing is optional—Fee ranges from approx. \$118—290 per vehicle

VEHICLE SPACE

SIGNATURE AND PAYMENT Booth or Bulk Space Total \$ _____

Exhibit space is available on a first-come, first-served basis only. To be considered in the early bird round priority placement (and receive your additional Full Badge), this commitment form, a signed copy of the **RULES AND REGULATIONS GOVERNING THE EXHIBITOR**, and a 50% deposit per exhibitor is required and must be received at RVDA headquarters in Fairfax, VA, no later than **May 31, 2017**. Cancellations (by Exhibitor or RVDA) prior to July 31, 2017 will result in the return of deposits made (less the \$500 administrative fee). In the event of cancellation after July 31, 2017, Exhibitor agrees to forfeit any deposits already made and to make payment of any remaining balance.

Name _____ Date _____

Signature _____

Method of payment for booth space: Visa MasterCard AMEX Discover Check (payable to: RVDA)

- Use the credit card to pay the entire amount **NOW *OR***
- Use the credit card to pay 50% now and 50% by **July 31, 2017** (Note: if no box is checked, the entire amount will be charged)
- Please add \$487** for a new Associate Membership *OR* Renewal (this will be a separate charge, not included in deposit for space.)

Card# _____

Expiration Date: _____ Security Code (3 or 4 digits): _____

Cardholder Name (print): _____

Company: _____

Billing Address: _____

Billing Zip _____ Credit Card Signature: _____

CONTRACT SIGNATURE AND PAYMENT

RESERVE YOUR SPACE TODAY!

FAX (703) 591-0734 OR MAIL THIS APPLICATION TO: RVDA, 3930 UNIVERSITY DRIVE, FAIRFAX, VA 22030. PLEASE DO NOT EMAIL YOUR CREDIT CARD INFORMATION ON THIS APPLICATION. FOR QUESTIONS OR TO PAY OVER THE PHONE - CALL JULIE AT (703) 364-5518

EXHIBITOR CATEGORY, SPONSORSHIPS, ADVERTISING, AND VENDOR TRAINING + PLUS RESERVATION FORM

Please return with page 1 of 2

Company: _____ Contact: _____

Phone: _____ Email: _____

Exhibitor Category: (SELECT 1 ONLY) LISTING WILL INCLUDE COMPANY NAME AND BOOTH # UNDER SELECTED CATEGORY. THIS IS FREE

<input type="checkbox"/> Advertising/Marketing/PR	<input type="checkbox"/> Internet/Website Design	<input type="checkbox"/> Specialty Items
<input type="checkbox"/> Associations/Nonprofit	<input type="checkbox"/> Management & Consulting	Type: _____
<input type="checkbox"/> Auction Services	<input type="checkbox"/> Market Research	<input type="checkbox"/> Statistical Data
<input type="checkbox"/> Certification & Inspection	<input type="checkbox"/> Press	<input type="checkbox"/> Suppliers (Product manufacturers)
<input type="checkbox"/> Consultants/Trainers	<input type="checkbox"/> Publication	Product _____
<input type="checkbox"/> Customer Service	Type: _____	<input type="checkbox"/> Warranty/Service Contracts
<input type="checkbox"/> Direct Mail	<input type="checkbox"/> Roadside Assistance—Dealer Support	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Distributors and Wholesalers	<input type="checkbox"/> RV Chassis Manufacturer	
<input type="checkbox"/> Education & Training	<input type="checkbox"/> RV Manufacturer	
<input type="checkbox"/> Finance/Financial/Financing	<input type="checkbox"/> Signage	
<input type="checkbox"/> Insurance	<input type="checkbox"/> Software	

Sponsorships/Partnerships

Please contact us about a sponsorship/partnership opportunity. Interested in _____

Contact name: _____

Email _____ Phone: _____

Print Advertising **Digital Advertising**

Pre-Convention issues of RV Executive Today Magazine

Size/price each

Full-Page (\$1,150)

Half Page (\$699)

1/4 Page (\$399)

Issues:

August

September

October

November

Close: July 5th Materials: July 7th.

Onsite Program Advertising

Each attendee receives a copy of the program and carries it throughout the show. In fact, many also keep it to refer to after the show.

4/C Rates:

Half-page ad—\$850

Full-page ad—\$1,390

Close: Sept. 27th. Materials: Sept. 29th

Banner Ad on Convention Website

Banner ads will rotate with other banners on www.rvda.org/convention

Banner Ad Size: 600px X 74px:

Top (Appears on all pages)-\$500

Exhibitor Page Only -\$300

(Email logo and link to jnewhouse@rvda.org. Acceptable formats include—jpg, gif or png)

BUNDLE YOUR ADVERTISING AND SAVE!

ADVERTISING PACKAGE (BEST VALUE):

All 4 pre-convention issues of *RV Executive Today* (Aug—Nov), Onsite Program and **Banner Ad on Exhibitor Page**

Half-page option—total cost for all five ads **\$3,246 (save \$544*) works out to \$649.20 per half page ad!**

Full-page option— total cost for all five ads **\$5,390 (save \$1,060*) works out to \$1,078 per full page ad!**

Advertising will be invoiced after issue has printed

Vendor Training +Plus

Exhibitors will have the opportunity to conduct workshops for attendees on a topic of their choosing. The cost is \$1,299 per hour and includes: Meeting room with seating for up to 50-70 attendees, LCD projector, screen, and microphone. You can reserve multiple hours for longer sessions. Workshop info will be published in RV Executive Today Magazine, Convention Website, and the Onsite Program. Please include workshop contact info below:

Contact Name: _____

Contact Email: _____

Phone: _____

Vendor Training +Plus will be invoiced separately once workshop is reserved

Session Block/Date Requested (Space is Limited—First Come, First Serve)

Monday	Tuesday
<input type="checkbox"/> 2:45—3:45	<input type="checkbox"/> 8:15—9:15
<input type="checkbox"/> 4:00—5:00	<input type="checkbox"/> 9:30—10:30
	<input type="checkbox"/> 10:45—11:45
	<input type="checkbox"/> 12:00—1:00
	<input type="checkbox"/> 1:15—2:15

Number of hours needed _____ x \$1,299

= Total \$ _____

RESERVE YOUR SPACE TODAY! FAX (703) 591-0734 OR EMAIL TO [JNEWHOUSE@RVDA.ORG](mailto:jnewhouse@rvda.org) OR CALL JULIE AT (703) 364-5518 TO RESERVE.

RULES AND REGULATIONS GOVERNING THE EXHIBITOR

1. SCOPE OF CONTRACT

It is understood that the following rules and regulations are accepted as a contract (the "Contract") between the exhibitor as shown on the front of this Contract (the "Exhibitor") and the Recreation Vehicle Dealers Association of North America (hereafter called RVDA) for the rental of exhibit space at the RV Dealers International Convention/Expo (the "Event"). It is agreed that Exhibitor will abide by the terms of this Contract before, during, and after the Event, and by other reasonable rules considered necessary by RVDA and Bally's Las Vegas (the "Facility"). RVDA shall have the sole authority to interpret and enforce all rules and regulations included herein, and to make further rules as necessary to ensure the orderly conduct of the Event.

2. SPACE ASSIGNMENT

Space will be assigned in accordance with the procedures developed by RVDA and outlined in the offering materials to all exhibitors. RVDA will respect the Exhibitor's choice of space so far as possible; however, RVDA cannot guarantee location requests. Where space requested is not available, space will be assigned to conform as nearly as possible to request. RVDA reserves the right to assign space subject to such parameters as booth structure or size in RVDA's sole discretion.

3. REASSIGNMENT OF SPACE

Exhibitor may not assign, sublet or apportion the whole or any part of the space allotted herein without the prior written consent of the RVDA. Exhibitor also may not exhibit, offer for sale, or advertise articles not manufactured or sold by Exhibitor in the regular course of business, except where such articles are necessary for proper demonstration or operation of the Exhibitor's display. The space assignment is for the exclusive use of Exhibitor and its products and services.

4. RESTRICTIONS

A. RVDA reserves the right to restrict or require modification of any display or demonstration at Exhibitor's expense, which, because of noise or for any reason, become objectionable or not in keeping with the character of the Event. RVDA further reserves the right to prohibit or evict any exhibit which in its sole judgment may detract from the general character of the Event. In the event of such restrictions or evictions, RVDA shall not be liable for refunds of any kind. Exhibitor shall be bound by the decision of RVDA in all matters related to the Event.

B. RVDA may require changes in the method of display if it is objectionable to an adjoining exhibitor or RVDA, under the above rules.

C. Exhibitor (and its employees) may not register non-employees from RV industry related companies that are not exhibiting at the Event. RVDA will audit Exhibitor registrations after the Event, and RVDA will add a supplemental full price charge of \$999 for each inappropriately registered non-employee, or discounted registration. RVDA Staff does not have the authority to grant oral exceptions to this restriction.

D. If an Exhibitor plans to hold special demonstrations, a full description must be sent in writing to RVDA no later than thirty (30) days prior to the Event opening. Such demonstrations are subject to the prior written approval of RVDA which shall have sole discretion to determine such approval. RVDA reserves the right to cancel such demonstrations during the course of the Event for any reason.

E. This Contract is subject to all applicable local codes, statutes, and regulations including fire codes.

F. All exhibitors and their representatives will be held by RVDA to the highest standards of personal and professional conduct. Exhibitor and its representatives agree not to disturb the activities of other exhibitor representatives, disturb or harass other exhibitors or Event attendees, precipitate the intervention of Facility security or public law enforcement, or in any other way disrupt the smooth operation of the Event. RVDA reserves the right to determine in its sole judgment when an Exhibitor and/or its representative has violated the standards of conduct, and to take whatever action RVDA deems necessary to protect the safety of Event attendees and the public, up to and including immediate termination of the Exhibitor's exhibit privileges, expulsion from the Facility, and barring of the Exhibitor from future exhibition with RVDA.

5. LIMITATION OF LIABILITY AND INDEMNIFICATION

A. The Exhibitor agrees to indemnify, defend and hold harmless RVDA, the Facility, and their respective employees, agents, or representatives from and against all claims, demands, causes of action, suits, settlements, judgments, and expenses (including reasonable attorneys' fees) incident to any of the foregoing for death, bodily injury, damage to property, or other damages of any kind arising in any way out of or occasioned by (1) the Exhibitor's use, installation, dismantling or operation of the exhibit; (2) activities of the Exhibitor's employees, agents or representatives; (3) Exhibitor's alleged acts of unfair competition; (4) Exhibitor's unauthorized playing or performance of copyrighted music, or other display of proprietary material; (5) the negligent performance of Exhibitor's obligations under this Agreement by Exhibitor, Exhibitor's agents, employees, or representatives; or (6) the breach of this Agreement by Exhibitor, or of any representation or warranty given or made by Exhibitor. In the event of any claims made or suits filed against RVDA subject to this section, RVDA shall give Exhibitor prompt written notice of such claim or suit by certified mail to the address provided on the Exhibitor Application & Contract. RVDA shall have the right to select counsel to defend such claim or suit and to determine, after consultation with Exhibitor, but in its sole discretion, whether to settle or contest any claim or cause of action.

B. RVDA shall not be liable and exhibitor agrees to make no claim for any reason whatsoever against RVDA, RVDA's official exhibit services provider or facility, for loss, theft, damage, or destruction of goods; nor for any injury, including death, to himself, employees, agents or representatives; nor for any damage of any nature including damage to his business for failure to provide exhibit space; nor for failure to hold the event as scheduled; nor for any action or omission of RVDA. Exhibitor is solely responsible for its own exhibition materials and products, and should insure exhibit and products from loss or damage from any cause whatsoever. It is understood that all property of Exhibitor is in Exhibitor's care, custody, and control in transit to, or from, or within the confines of the facility and the exhibit hall. RVDA shall bear no responsibility for the safety of Exhibitor, its personnel, employees, agents or representatives or personal property. RVDA will have no liability whatsoever for any indirect, consequential, special or incidental damages, regardless of how those damages are incurred.

6. CANCELLATION OR CHANGE OF VENUE

In the event that the Facility in which the Event is conducted should become unfit for occupancy or substantially interfered with by reason of any cause or causes not reasonably within the control of RVDA or its agents, the Event may be canceled or moved to another appropriate location, at the sole discretion of RVDA. RVDA shall not be responsible for cancellations, delays, damage, loss, increased costs, or other unfavorable conditions arising directly or indirectly by virtue of a cause or causes not reasonably within the control of RVDA. Causes for such action beyond the control of RVDA shall include, but are not limited to: fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, orders or regulation, act of a public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, labor union disputes, loss of lease or other termination by the Facility, municipal, state or federal laws, or acts of God. The Exhibitor expressly waives such liabilities and releases RVDA of and from all claims for damages and agrees RVDA shall have no obligation to Exhibitor except to refund to Exhibitor the fee paid for space less a proportionate share of all expenses incurred by RVDA for the Event.

7. INSTALLATION AND REMOVAL - GENERAL

A. Move-in will begin on Monday, Nov. 6, 2017, at 2:00 pm, unless otherwise indicated in the Exhibitor Kit. Exhibits must be set by 3:00 pm; Tuesday, Nov. 7, 2017; booths must be manned by 4:00 pm Tuesday, Nov. 7, 2017. Display RVs will have their own move-in appointment schedule for Sunday, November 5, 2017. Appointments will be emailed to Event contact.

B. Dismantling may begin on Thursday, November 9, 2017, at 2:15 pm, or in accordance with move-out notice distributed at the Event. Any Exhibitor dismantling earlier without written approval from RVDA may lose the right to participate in space assignments or face possible forfeiture of future exhibit rights. Move-out must be completed by Thursday, November 9, 2017 at 6:00 p.m.

C. Nothing shall be attached to any of the pillars, walls, doors, floor or fixtures of the Facility. If the premises are defaced or damaged by Exhibitor, its agents, or guests, the Exhibitor shall pay to RVDA such a sum as shall be deemed necessary by RVDA for complete restoration to previous condition. A protection barrier must be placed between the Facility's carpet and RV tires, and oil drips.

D. All necessary electrical service must be installed by the service provider designated by RVDA and/or Facility at Exhibitor's expense in accordance with the requirements of the Facility and is subject to the judgment of the service provider and RVDA.

8. BOOTH FURNISHINGS

A. The exhibit area is carpeted. Pipe, drape, and sign will be provided at no charge. The maximum height of any booth back wall (except the exceptional use areas) is eight (8) feet, including the sign. Side rail dividers may not exceed a height of three (3) feet for a distance of five (5) feet from the aisle. All Exhibitor products and display materials must be confined to the actual limits of their designated area.

B. An Exhibitor Service Kit will be provided to each Exhibitor and contains forms for ordering all supplies and services from official contractors. Exhibitor agrees to comply with the terms and conditions set forth in the Exhibitor Service Kit. All services and/or supplies are at the Exhibitor's sole expense.

9. DAMAGE TO PROPERTY

Exhibitor is liable for any damage caused to building floors, walls, or columns, or to standard booth equipment, or to other exhibitor's property by Exhibitor, its exhibit materials, or its employees or agents. Exhibitor may not apply paint, lacquer, adhesive or other coatings to building columns, floors or walls, or to standard booth equipment. Any property destroyed or damaged by an Exhibitor must be restored to original condition by Exhibitor at the Exhibitor's expense.

Initial Here _____

RULES AND REGULATIONS GOVERNING THE EXHIBITOR—(continued)

10. EXHIBITOR APPOINTED CONTRACTORS

RVDA has appointed contractors to provide certain services on an exclusive basis. The following services will be furnished only by the respective appointed contractors: drayage, rigging, electrical, plumbing, telephone, water, audio/visual and custom cleaning. If a contractor other than the official contractor is used for other services, Exhibitor must notify RVDA a minimum of thirty (30) days in advance, and furnish RVDA proof of insurance in amounts and coverage as specified by RVDA at the time of request. RVDA reserves the right to disapprove the use of other contractors at its sole discretion.

11. EVENT HOURS

Tuesday, November 7	4:00pm—7:00pm
Wednesday, November 8	11:00am—3:00pm
Thursday, November 9	11:00am—2:00pm

12. INSURANCE

Each Exhibitor, at its own expense, MUST secure and maintain through the period of the Event, inclusive of move-in and move-out days, comprehensive general liability insurance policy providing limits of at least \$1,000,000.00 combined bodily injury and property damage per each occurrence. Such insurance shall name RVDA and Facility as additional insureds. Neither the Facility, nor RVDA, nor any of its service contractors will be responsible for loss or damage of any merchandise while in transit to or from the Facility or while in the Facility. All Exhibitors must carry their own insurance through their own sources and at their own expense and provide proof of this insurance to RVDA Staff in the RVDA office no later than Monday, October 2, 2017.

13. PAYMENTS AND CANCELLATIONS FOR CONTRACTS DATED AFTER JULY 31, 2017

In exchange for rental of exhibit space at the Event under the terms specified herein, Exhibitor agrees to remit the required payments. The remaining balance due following the initial deposit submitted with this Contract must be received by RVDA no later than Monday, July 31, 2017. If the deposit or the balance is not received on or before the due date, RVDA may, at its option, cancel the Contract. Cancellations (by Exhibitor or RVDA) prior to July 31, 2017 will result in the return of the deposits made (less \$500 administrative fee). Exhibitor acknowledges that cancellation after July 31, 2017 will cause RVDA to sustain losses which are difficult to determine and would be difficult to prove. In the event of cancellation after July 31, 2017, Exhibitor agrees to forfeit any deposits already made and to make payment of any remaining balance, whether or not the space is re-let to another exhibitor. RVDA must receive notice of any cancellation by Exhibitor in writing. It is mutually agreed that by cancelling exhibit space, the Exhibitor relinquishes all benefits included with the exhibit space.

14. FAILURE TO OCCUPY SPACE

Any space not occupied by Tuesday, November 7, 2017, at 3:00 pm will be considered abandoned, and RVDA shall take the space and reallocate or reassign such space for such purposes or use as RVDA may see fit. In the event Exhibitor fails to occupy the exhibit space, Exhibitor will be subject to the provisions of paragraphs 13 and 18 of this Contract and all funds will be forfeited to RVDA.

15. DRIP PANS AND RUG PROTECTION

It is each vehicle Exhibitor's responsibility to have protection for the Facility's carpeting installed under the wheels. Drip pans should be placed beneath the engine in all self-propelled RVs. Exhibitor agrees to comply with instructions and procedures established by the Facility and/or other competent authority. These instructions and procedures will be distributed as part of the Exhibitor packet.

16. FUEL

Vehicle Exhibitor agrees to abide by fire department rules concerning the amount of fuel in tanks. Exact regulation and guidelines will be mailed with the Exhibitor Service Kit.

17. PROPANE

All portable propane tanks should be removed. All built-in propane tanks should be empty. If during the fire marshal's pre-show inspection, any propane is found, the marshal will prohibit the vehicle from entering the show area.

18. BREACH

Violation of any provision of this Contract by Exhibitor may result in, subject to the sole discretion of RVDA: (a) termination of this Contract, without notice, by RVDA; (b) loss of Exhibitor's right to participate in space assignment procedures for future RVDA events; (c) forfeiture of right to exhibit in future RVDA events.

19. INTELLECTUAL PROPERTY

Exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs, or other copyrighted material in exhibit booths or displays. No Exhibitor will be permitted to play, broadcast, or perform music or display any other copyrighted material, such as photographs or other artistic works, without first presenting to RVDA satisfactory proof that the Exhibitor has, or does not need, a license to use such music or copyrighted material. RVDA condemns intellectual property infringement and counterfeiting; however, as a neutral organizer of the Event, RVDA does not involve itself in exhibitor disputes or provide legal advice. Exhibitor agrees not to sue or threaten to sue RVDA for contributory infringement or any other theory that RVDA is indirectly or secondarily liable for a violation of intellectual property rights (e.g., trademark, copyright, or patent) by a third party. Exhibitor warrants that it is the owner or licensee of all intellectual property used by Exhibitor at the Event or in promotion thereof. Exhibitor agrees to defend, indemnify, and hold harmless RVDA, its officers, directors, employees and agents, harmless from all loss, cost claims, causes of action, obligations, suits, damages, liability expenses, and costs including attorney's fees arising from or out of any dispute involving intellectual property owned or used by Exhibitor at the Event or in promotion thereof.

20. RULES, REGULATIONS, CONTRACT TERMS, OFFERING MATERIALS, AND AMENDMENTS

RVDA shall have full power in the interpretation and enforcement of all rules and regulations contained herein: Each rule and regulation set forth herein shall be deemed to stand by itself unless otherwise indicated. Non-enforcement of any one of the rules and regulations set forth herein shall not affect the authority of RVDA with regard to enforcement of any other rule or regulation. RVDA shall also have the power to make such reasonable amendments thereto and such further rules and regulations as it shall consider necessary for the proper conduct of the Event, provided same do not materially alter or change the contractual rights of the Exhibitor. All amendments that may be so made shall be binding on all parties affected by them as by the original regulations.

21. AGREEMENT TO TERMS AND CONDITIONS.

Exhibitor, for himself or itself, his or its personnel, employees, agents or representatives, agrees to abide by the foregoing terms and conditions, and by any amendments and additional rules that may be put into effect by RVDA.

Both pages of the Rules and Regulations Governing the Exhibitor MUST be included with the signed Application & Contract.

I acknowledge that I have read and understand the RULES AND REGULATIONS GOVERNING THE EXHIBITOR, including item number 5. LIMITATION OF LIABILITY AND INDEMNIFICATION.

Name (Print): _____

Signature: _____ Date: _____

2017 EXHIBITOR REGISTRATION FORM

2017 RV Dealers International Convention/Expo – Nov 6-10, 2017



1. REGISTRATION INFORMATION – **DEADLINE MAY 31ST for FREE Full Registration**

COMPANY NAME _____ Booth# _____

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: _____ FAX: _____

Contact for Questions _____ EMAIL _____

2. EXHIBIT BOOTH ATTENDANTS (Note: Each exhibiting company receives two (2) expo only registrations. ONLY Full Registrations include admittance to the education sessions)

FIRST NAME / LAST NAME	MUST INCLUDE EMAIL FOR EACH ATTENDEE	EXPO ONLY \$195 FULL REG \$499 FREE FULL REG IF RETURNED BY MAY 31ST
1.		FREE
2.		Expo Only
3.		FREE
4.		Expo Only
5.		Circle One \$195 / \$499
6.		Circle One \$195 / \$499
7.		Circle One \$195 / \$499
8.		Circle One \$195 / \$499
9.		Circle One \$195 / \$499
Use separate sheet for additional names	TOTAL \$	

CHECK ENCLOSED CHARGE MY: VISA MASTERCARD AMEX DISCOVER

CARD # _____ EXP DATE: _____ SECURITY CODE _____

NAME ON CARD _____

SIGNATURE: _____ DATE _____

Cancellation/Refund Policy for Exhibitor Registrations: All cancellations must be made in writing and received by August 31, 2017, to qualify for a refund. A \$50 administrative fee will be deducted from each refund request received by July 31, 2017. A \$100 administrative fee will be deducted if received between August 1 thru August 31, 2017. **NO REFUNDS WILL BE MADE AFTER AUGUST 31, 2017.**

FAX (703) 591-0734 OR MAIL THIS APPLICATION TO: RVDA, 3930 UNIVERSITY DRIVE, FAIRFAX, VA 22030. PLEASE DO NOT EMAIL YOUR CREDIT CARD INFORMATION ON THIS APPLICATION. FOR QUESTIONS OR TO PAY OVER THE PHONE - CALL JULIE AT (703) 364-5518. FOR QUESTIONS OR NAME CHANGES EMAIL JNEWHOUSE@RVDA.ORG

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Opening Reception Tuesday



Opening Reception Tuesday



Coffee Break



Coffee Break



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Young RV Executives Reception

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CONTACT JULIE AT [JNEWHOUSE@RVDA.ORG](mailto:jnewhouse@rvda.org) OR CALL (703) 364-5518

**DON'T MISS OUT—SPACE IS LIMITED
RESERVE YOURS TODAY!**

**GEAR
UP**
FOR SUCCESS

**RV DEALERS
INTERNATIONAL
CONVENTION/EXPO**

NOVEMBER 6-10, 2017

For more information:

Julie Newhouse

Marketing Manager

The National RV Dealers Association (RVDA)

3930 University Drive, Fairfax, VA 22030-2515

Phone: (703) 364-5518 Fax: (703) 591-0734

jnewhouse@rvda.org

www.rvda.org/convention

Convention/Expo Location

BALLY'S
LAS VEGAS

Bally's Hotel and Casino

3645 Las Vegas Boulevard South

Las Vegas, NV 89109