

Go RVing[®] Dealer Program 2017

The Go RVing dealer tie-in program is back in 2017 and ready to help you set the stage for a successful year!

The Go RVing dealer program is an ideal way to reach new prospects generated by the industry's national advertising and marketing communications campaign.

Focused on family adventure and couples travel, the AWAY campaign will continue to emphasize the flexibility and affordability of RV travel for today's consumers.

This optional program gives dealers, state dealer associations, and their ad agencies the ability to use materials connected to the national campaign and reach out to prospects directly. Here are the highlights

- **Go RVing Leads Plus Program**
24 hours a day, 7 days a week, Go RVing dealers signed up for the tie-in program can access Go RVing leads via the Internet that are prioritized according to purchase time frame.
- **Access to Downloadable Commercials and Stock Footage**
Target your local markets with customizable versions of the Go RVing national commercials or create your own using the latest stock footage, both now available as downloads.
- **Digital RV Pictures in the Image Bank on GoRVing.com**
Go RVing Dealers signed up for the program have access to multiple high resolution images of consumers enjoying a variety of RV products to use in advertising, websites, social media, and other promotional materials.

To give dealers maximum flexibility, the Go RVing Dealer Leads Program also features a menu of other promotional items. These items are available separately.

Get on board for Go RVing 2017! Return this form TODAY!

Name _____ Company _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email address _____ Dealer website _____

Please enroll _____ dealership(s) at \$250 each. Make checks payable to RVDA.

Card type (circle): VISA MC AMEX

Credit card # _____
Billing Address _____
Exp. date: _____ Sec. Code _____
Cardholder _____ Cardholder's signature _____

Fax this form to RVDA at (703) 359-0152 or mail to: RVDA, 3930 University Drive, Fairfax, VA, 22030
For more information, visit www.rvda.org or send an e-mail to info@rvda.org