

EXHIBITOR PROSPECTUS

EXHIBITS • CORPORATE SUPPORT • ADVERTISING • VENDOR TRAINING + PLUS



2015 | RV DEALERS INTERNATIONAL CONVENTION/EXPO

NOVEMBER 2—6 | EXHIBIT DATES: NOVEMBER 3—5
LOCATION: BALLY'S ON THE LAS VEGAS STRIP

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



VISIT OUR CONVENTION/EXPO WEBSITE AT WWW.RVDA.ORG/CONVENTION FOR MORE INFORMATION.

JOIN US AS AN EXHIBITOR!

When you exhibit at this premier event you are instantly in touch with your target market. 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 for new products and services. For a complete list of our 2014 exhibitors, please visit our website at www.rvda.org/convention.

TOP REASONS YOU SHOULD EXHIBIT

- **Exhibit!** Trade shows are one of the most cost-effective ways to gain exposure and allows you to stand out above your competition. ***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.
- **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 are the retail powerhouses of the RV industry accounting for **84%** of the RV sales in the U.S. market and **90%** in the Canadian market.



SHOWCASE YOUR PRODUCTS AND SERVICES ON THE EXPO FLOOR:

Booth Costs:

- ⇒ Member Booths starting at —\$ 3,030 / Nonmember Booths starting at—\$ 3,480
- ⇒ Member Vehicle Space—\$ 9.60 sq. ft. (Includes \$1.00 sq. ft. surcharge on plastic floor covering)

The Fee for Each Booth Includes:

- Pipe & drape.
- Company identification sign.
- Security during all set-up, show, and tear-down hours.
- Two complimentary expo only convention registrations (*approximately a \$374 value*) which includes the reception on Tuesday evening, and lunches on Wednesday and Thursday in both expo halls.
- Contact list (including email) of the pre-registered attendees for your use through December 15th.
- Company recognition in the August, September, and October pre-convention issues of *RV Executive Today* magazine.
- Company listings in the convention Program, convention Mobile App, and convention website which includes a link to your company website on www.rvda.org/convention.
- Special advertising rates in *RV Executive Today* magazine, convention website, and convention program.

Select your Space by
May 31st and receive a
FREE Full Convention
Registration.
A \$492 Value



THINK OUTSIDE THE BOOTH—PROMOTE YOUR EXHIBIT

Double the impact of your exhibit! Advertise to create interest in your business and reach key decision makers before, during and after convention. The 2015 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!

RV EXECUTIVE TODAY MAGAZINE PRE-CONVENTION ISSUES

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, and October** issues of *RV Executive Today* will include a preview of the 2015 RV Dealers International Convention/Expo.

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

Ad close: June 6th. Materials due: July 6th
Exhibitor Rates 4/C: Half-page \$699/month
Full-page \$1,132/month

CONVENTION 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 may advertise in this special issue.**

Ad close: September 4th. Materials due: September 11th
Color Rates: Half-page \$850
Full-page \$1,390

BUNDLE AND SAVE!!

For maximum exposure, book all three issues of *RV Executive Today* magazine (August—October) and the Convention Program and save up to \$396!

Ad close: June 6th. Materials due: July 6th.

4/C Rates:

- ☐ Half-page ad—total cost **\$2,650**
- ☐ Full-page ad—total cost **\$4,390**

COMPANY LISTING—FREE

All exhibitors will receive a company listing in the convention program, mobile app, and website which includes a booth number, company name, phone number, website, plus a 35-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.**

LOGO AND LINK WITH YOUR COMPANY LISTING

Advertise on our new convention website at www.rvda.org/convention. Include a logo and a link to your website with your company listing.

LOGO/LINK: \$350

FORMAT: jpg, png, or gif



Sample web listing with logo

SureVista Solutions

P: (800) 990-7202

www.surevista.com

SureVista combines industry specific knowledge, sophisticated research and the latest technology to provide our clients with data driven decision-making TOOLS customized to the RV Industry. We assist our clients in making better business decisions to improve operating results and increase revenues.

WEBSITE BANNER AD

Banner ads will rotate with other advertisers banners and appear on all pages at the top of the convention/expo website at www.rvda.org/convention. Banner ads will run from August until December for a one-time fee of \$500.

Banner Ad—\$500.

SIZE (600px X 74px)

FORMAT: jpg, png, or gif

SAMPLE BANNER AD



PLAN 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.

RESERVE YOUR SPACE TODAY!

Contact marketing manager Julie Newhouse at jnewhouse@rvda.org or (703) 591-7130, ext. 103 for more information

Advertising Insertion Order

2015 RV Dealers International Conference/Expo

Bally's on the Strip—November 2—6 | Exhibit Dates: November 3—5



Billing Contact Info:

Contact _____

Company Name _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Website _____

Ad Contact _____

Email _____

Phone _____

With my signature below I acknowledge that I am authorized to enter into this agreement on behalf of said advertiser/company listed above and agree to pay within 30-days of being invoiced. **Please note:** RVDA reserves the right (but does not have the obligation) to review all advertisements for content. RVDA, in its sole discretion, may refuse to distribute controversial advertising, or advertising otherwise deemed inappropriate. Please submit a copy of your advertisement to RVDA for prior review if you have any questions or concerns.

Name (print) _____ Date _____

Signature _____

PRINT ADVERTISING

RV Executive Today Magazine

PRE-CONVENTION ISSUES: Each month will feature a listing of Partners, Sponsors, and Exhibitors.

Close: June 6th. Materials: July 6th

Issues:

☐ August ☐ September ☐ October

Exhibitor Rates:

- ☐ Half-page ad— \$699 per month
☐ Full-page ad— \$1,132 per month

Convention Program

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.

Close: Sept. 4th. Materials: Sept. 11th

4/C Rates:

- ☐ Half-page ad—\$850
☐ Full-page ad—\$1,390

DIGITAL ADVERTISING

Logo with Your Company Listing

Include a logo and a link to your website with your company listing on the convention website and in the convention mobile app.

☐ Logo & link w/Company listing-\$350

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

OR

BUNDLE AND SAVE!!

For maximum exposure, book all three issues of *RV Executive Today* magazine (August—October) and the Convention Program and save up to \$396!

Close: June 6th. Materials: July 6th.

4/C Rates:

- ☐ Half-page ad—total cost \$2,650
☐ Full-page ad— total cost \$4,390

Banner Ad on Convention Website

Include your message in a banner ad. Banner ads will rotate with other advertisers banners on the convention website at www.rvda.org/convention

☐ Banner Ad -\$500 Size: 600px X 74px

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

CONTACT JULIE NEWHOUSE [JNEWHOUSE@RVDA.ORG](mailto:jnewhouse@rvda.org) OR (703) 591-7130, EXT. 103 FOR MORE INFORMATION.

VENDOR TRAINING +PLUS WORKSHOPS



In keeping with this year's theme "***Your Passport to Excellence - Education and Training***" our 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 18 to 20 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 2 thru Tuesday, November 3 and would not compete with the Expo or regular convention programming.

Possible topics that have been suggested include, new product introduction by parts suppliers, user training for proprietary software, forms and submission training by financial institutions. Other training topics will also be considered.

RVDA would provide the facility logistics for a fee, so vendors can focus on training – not meeting planning.

Once RVDA has approved your program, we 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 an LCD projector, screen, and microphone. **You must provide your own laptop.**
- 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!

Fee includes: Meeting room with seating for up to 50-70 attendees, LCD projector, screen, and microphone. You can reserve multiple hours for longer sessions. **Deadline to be listed in the pre-convention issues of *RV Executive Today* Magazine is June 30th.**

Contact: _____

Company: _____

Phone: _____ **Email:** _____

Please provide details with speaker name(s), session title and a short description for use on the convention website, mobile app and convention program. I will also need a hi-res logo in a jpg, gif or png. Email to jnewhouse@rvda.org.

Session Block/ Date Requested <i>(Book early for preferred schedule)</i>	<u>Monday</u>	<u>Tuesday</u>	Each Hour is \$1,250 (includes the Meeting Room, LCD Projector, Screen, and Microphone.). You must provide your own laptop. Want more than one (1) hour? Number of hours needed _____ x \$1,250 = Total \$ _____
	<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	

<input type="checkbox"/> CHECK ENCLOSED	CHARGE MY: <input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> AMEX <input type="checkbox"/> DISCOVER
CARD # _____	EXP DATE: _____ SECURITY CODE _____
NAME ON CARD _____	
CARD BILLING ADDRESS _____	
SIGNATURE: _____ DATE _____	

RESERVE YOUR SPACE TODAY!

FAX (703) 359-0152 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) 591-7130, EXT 103

PARTNERSHIPS

Position your company as a leader at a time when key decision-makers are eager to learn, and ready to help their dealership grow. So when you think about investing in face to face interaction at the RV Dealers International Convention/Expo, consider the impact that a Partner level sponsorship will make on key customers and prospects. RVDA Partners are firms who demonstrate a commitment to RVDA and its mission. This program provides premium exposure to a focused audience before, during, and after the events and activities surrounding the RV Dealers International Convention/Expo.

Below we have listed the benefits and levels 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 LEVEL SPONSORSHIPS 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 Technician*, *RV Executive Today Online*, *RVDA's NewsBrief* and other industry publications.
- Partner Level ribbons for all company staff in attendance.
- Company logo on special 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 Levels:

Bronze Level Partnership—\$15,000

In addition to the items mentioned:

- 10x10 booth placed in a prime location.*
- Four (4) full *or* eight (8) expo only registrations for you and your staff.

**add \$2,250 to increase booth to a 10x20.*

Silver Level Partnership—\$25,000

In addition to the items mentioned:

- 10x20 booth placed in a prime location.
- Five (5) full *or* ten (10) expo only registrations for you and your staff.
- Half-page ad in the October issue of *RV Executive Today* magazine.
- Half-page ad in the Convention/Expo Program.

Gold Level Partnership—\$40,000

In addition to the items mentioned:

- 10x20 booth placed in a prime location.
- Six (6) full *or* twelve (12) expo only registrations for you and your staff.
- Full-page ads in August, September, and October issues of *RV Executive Today* magazine.
- Full-page ad in the Convention/Expo Program.
- A banner ad on the Convention Website.

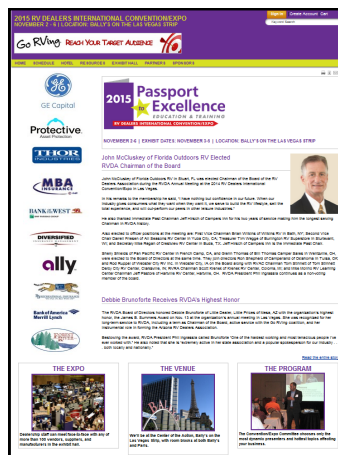
Platinum Level Partnership—\$50,000

In addition to the items mentioned:

- Exclusive sponsor of the opening general session.
- 20x20 booth placed in a prime location.
- Eight (8) full *or* sixteen (16) expo only registrations for you and your staff.
- Full-page ads in August, September, and October issues of *RV Executive Today* magazine.
- Full-page ad in the Convention/Expo Program.
- One page insert in the Convention Pad folio.
- Two (2) e-blasts sent to all registered attendees and RV dealer members.
- A banner ad on the Convention Website.
- The opportunity to introduce the keynote speaker. The keynote address sets the tone for the convention. Upon request, a representative from your company may introduce the keynote speaker. This is great visibility for your company on the first day of the convention's educational programs.



Special Convention ads



Homepage of the Convention Website

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



2013—2014 Platinum Partner GE Capital

Contact Julie Newhouse jnewhouse@rvda.org or (703) 591-7130, ext. 103 for more information.

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.

ALL SPONSORSHIPS INCLUDE:

- Recognition on the **2015 RV Dealers International Convention/Expo** website at www.rvda.org/convention.
- Recognition on the **Convention Mobile App**.
- Recognition in the **Convention Program**.
- Logo recognition during the general session.



\$5,000—Coffee Break Co-Sponsorship (Multiple Opportunities Available)

Coffee Breaks will be served in the dealer lounge.

Additional benefits:

- Logo on signage in the coffee area with the wording: "Coffee Break Sponsored by "

\$5,000—Young RV Executives Reception

Mix and mingle with our Young RV Execs. This reception offers light appetizers and cocktails.

Additional benefits:

- Sponsorship includes up to four (4) guests of your choosing.
- Signage on bar and food station.
- Logo on emails inviting the Young RV Execs to the reception.



\$5,000—AV Sponsorship

Help us make the education sessions a success! The AV sponsorship will provide the education speakers with the resources they need to make their sessions spectacular.

Additional benefits:

- Logo on signage with the wording "AV Sponsored by"
- Full-page ad in the convention program.

\$5,000—Wednesday and Thursday Lunch on the Expo Hall Floor Co-Sponsorship (Multiple Opportunities Available)

This very popular buffet luncheon will be served in both exhibit halls on Wednesday and Thursday during the expo hours.

Additional benefits:

- Logo appears on both signs outside the expo hall.
- Logo on signage in buffet area with the wording "Lunch Co-Sponsored by"



\$6,000—Signage Sponsorship

We have a great opportunity for additional exposure. Your logo and message on the bottom of the directional signs leading the attendees where they need to go and a full-page ad in the convention program.

Benefits:

- Logo appears on both signs outside the expo hall.
- Full-page ad in the convention program.



\$6,000—Wi-Fi Sponsorship

Your company will gain visibility and goodwill by delivering a resource that is very important to attendees—Wi-Fi connectivity.



The wireless hot-spot will be located in the dealer lounge area between the two exhibit halls.

Additional benefits:

- Signage promoting this feature throughout the Wi-Fi-enabled area along with instructions for access.

(continued on page 9)

Please note: The Right of First Refusal goes to the 2014 Sponsor. If the event or item is not available we can work with you to find something that suits your needs. Contact Julie Newhouse at (703) 591-7130, ext. 103 for more information.

SPONSORSHIPS (Continued from page 8)



\$6,500 Mobile App Sponsorship (exclusive)

Put **YOUR corporate logo** or banner ads on HUNDREDS of dealers' phones and tablets when they download our Convention Mobile App. The mobile app is designed to bring attendees up-to-the-minute detailed information on sessions, schedules, speakers, exhibitors, room locations, and more!

It is easy to use and downloadable for **iPhone, iPad, Blackberry or Android devices.**

Additional benefits:

- Company name and logo on ads promoting the convention app in *RV Executive Today* magazine.
- Company name or logo in banner ads promoting the download of the app to members in *RV Executive Today Online* and on the Convention Website.
- Your company logo or up to 3 banner ads on the main menu screen of the app.

\$10,000- Education Track (Six Available)

Become an education track sponsor at the convention and enjoy prominent name recognition during each workshop in your sponsored track. Many of the 40+ workshops qualify for Continuing Education Unit's (CEU's), guaranteeing strong attendance.

Available tracks:

- *Dealer/GM*
- *Sales*
- *Rental*
- *Service*
- *Parts*
- *Social Media/e-Marketing*

Additional benefits:

- Opportunity for your staff to introduce speakers in your education track.
- Your company name or logo on signage outside each session with the wording "Track Sponsored by"
- Recognition on the Education Matrix as a track sponsor.

\$10,000 Opening Reception on the Expo Hall Floor (2—available)

Help us welcome this year's convention attendees on Tuesday at the opening of the Expo. The reception offers light appetizers and cocktails. It is open to all convention attendees, exhibitors, and Vendor Training +Plus only attendees.



Benefits:

- Logo on signage outside both exhibit halls
- Signage placed on bars and food service areas with the wording "Reception Sponsored by"

\$10,000—Attendee Charging Lockers

Charging Lockers are the perfect solution for attendees that are low on juice and time.

These are safe and secure units that allow the attendee to plug-in, lock-up and head to their next meeting or workshop. When separation anxiety kicks in, attendees can easily reclaim their device with a self-generated four digit code.

Each locker contains an iPhone 4 (1), iPhone5 (1) and a micro USB (1) charging cord.

Additional benefits:

- Side Panels allow for sponsor logo/branding.
- Unit can include a monitor that will play the sponsors message in a continuous loop.



\$25,000—RV Dealer Lounge

The Dealer Lounge offers attendees a place to relax and network with colleagues during the convention. Signage will be placed strategically, ensuring recognition of your company's support. Opportunity to display your own pop-up banner if you choose.

Additional benefits:

- Qualifies as a Silver Level Partnership
- Includes signage with the wording "Dealer Lounge Sponsored by"
- Logo on the homepage with other Partner logos.
- Up to six (6) expo only passes for you and your staff.



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.

Contact Julie Newhouse
jnewhouse@rvda.org
or (703) 591-7130, ext. 103
for more information.

2015 RV Dealers International Conference/Expo Exhibitor Application and Contract

Bally's on the Strip—November 2—6 | Exhibit Dates: November 3—5

Office Use: ID Number _____

Please enter the **Company Name** as it should appear in the Expo directory

STEP 1

Company Name _____

Address _____

City/State/Zip _____

Phone _____

Website _____

Company Description: Please email a 30-word description to jnewhouse@rvda.org for use on the convention website, mobile app, and program.

Expo Contact _____

Email _____

Phone _____

Signature and Payment Booth Space/Vehicle Space Total \$ _____

Exhibit space is available on a first-come, first-served basis only. To be considered in the early bird round priority, 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, 2015**. Cancellations (by Exhibitor or RVDA) prior to July 31, 2015 will result in the return of deposits made (less the \$500 administrative fee). In the event of cancellation after July 31, 2015, Exhibitor agrees to forfeit any deposits already made and to make payment of any remaining balance.

Name _____ Date _____

Signature _____

Primary Focus : (PLEASE LIMIT TO 1)

☐ Advertising/Promotion

☐ Association

☐ Auction

☐ Consultant/Trainer

☐ Customer Service

☐ Directory/Guide

☐ Distributor of Aftermarket Products

☐ Finance/Financial

☐ Insurance & Warranties

☐ Market Research

☐ Publication

☐ RV Manufacturer

☐ Software/Websites

☐ Supplier

☐ Other: _____

STEP 3

Method of payment for Expo Booth Only:

☐ Check (payable to: RVDA) Credit Card: ☐ Visa ☐ MasterCard ☐ AMEX ☐ Discover

☐ Use the credit card to pay the entire amount **NOW *OR*** ☐ Use the credit card to pay 50% now and 50% by **July 31, 2015**

(Note: if no box is checked, the entire amount will be charged)

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

Billing Address (if different than above) _____

Cardholder Name (print): _____ Signature: _____

RESERVE YOUR SPACE TODAY!

FAX (703) 359-0152 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) 591-7130, EXT 103

EXHIBIT BOOTH SPACE

STEP 2

Please reserve the following:

BOOTH SIZE	MEMBER PRICE	NON-MEMBER PRICE
10'X 10'	<input type="checkbox"/> \$3,030	<input type="checkbox"/> \$3,480
10'X 20'	<input type="checkbox"/> \$5,280	<input type="checkbox"/> \$5,730
20'X 20'	<input type="checkbox"/> \$10,675	<input type="checkbox"/> \$11,125
10'x20 End Cap	<input type="checkbox"/> \$5,640	(Members only)

Set-up (subject to change)

Monday, Nov 2 from 2pm—6pm

Tuesday, Nov 3 from 8am—3pm

BOOTHS INCLUDE: An 8' high draped backdrop; 3' side rails; sign with company name; two expo only badges; security during all set-up, show, and tear-down hours; listing and description in convention mobile app, website, and convention program.

1st Choice _____ 2nd Choice _____

3rd Choice _____ 4th Choice _____

5th Choice _____ 6th Choice _____

VEHICLE BULK SPACE

Associate Members Only—\$9.60 per sq. ft.

(price includes visqueen floor covering at a cost of \$1.00 per sq. ft.). Exhibitor will be responsible for Washing and Set-up Fees (approximately \$370 each vehicle for Round Trip Spotting and approximately \$280 for exterior cleaning).

Standard width is set at 14' for slide-outs.

Vehicles must arrive at the hotel by Friday, October 31st. Washing, placement and set-up begin on Sunday, November 1st.

☐ 14'X 40' (560 sq. ft.) \$ 5,376

☐ 14'X 80' (1,120 sq. ft.) \$10,752

☐ 28'X 40' (1,120 sq. ft.) \$10,752

1st Choice _____ 2nd Choice _____

3rd Choice _____ 4th Choice _____

STEP 4

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. 2, 2015, at 2:00 pm, unless otherwise indicated in the Exhibitor Kit. Exhibits must be set by 3:00 pm; Tuesday, Nov. 3, 2015; booths must be manned by 4:00 pm Tuesday, Nov. 3, 2015. Display RVs will have their own move-in appointment schedule for Sunday, November 1, 2015. Appointments will be emailed to Event contact.

B. Dismantling may begin on Thursday, November 5, 2015, 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 5, 2015 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.

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.

RULES AND REGULATIONS GOVERNING THE EXHIBITOR

11. EVENT HOURS

Tuesday, November 3	4:00pm—7:00pm
Wednesday, November 4	11:00am—3:00pm
Thursday, November 5	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, August 31, 2015.

13. PAYMENTS AND CANCELLATIONS FOR CONTRACTS DATED AFTER JULY 31, 2015

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 Friday, July 31, 2015. 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, 2015 will result in the return of the deposits made (less \$500 administrative fee). Exhibitor acknowledges that cancellation after July 31, 2015 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, 2015, 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 3, 2015, 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: _____

2015 EXHIBITOR REGISTRATION FORM

2015 RV Dealers International Convention/Expo – Nov 2 – 6, 2015



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 \$187 FULL REG \$492
1.		FREE FULL REG if submitted by May 31st
2.		FREE Expo Only
3.		FREE Expo Only
4.		Circle One \$187 / \$492
5.		Circle One \$187 / \$492
6.		Circle One \$187 / \$492
7.		Circle One \$187 / \$492
8.		Circle One \$187 / \$492
9.		Circle One \$187 / \$492
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, 2015, to qualify for a refund. A \$50 administrative fee will be deducted from each refund request received by July 31, 2015. A \$100 administrative fee will be deducted if received between August 1 thru August 31, 2015. **NO REFUNDS WILL BE MADE AFTER AUGUST 31, 2015.**

FAX (703) 359-0152 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) 591-7130, EXT 103. FOR QUESTIONS OR NAME CHANGES EMAIL JNEWHOUSE@RVDA.ORG.

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



THANK YOU TO OUR 2014 PARTNERS

PLATINUM LEVEL



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SILVER LEVEL



BRONZE LEVEL



THANK YOU TO OUR 2014 SPONSORS



SAVE THE DATES FOR FUTURE SHOWS

NOVEMBER 7—11, 2016

NOVEMBER 8—12, 2017

BALLY'S
LAS VEGAS

Bally's Hotel and Casino is located at:
3645 Las Vegas Boulevard South
Las Vegas, NV 89109



RVDA
The National RV Dealers Association
Powered by Dealers

For more information: Julie Newhouse
The National RV Dealers Association
3930 University Drive, Fairfax, VA 22030-2515
Phone: (703) 591-7130, Ext. 103 Fax: (703) 359-0152
jnewhouse@rvda.org / www.rvda.org/convention