

EXHIBITOR PROSPECTUS

**BOOTH SPACE
IS NEARLY SOLD OUT
SPACE IS LIMITED
RESERVE YOURS
TODAY!**



NEW DATES

Convention

NOVEMBER 10—14

Expo

NOVEMBER 11—13

NEW LOCATION

BALLY'S ON THE
LAS VEGAS STRIP

NEW THEME

YOUR PASSPORT TO
EXCELLENCE:
EDUCATION & TRAINING

DON'T MISS YOUR OPPORTUNITY TO REACH THE TOP RV DEALERS AT THE

2014 RV DEALERS INTERNATIONAL CONVENTION/EXPO

BETTER TIMING, A NEW LOCATION, AND A NEW THEME!

From the timing to the content and venue, this year's event is designed to allow dealers to bring more staff and to give participants expanded choices and flexibility to get the most out of the Convention/Expo. This is your chance to reach the retail powerhouses of the RV Industry.



**SECURE YOUR EXHIBIT SPACE AND MARKETING
OPPORTUNITIES TODAY!**



TOP REASONS YOU SHOULD EXHIBIT AT 2014 RV DEALERS INTERNATIONAL CONVENTION/EXPO

- **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 Passport to Excellence educational & networking events. Gain quality face-time with prospective clients and current customers. We have expanded our hours on Wednesday and Thursday.
- **Strengthen Existing Customer Relationships!** Invite your preferred customers to RVDA's Convention/Expo. Try enhancing their experience with a Vendor Training +Plus Workshop Program – available only to exhibitors.
- **Study the Competition!** See the latest offerings, pricing and marketing strategies of your competitors.

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.

See more at www.rvda.org/convention



New Dates. New Location.

After more than 10 years at the Rio, the RV Dealers International Convention/Expo is moving to Bally's on the Las Vegas strip beginning in 2014, and the event has been pushed back into November to accommodate our dealers' scheduling preferences.

November 10—14. Bally's On the Las Vegas Strip.

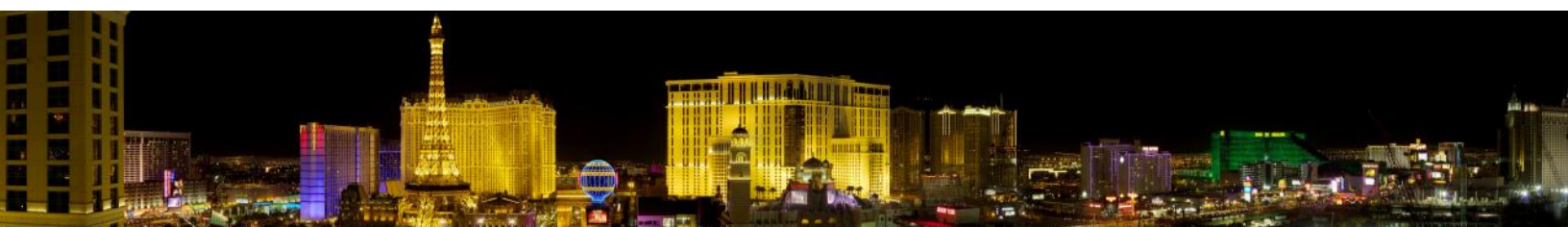
SHOWCASE YOUR PRODUCTS AND SERVICES ON THE EXPO FLOOR:

Booth Costs:

- ⇒ Member Booths starting at —\$ 2,950 / Nonmember Booths starting at—\$ 3,300
- ⇒ Member Vehicle Space—\$ 9.20 s/f (includes visqueen plastic floor covering)

You Receive:

- 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 a one-time use.
- Company recognition in the August, September, October and November pre-convention issues of *RV Executive Today*.
- Listing and company description on the Website, Mobile App, and the Convention Program
- Expanded hours in the Expo, with nearly 9 hours exclusive from education session programming.
- 8' high draped backdrop, 3' side rails; sign with company name.
- Security during all set-up, show, and tear-down hours.



LIST OF 2013's EXHIBITORS, PARTNERS AND SPONSORS

RESERVE YOUR SPACE NOW!

A World of Training
ADAK Adventure Trailers
ADP Lightspeed
AFC
Airstream, Inc.
AIRXCEL - RV Group
Alde
AL-KO Axis, Inc.
Ally Financial—Bronze Partner
American Guardian
Group of Companies
America's RV and Marine Auction
ARI
Atwood Mobile Products, LLC
Auction123.com
B & W Trailer Hitches
Bank of the West - Gold Partner
Blue Ox
Brasher's Northwest Auto Auction
**Brown & Brown Recreational
Insurance - Bronze Partner**
Carefree of Colorado
Cequent Performance Products
Certified Earth Friendly
Technologies Corp (Mouse Free).
Coach-Net
Coast Distribution System
Conntek - Camp Power
CornerStone United, Inc.
Covideo by EasyCare
CrossRoads RV
Cruiser RV, LLC
Cummins Onan Generators
CURT Manufacturing, LLC
Customer Service Intelligence, Inc.
Dealer Spike RV
**Diversified Insurance
Management, Inc. - Bronze Partner**
Dometic Corporation
Dutchmen Manufacturing, Inc.
EasyCare RV
EverGreen Recreational Vehicles, LLC
EverLogic
Fairview Fittings & Mfg., Inc.
Freightliner Custom
Chassis Corporation

**GE Capital, Commercial
Distribution Finance -
- Platinum Partner**
Girard Systems
Heartland Recreational Vehicles
Hymer AG
I.C.E., Inc.
IDS - Integrated Dealer Systems
JEJ Holdings, LLC and
Lifestyle Excursions of Arizona, LLC
JR Products
Keystone RV Company
KZ RV L.P.
**Lance Camper
Manufacturing Corporation -
- Bronze Partner**
Leisure Travel Vans / Triple E RV
LIFESTYLE Luxury RV
Livin Lite Recreational Vehicles, Inc.
Manheim Specialty Auctions
Marine One Acceptance Corp.
Marzahn & King Consulting, Inc.
MBA Insurance, Inc. - Bronze Partner
Medallion Bank
Merrick Bank
Mobile Outfitters/
Lippert Components Aftermarket Solutions
Mobile Sleep Components
MOR/ryde International
Mouse Free (Certified Earth
Friendly Technologies)
NADAguides & NADAguides.com
NCompass RV (Has changed name to
PreseRVe RV)
Newmar Corporation
Northpoint Commercial Finance, LLC
NTP Distribution
**NWAN/National
Automotive Experts -
- Wednesday Breakfast Sponsor**
Open Range RV Company
Pacific Coachworks, Inc.
Parallax Power Supply -
A Division of Connecticut Electric, Inc.
Pettes & Hesser, Ltd.
PreseRVe RV (formerly known as
NCompass RV)

Priority One Financial Services, Inc.
Progress Mfg., Inc.
ProResponse, Inc.
Protective - Gold Partner
QuantechSoftware.com Inc
R. L. Polk & Co.
Reese
Roadtrek Motorhomes, Inc.
Robert Weed Plywood Corporation
RV DealerPro Training
RV Learning Center
RV PRO Magazine
RV Trader
RVDA
RVDA - RVIA RV Service
Technician Certification
RVM Promotions
RVT.com Classifieds
Skyline Corporation
Snap21
Sobel University
Spader Business Management
Stag-Parkway
Statistical Surveys, Inc.
Studio5@Mudd Advertising
Systems 2000, Inc.
TCF Inventory Finance, Inc.
Tekonsha
Thor Industries - - Silver Partner
Thor Motor Coach
U.S. Bank Recreation Finance
United States Warranty Corporation
UVS Junction
Velvac, Inc.
Wheeler Advertising, Inc.
Wilkin Marketing
Williams and Stazzone
Insurance Agency, Inc.
Wolters Kluwer Financial Services
Xantrex Technology /
Schneider Electric
Zamp Solar, LLC
Non-Exhibiting Partners and Sponsors
Bank of America Merrill Lynch—Bronze Partner
Forest River, Inc.—Bronze Partner



Partnerships

2014 RV Dealers International Convention/Expo presents an ideal opportunity to boost your company's profile among the top RV Dealers in the country.

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; you'll have access to a highly targeted audience with decision-making authority.

Partnership of this conference 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.

Partners receive exclusive benefits, depending on their commitment level.



2013 Platinum Partner GE Capital

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

ALL PARTNERSHIP LEVELS INCLUDE:

- Exposure on the convention website with your company name, logo, and a link to your website.
- 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 and the RVDA website.

Suggested Package Options:

Bronze Level Partnership—\$15,000

Includes:

- 10 x 10 booth space.
- Four (4) complimentary full registrations.
- a banner ad on the convention website.

Silver Level Partnership—\$25,000

Includes:

- 10 x 20 inline booth space.
- Five (5) complimentary full registrations.
- half-page ad in the November issues of *RV Executive Today*.
- Half page ad in the Convention/Expo Program.

Gold Level Partnership—\$40,000

Includes:

- 10 x 30 inline booth space.
- Eight (8) complimentary full registrations
- Three (3) full page ads in the September, October, and November issues of *RV Executive Today*.
- A full-page ad in the Convention/Expo Program
- A single eblast sent to all registered attendees in Oct.
- One page (8 1/2 x 11) flyer or brochure inserted into the attendee pad folio/convention materials.

Platinum Level Partnership—\$50,000

Includes:

- 20 x 20 Island booth space
- Ten (10) complimentary full registrations
- Four (4) full-page ads in the August, September, October and November issues of *RV Executive Today*.
- A full-page ad in the Convention/Expo Program.
- An expanded 50-word description in the convention program, mobile app and website.
- Three (3) eblasts sent to all registered attendees at a time of your choosing.
- A single two (2) page (8 1/2 x 11) flyer or brochure inserted into the attendee pad folio.
- A banner ad and link 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.

We can help you to customize the package to best suit your needs!
Contact Julie Newhouse jnewhouse@rvda.org or (703) 591-7130, ext. 103 for more information.



Sponsorships

Leverage the Power of Brand Association.

There is a sponsorship opportunity for every marketing budget and objective. Sponsorships enable you to promote your company or organization and increase your brand recognition to a captive audience for unparalleled exposure.

ALL SPONSORSHIPS INCLUDE:

- All sponsors receive exposure on the event website with your company name, logo, and link to your website
- Inclusion in the printed conference program. Acknowledgement of your sponsorship with your company name and logo
- On-site signage at convention for sponsored event when and where it is applicable.

Breakfast Sponsorship—\$5,000 per day

Sponsor a breakfast on either Wednesday or Thursday morning. All convention attendees are encouraged to participate. Sponsor may provide napkins or some type of giveaway with their company logo.

Opening Reception—\$10,000 (3 Available)

Help us welcome this year's convention attendees Tuesday during the Expo. This reception offers light appetizers, beer and wine. It is open to all convention attendees including exhibitors. Sponsor may provide napkins or some type of giveaway with their company logo.

Expo Hall Luncheon—\$10,000 (2 Available)

The very popular luncheon will be served in both exhibit halls. Table tent cards with your company name or logo to be displayed throughout the luncheon as well as the opportunity to provide napkins with your company logo.

Young RV Execs Reception—\$4,000



Mix and mingle with our Young RV Execs. This reception offers light appetizers, beer and wine. Table tent cards with your company name or logo to be

displayed throughout the reception as well as the opportunity to provide napkins or giveaways with your company logo. Sponsorship includes up to four (4) guests of your choosing.

RV Dealer Lounge Area —~~SOLD~~

New this year - we will open an RV Dealer Lounge area intended to be a dedicated space filled with tables and comfortable seating for attendees to meet and work in a pleasant atmosphere. The lounge area will be located between the two exhibit halls and will include signage with the sponsor logo and message. There will also be a collateral table and the ability to have a representative in the lounge area to meet and greet attendees

Mobile App Sponsorship—\$6,500



The Convention 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. Last year we had nearly 400 downloads from attendees. Your banner ad will link to a fully customized landing page within the app or your own website.

Convention Signage Sponsor—\$5,000

We have a great opportunity for additional exposure. Your logo and message on the bottom of all of the directional signage leading the attendees where they need to go.

Mobile Device Charging Stations

New opportunity! 2 Options!

These mobile charging stations include a screen for sending out your advertising message. Each unit includes Apple and Micro USB charging tips:



The Select Charging Station includes a 15" LCD Touch Screen perfect for displaying loops, images, videos or a short power point presentation. Average viewing time is 7-12 min. (Pictured) **Cost is \$4,595**

The Deluxe Charging Station includes a 42" Vertical or Horizontal Screen. Ideal for displaying images, videos or a short power point presentation. The Average viewing time is 7-12 minutes.

Cost is \$6,000

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 to customize a package to best suit your needs.

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



ADVERTISING & MARKETING OPPORTUNITIES

WE WANT YOU TO BE SUCCESSFUL AT OUR CONVENTION/EXPO!

Exhibiting will provide excellent exposure for your organization. To expand your reach, consider one or more of our special show offerings.

RV Executive Today 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, October and November issues will include a preview of the 2014 RV Dealers International Convention/Expo. Each month will feature a listing of Partners, Sponsors, and Exhibitors.

EXHIBITOR RATES FOR 1—3 ADS:

Color: Half page \$699/month

Full page \$1,132/month

BUNDLE AND SAVE (DEADLINE IS JULY 31)

BOOK ALL FOUR (4) MONTHS (SEPT — NOV)

NOW AND SAVE UP TO \$400!

Color: Half page \$650/month (Total \$1,950)

Full page \$1,032/month (Total \$3,096)

Ad close is July 31 - Materials due August 5

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.

Deadline is September 5 Materials due September 12

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

Position (limited availability)—Cover 2, 3 or page 3 —\$1,610

COMPANY DESCRIPTIONS

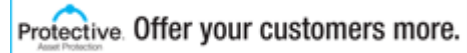
All exhibitors will receive a company listing in the convention program, mobile app, and website which includes a booth number, company name, and contact information, plus a 35-word company description. Make sure to send the description to Julie at jnewhouse@rvda.org by **August 5** to be included. **THERE IS NO COST.**

CONVENTION WEBSITE ADVERTISING

Advertise on our new convention website www.rvda.org/convention



Include a logo and a link to your website with your company listing. **LOGO LINK \$350**



BANNER ADS—Banner ads will rotate with other advertisers banners. (RUNS NOW—DEC 2014) - appears at the top of www.rvda.org/convention on all the pages of the website. **Banner Ad Size:** 728px x 90px **BANNER AD \$600**

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.

VENDOR TRAINING +PLUS

The Vendor Training +Plus - 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 15-20 exhibitors, providing companies with an intimate setting to meet face-to-face with attendees before the exhibit opens. **Each Hour is \$1,150 (includes the Meeting Room, LCD Projector, Screen, and Microphone.)**



BUNDLE AND SAVE

Book two (2) or more hours and add a 1/4 page ad promoting your Vendor Training +Plus workshop in the Convention Program for only \$400 Total Cost \$2,700 (you save \$200!)

Bring your best Clients with our new Convention/Expo Scholarship program. You pay for their registration, they enjoy all the conference has to offer for FREE.

Bring 5 Clients—and book a one (1) hour workshop
Total Cost \$3,645 (you save \$1,900!)

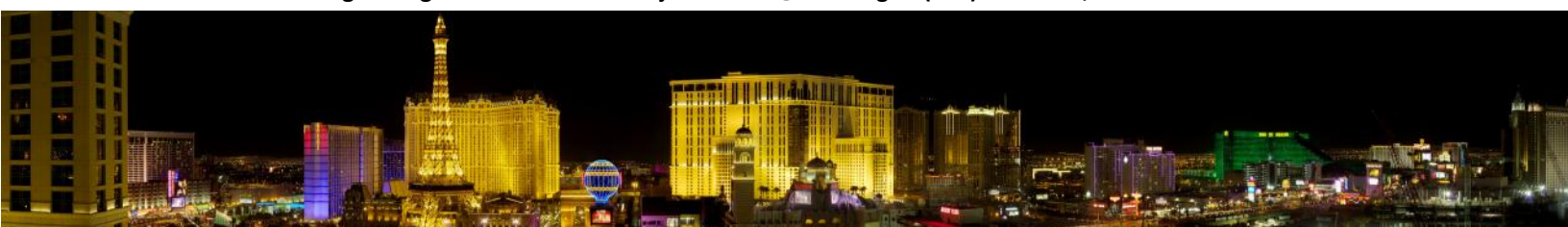
Bring 10 Clients—and book a one (1) hour workshop
Total Cost \$6,140 (you save \$3,800!)

Bring 20 Clients—and book a one (1) hour workshop, you receive a 1/4 page ad in the conference program for **FREE Total Cost \$11,130 (you save \$8,200!)**

All Exhibitor Packages are limited to a first come first served basis.

RESERVE YOUR SPACE TODAY!

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



Vendor Training +Plus Workshops

Attendees tell us that their number one reason for attending the convention is to see new products and keep up to date on industry trends—this is a perfect opportunity to make sure they know what your company has to offer.

Direct selling is permitted during these sessions.

Workshops are available in one (1) hour increments for \$1,150 each. The schedule below allows for 15 min set-up and tear down between each session. Meeting rooms have seating for up to 50 - 70 people and will include an LCD projector, screen, and microphone. Sessions may be recorded and available for purchase on CD. Check with Julie for Details. You can reserve multiple hours for longer sessions or try one of our new bundles and save! **Spaces fill up quickly, please reserve your space TODAY!**

Name: _____

Company: _____

Address: _____

Phone: _____ Email: _____

Subject to be discussed: _____

Session Block/Date Requested
(Book early for preferred 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~~

Want more than one (1) hour?

Number of hours needed _____ x \$1,150 = Total \$ _____

BUNDLE AND SAVE

Book two (2) or more hours and add a 1/4 page ad promoting your Vendor Training +Plus workshop in the Convention Program for only \$400 **Total Cost \$2,700** (you save \$200!)

Bring your best Clients with our new Convention/Expo Scholarship program. You pay for their registration, they enjoy all the conference has to offer for **FREE**.

Bring 5 Clients—and book a one (1) hour workshop
Total Cost \$3,645 (you save \$1,900!)

Bring 10 Clients—and book a one (1) hour workshop
Total Cost \$6,140 (you save \$3,800!)

Bring 20 Clients—and book a one (1) hour workshop, you receive a 1/4 page ad in the conference program for **FREE Total Cost \$11,130** (you save \$8,200!)

All Exhibitor Packages are limited to a first come first served basis.

CHECK ENCLOSED

CHARGE MY: VISA MASTERCARD AMEX DISCOVER

CARD # _____ EXP DATE: _____ SECURITY CODE _____

NAME ON CARD _____

CARD BILLING ADDRESS _____

SIGNATURE: _____ DATE _____

RESERVE YOUR SPACE TODAY!

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

EVENTS CENTER

New Expo Schedule

(Schedule and Floor Plan subject to change)

Saturday, November 8

10 a.m.—5 p.m. Vehicles Received at Bally's

Sunday, November 9

8 a.m.—5 p.m. Vehicle Move-In

Monday, November 10

2 p.m.—6 p.m. Exhibitor Move-In

Tuesday, November 11

8 a.m.—3 p.m. Exhibitor Move-In

4—7 p.m. Expo Open in both Expo Halls

Wednesday, November 12

11 a.m.—3 p.m. Expo Open

(Lunch served in both expo halls)

Thursday, November 13

10 a.m.—1 p.m. Expo Open

(Lunch served in both Expo halls)

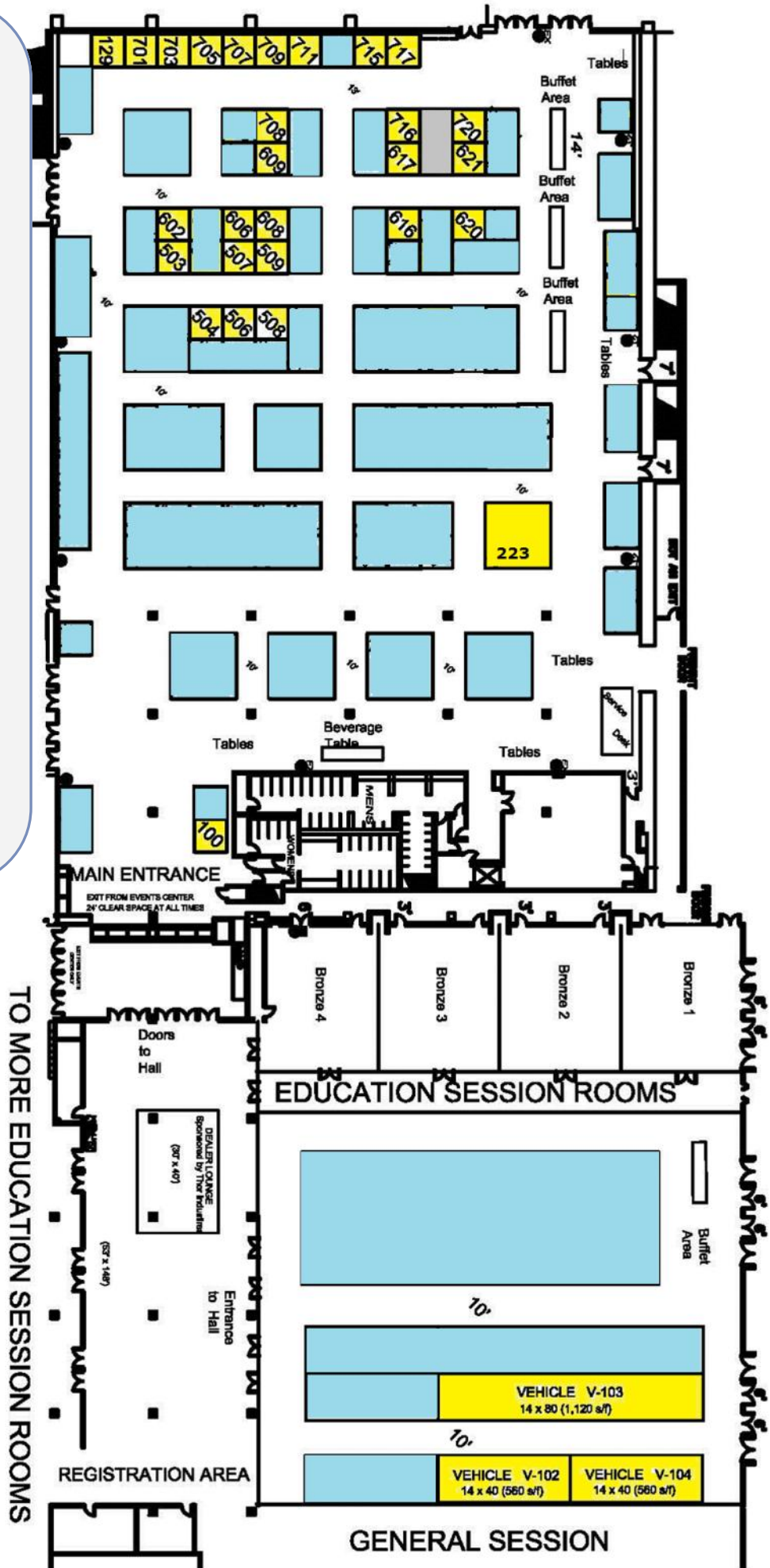
1:15 p.m. Exhibitor Move-Out

3:15 p.m. Vehicle Move Out

(after floor is covered with plastic covering)

**Note: Open Booths
Marked with Yellow**

**Note: Reserved Booths
Marked with Blue**





2014 RV Dealers International Convention/Expo—Exhibit Application

Bally's on the Strip—November 10—14, 2014

Please enter the following as it should appear in the Expo directory

STEP 1

Company Name _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Website _____

Description: **Please email a 30-word description to jnewhouse@rvda.org**

Expo Contact _____

Email _____

Phone _____

Signature and Payment

Booth Space/Vehicle Space Total \$ _____ (Advertising will be invoiced separately)

Exhibit space is available on a first-come, first-served basis only. Cancellations (by Exhibitor or RVDA) prior to July 31, 2014 will result in the return of deposits made (less the \$200 administrative fee). In the event of cancellation after July 31, 2014, Exhibitor agrees to forfeit any deposits already made and to make payment of any remaining balance.

Name _____ Date _____

Signature _____

STEP 4

Method of payment for Expo Booth Only (Please Check One):

Check (Payable to: RVDA)

Credit Card: Visa MasterCard AMEX Discover

Card# _____ Expiration Date: _____

Security Code (3 or 4 digits): _____

Cardholder Name: _____ Signature: _____

Fax (703) 359-0152 or mail this application to: RVDA, 3930 University Drive, Fairfax, VA 22030

For questions, call (703) 591-7130, ext. 103 or e-mail jnewhouse@rvda.org

STEP 2

EXHIBIT BOOTH SPACE

Please reserve the following:

BOOTH SIZE	MEMBER PRICE	NON-MEMBER PRICE
10'X 10'	<input type="checkbox"/> \$2,950	<input type="checkbox"/> \$3,300
10'X 20'	<input type="checkbox"/> \$4,950	<input type="checkbox"/> \$5,300
10'X 30'	<input type="checkbox"/> \$6,950	<input type="checkbox"/> \$7,300
20'X 20'	<input type="checkbox"/> \$10,180	<input type="checkbox"/> \$10,530

10'X20 End Cap \$5,300 (Members only)

Set-up (subject to change)
Monday, Nov 10 from 10am—6pm
Tuesday, Nov 11 from 10am—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 program.

1st Choice _____ 2nd Choice _____

3rd Choice _____ 4th Choice _____

5th Choice _____ 6th Choice _____

VEHICLE SPACE

Available to RVDA associate members only

Vehicle Bulk Space—\$9.20per sq. ft. (price includes floor covering!) Exhibitor will be responsible for Washing and Set up Fees (approx. \$375 each vehicle for Round Trip Spotting and approx. \$283 for exterior cleaning).

Standard width is set at 14' for slide-outs. Vehicles must arrive at the hotel by Friday, November 7th. Washing, placement and set-up begin on Sunday, November 9th.

14'X 40' (560 sq. ft.) \$5,152

14'X 80' (1,120 sq. ft.) \$10,304

28'X 40' (1,120 sq. ft.) \$10,304

1st Choice _____ 2nd Choice _____

STEP 3

ADVERTISING

All advertising will be invoiced separately

RV Executive Today Magazine

PRE-CONVENTION ISSUES:

Months: (Reserve by Aug 5th)

Sept Oct Nov

Rates/Size 1—3 issues:

1/2 Page \$699 Full Page \$1,132

BUNDLE AND SAVE UP TO \$300!

DEADLINE JULY 31TH

Book all Three (3) issues (Sept—Nov):

1/2 Page \$650 each (total \$1,950)

Full Page \$1,032 each (total \$3,096)



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.

4/C Rates: (Reserve by Sept 5th)

1/2 Page \$850

Full Page \$1,390

Banner and Logo Advertising

Include a logo and a link to your website with your company listing.

Logo and link - \$350

Include your message in a banner ad. Banner ads will rotate with other advertisers banners.

Rotating Banner Ad - \$600 at the top of the convention website. Www.rvda.org/convention (size: 728px x 90px, in a gif, jpg or png format)

(Email logo or banner ad and link to Julie at jnewhouse@rvda.org)

EXHIBITOR REGISTRATION FORM

2014 RV Dealers International Convention/Expo – Nov 10 – 14, 2014



1. REGISTRATION INFORMATION

COMPANY NAME _____ Booth# _____

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: _____ FAX: _____

Contact for Questions _____ EMAIL _____

2. EXHIBIT BOOTH ATTENDANTS (Note: ONLY FULL REGISTRATION INCLUDES EDUCATION SESSIONS)

FIRST NAME / LAST NAME	MUST INCLUDE EMAIL FOR EACH ATTENDEE	EXPO ONLY \$187 FULL REG \$492
1.		FREE Expo Only
2.		FREE Expo Only
3.		Circle One \$187 / \$492
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 \$	

3. PAYMENT INFORMATION FOR ADDITIONAL REGISTRATIONS

CHECK ENCLOSED CHARGE MY: VISA MASTERCARD AMEX DISCOVER

CARD # _____ EXP DATE: _____ SECURITY CODE _____

NAME ON CARD _____

SIGNATURE: _____ DATE _____

Cancellation/Refund Policy: All cancellations must be made in writing and received by August 31, 2014, to qualify for a refund. A \$30 administrative fee will be deducted from each refund request received by July 31, 2014. A \$100 administrative fee will be deducted if received between August 1 thru August 31, 2014. **NO REFUNDS WILL BE MADE AFTER AUGUST 31, 2014**

**FAX (703) 359-0152 OR MAIL THIS APPLICATION TO: RVDA, 3930 UNIVERSITY DRIVE, FAIRFAX, VA 22030
FOR QUESTIONS, CALL (703) 591-7130, EXT 103 OR EMAIL jnewhouse@rvda.org**

RULES AND REGULATIONS GOVERNING THE EXHIBITOR

1. SCOPE OF CONTRACT

This contract is made subject to the following rules and regulations which are a part hereof, between the exhibitor as shown on the front of this contract and the Recreation Vehicle Dealers Association of North America (hereafter called RVDA).

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. Where space requested is not available, space will be assigned to conform as nearly as possible to request.

3. REASSIGNMENT OF SPACE

No Exhibitor may assign, sublet or apportion the whole or any part of the space allotted herein without the written consent of the RVDA.

4. RESTRICTIONS

A. RVDA reserves the right to restrict exhibits which, because of noise or for any reason, become objectionable, and also to prohibit or evict any exhibit which in its sole judgment may detract from the general character of the show. In the event of such restrictions or evictions, RVDA shall not be liable for refunds of any kind.

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 RVDA. RVDA will audit Exhibitor registrations after the convention, and RVDA will add a supplemental full price charge of \$999 for each inappropriate discounted registration. RVDA Staff does not have the authority to grant oral exceptions to this rule.

D. If an Exhibitor plans to hold special demonstrations, a full description must be sent in writing to RVDA no later than thirty days prior to the show 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 show.

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

5. LIMITATION OF LIABILITY AND INDEMNIFICATION

A. The Exhibitor indemnifies and holds harmless RVDA, the Bally's Hotel and Casino (hereafter called the Bally's) and All Indemnified Parties 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) playing or performance of copyrighted music; or (5) any other activity over which the Exhibitor had, or should have had, control. 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 on the reverse side of this 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. **IN NO EVENT WILL RVDA BE RESPONSIBLE OR LIABLE FOR ANY INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES.**

B. RVDA shall not be responsible for failure to perform any of its obligations hereunder, if in the sole judgment of RVDA the premises in which the show is to be held become unfit for occupancy as the result of strikes, lock-outs, acts of God, inability to obtain labor or materials, government action of whatever nature, war, civil disturbance, fire, unavoidable casualty or other causes. 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 show.

C. It is further expressly agreed and understood that the RVDA and the Bally's; their Officers, Directors, employees and staff shall not be held responsible for any loss of or damage or injury to, property belonging to the Exhibitor, his agents, contractors and employees while the said property is in the show area, or at any other time or place.

6. INSTALLATION AND REMOVAL - GENERAL

A. Move-in will begin on Monday, Nov. 10, 2014, at 2 pm, unless otherwise indicated in the Exhibitor Kit. Exhibits must be set by 3 pm, Tuesday, Nov. 11, 2014; booths must be manned by 4:00 pm Tuesday, Nov. 11, 2014. Display RVs will have their own move-in appointment schedule for Sunday, November 9, 2014. Appointments will be faxed to show contact.

B. Dismantling may begin on Thursday, November 13, 2014, at 1:15 pm, or in accordance with move-out notice distributed at the show. 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 13, 2014 at 6:00 p.m.

C. Nothing shall be attached to any of the pillars, walls, doors, floor or fixtures of the show 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 carpet and RV tires, and oil drips.

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

7. 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. All services and/or supplies are at the Exhibitor's sole expense.

8. 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 30 days in advance, and furnish RVDA proof of insurance in amounts and with coverage to be specified by RVDA at the time of request. RVDA reserves the right to disapprove the use of other contractors at its sole discretion.

9. SHOW HOURS

Tuesday, November 11	4pm-7pm
Wednesday, November 12	11am-3pm
Thursday, November 13	10am-1pm

10. INSURANCE

Each Exhibitor MUST carry his own all risk insurance on his property and must be covered by a commercial general liability insurance policy providing limits of at least \$1,000,000.00 combined per occurrence. Neither the exhibit 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 building or while in the building. 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 Friday, July 25, 2014.

11. PAYMENTS AND CANCELLATIONS FOR CONTRACTS DATED AFTER JULY 31, 2014

The remaining balance due must be received by RVDA no later than Thursday, July 31, 2014. 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, 2014 will result in the return of the deposits made (less \$200 administrative fee). Exhibitor acknowledges that cancellation after that date 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, 2014, 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.

12. FAILURE TO OCCUPY SPACE

Any space not occupied by Tuesday, November 11, 2014, at 3:00 pm will be considered abandoned and the Exhibitor will be subject to the provisions of paragraphs 11 and 16 of this contract and all funds will be forfeited to RVDA.

13. DRIP PANS AND RUG PROTECTION

It is each vehicle Exhibitor's responsibility to have protection for the Bally'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 Bally's and/or other competent authority. These instructions and procedures will be distributed as part of the Exhibitor packet.

14. 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 Kit.

15. PROPANE

All portable tanks should be removed. All built-in 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.

16. BREACH

Violation of any provision of this contract may result in: (a) termination of this contract, without notice, by RVDA; (b) loss of right to participate in space assignment procedures for future shows; (c) forfeiture of right to exhibit in future RVDA shows.

17. 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 effect 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 show, 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.



2014 RV DEALERS INTERNATIONAL CONVENTION/EXPO

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DATES: NOV 10—14 • LOCATION: BALLY'S ON THE LAS VEGAS STRIP

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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

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