

RVDA | **RV DEALERS** **CONVENTION/EXPO**

EXHIBIT • CORPORATE SUPPORT • ADVERTISING • VENDOR TRAINING +PLUS

2023 EXHIBITOR PROSPECTUS

RVDA CONVENTION EXPO

NOV 6-10, 2023

PARIS LAS VEGAS



DISCOVER MORE WWW.RVDA.ORG/CONVENTION/EXHIBIT



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#RVDACONEX

03/13/2023

JOIN US AS A SOLUTION PROVIDER

EXHIBITING AT RVDA'S CONVENTION/EXPO IS THE BEST WAY TO SEE THE DIRECTION THE RV INDUSTRY IS HEADING IN, WHICH MEANS YOU CAN SUCCESSFULLY PLAN FOR YOUR FUTURE BUSINESS STRATEGIES.

OFFER A SEAMLESS EVENT EXPERIENCE AND INCLUDE BOTH IN-PERSON AND VIRTUAL OPTIONS TO REACH YOUR TARGET AUDIENCE.



TOP REASONS YOU SHOULD EXHIBIT . . .

- **Strengthen Existing Customer Relationships!** Exhibiting at a trade show allows you to meet existing customers face-to-face. Invite your preferred customers to RVDA's Convention/Expo. Try enhancing their experience with a Vendor Training +Plus Workshop – available only to exhibitors and partners.
- **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!** One of the greatest advantages of exhibiting at a trade show is that it allows you to meet and connect with prospective customers in person instead of communicating with them over the phone. On the phone, you're just another voice – in person, you become someone that they know, recognize, and want to connect with.
- **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.
- **Meet New Companies that Can Help Your Business!** Quite often, exhibitors at RVDA's Convention/Expo find they have the chance to interact with both prospective customers and prospective vendors. This makes a trade show more than just an opportunity to expand your distribution. It's a chance to expand your supply chain.
- **Strengthen (or establish) Your Brand** Trade shows are one of the few environments where you have the same amount of access to prospective customers as your larger competitors do. This makes them a valuable opportunity not just for direct sales and marketing, but for strengthening your brand and positioning your business as a leader in its industry.
- **Virtual Platform**—Interactive platform that gives the attendees access to your information before, during, and after the convention/expo. All registered attendees will have access to on-demand content and exhibitor information, which can include video, brochures, catalogs and links to workshops and on-demand sessions until **January 31, 2024.**



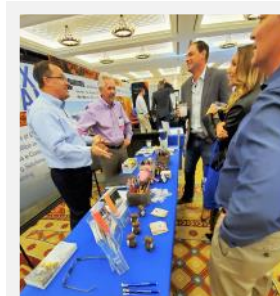
USABLE ON ANY SMART DEVICE AS WELL AS FROM ANY LAPTOP FOR THE VIRTUAL PORTION OF THE CONVENTION/EXPO

THE RV DEALERS 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 BUSINESSES.

WHEN YOU EXHIBIT AT THIS PREMIER EVENT, YOU ARE INSTANTLY IN TOUCH WITH YOUR TARGET MARKET.



DEALERS SAY THEY ATTEND THE EXPO TO . . .



REACH RV DEALERS FROM ACROSS NORTH AMERICA

YEAR	TOTAL ATTENDANCE	DEALERSHIPS REPRESENTED
2017	1,393	279
2018	1,624	307
2019	1,702	303
2021	1,580	298
2022	1,811	309

EXHIBIT AT PARIS LAS VEGAS

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OFFER A SEAMLESS EVENT EXPERIENCE AND INCLUDE BOTH IN-PERSON AND VIRTUAL OPTIONS TO REACH YOUR TARGET AUDIENCE.



2023 BOOTH RATES

Booth Size	Associate Member Rate	Non-Member Rate*
8x10 or 10x10	\$3,400	\$4,000
8x20 or 10x20	\$6,600	\$7,200
10x30	\$9,900	\$10,500
10x20Endcap@	\$6,900	n/a
20x20 island	\$11,990	\$12,600
20x30 island	\$17,990	\$18,600

VEHICLE SPACE

Vehicle Space 14x40%	\$11,760	\$12,380
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* Associate Membership is \$637yr.

@ reserved for partners and sponsors.

* Vehicle space rates **does not** include the spotting fee of \$450 per vehicle charged by TotalExpo. It **does** include the fee for the plastic sheet flooring (visqueen) that will be placed under the vehicles to protect the carpeted hall.



EXHIBITOR SET UP SCHEDULE

Vehicle Move-In

Sunday, Nov 5	8:00 am—5:00 pm
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Vehicle & Exhibitor Set-up

Monday, Nov 6	2:00 pm —6:00 pm
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Tuesday, Nov 7	8:00 am—2:00 pm
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Vehicle & Exhibitor Move-Out

Thursday, Nov 9	2:15 pm— 6:00 pm
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EXPO HALL HOURS

Tuesday, Nov 7	3:30pm—7:00 pm
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Wednesday, Nov 8	11:00 am—3:00 pm
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Thursday, Nov 9	11:00 am—2:00 pm
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Schedules Subject to Change

The Fee for Each Booth Includes:

- 10' pipe and drape back wall with 3' side rails for standard inline booths only.
- Company identification sign for standard inline booths only.
- Vehicle spaces include visqueen, plastic floor covering required by hotel.
- Security during all set-up, show, and tear-down hours.
- Two expo only registrations per company. Add'l expo only can be purchased for \$249.
- Contact list (including email for those who do not opt out) of the pre-registered attendees for your use through Jan. 2024.
- Company recognition in the pre-convention issues of RV Executive Today magazine.
- Company listings on the convention virtual platform, and in the onsite program.
- Standard listing in the virtual platform that includes your company info, logo, and a welcome video and more . . .

Each Exhibitor Receives A Free Virtual Booth

- **Your Company Profile**—You can add your logo, company description, social links, website, address, and phone. Your booth will be searchable by keyword, company name, or product category.
- **Enhance Your Company Profile with Video** —Upload a video at the top of your profile page to welcome your visitors or highlight your product or service. You can include a list of up to 10 video links (YouTube or Vimeo). The videos can be demonstrations of your product, about a service you offer, or a virtual walkthrough of an RV!
- **Documents, Brochures, and Catalogs**—Upload product information, brochures, or catalogs in a PDF format that visitors can easily view or download the information they are looking for.

During the Virtual Convention/Expo:

- **Analytics on Visits and Visitors**—The portal also includes access to data based on booth traffic, emails sent, links clicked (website/social and all buttons), files downloaded, video's watched, chat interactivity, and passport program usage.
- **External Links can Include**—Meeting Scheduler (e.g. Calendar), Survey (e.g. Survey Monkey) and Video Meeting platform (e.g. ZOOM/WebEx rooms)

GET THE MOST OUT OF YOUR INVESTMENT

LEARN MORE ABOUT OPPORTUNITIES TO REACH YOUR TARGET MARKET

BOTH IN-PERSON AND VIRTUAL OPTIONS ARE AVAILABLE TO HELP YOU INCREASE YOUR REACH



COMPANY LISTING (LISTING IN THE PROGRAM AND THE VIRTUAL PLATFORM - FREE)

Opportunity to provide a description of your company's products, or services that will be listed in the Onsite convention/expo program and the virtual platform. Make sure to send a 50-word description to Julie at jnewhouse@rvda.org no later than August 1 to be included in the printed program. *Please note, submissions received after August 1 cannot be guaranteed to be printed in the program.* **There is no cost.**

DEALER CONTACT INFORMATION (ATTENDEE LIST RENTAL - FREE)

After October 15th, Exhibitors can gain access to the pre-registered dealer attendee list after signing a usage agreement.

VIRTUAL ONSITE APP/PLATFORM (EXHIBITOR VIRTUAL BOOTH FREE)

We will be using the virtual platform, which is accessible on any device, as an onsite schedule and guide for attendees for the in-person event. The platform, which will be available 24/7, will contain all the partner, sponsor, and exhibitor information and their location on the exhibit hall floor. Exhibitor information can include a welcome video, contact information, links up to 10 videos from YouTube or Vimeo, PDF versions of brochures and catalogs.



VIRTUAL CONVENTION/EXPO AFTER THE IN-PERSON EVENT

At the end of November, RVDA will re-open the virtual platform to all registered attendees for free. We will also re-open registration to those that do not normally get a chance to attend the live convention/expo. The increased exposure will last a lot longer than the traditional face-to-face event and will give you the opportunity to reach an entirely new audience. All registered attendees will have access to on-demand content and exhibitor information until **Jan. 31, 2024.**

ON-DEMAND VENDOR TRAINING PLUS WORKSHOPS

At the end of November, we will reopen the platform to all registered attendees so they can view the on-demand content of educational workshops and Vendor Training +Plus. If you would like to submit a recorded version of your workshop, that highlights your products or services, sign up now and I can provide more details and deadlines for you to be included. - **This option is Free, space is limited so sign up early!**



BILLBOARD SIGNAGE

Signage with your message or advertisement in high-traffic areas on the way to the education rooms or event areas. Signage will be approx. 38"x 84" tall. The sign can be Single Sided or Double Sided. Details on the artwork needed will be provided upon request. The cost for this option is approx. **\$4,000. limited quantity available.**

ADVERTISING, VENDOR TRAINING +PLUS, AND SPONSORSHIP INFORMATION IS ALSO AVAILABLE

Information is included in this document on pages 6-11 of this document



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

ADVERTISING INFORMATION

INCREASE YOUR BRAND AWARENESS BY ADVERTISING IN RV EXECUTIVE TODAY MAGAZINE AND THE CONVENTION ONSITE PROGRAM.

ADVERTISING BUNDLES WILL SAVE YOU MONEY AND GIVE YOU THE BEST COVERAGE.



BUNDLE YOUR ADVERTISING AND SAVE!

Advertising will be after issue is published

ADVERTISING BUNDLE #1

5 AD PLACEMENTS

All 4 pre-convention issues of (August - November) of RV Executive Today Magazine & the Onsite Program

Size	Total Cost
• Quarter-page	\$1,975 (only \$395 per issue, save \$175)
• Half-page	\$3,400 (only \$680 per issue, save \$290)
• Full-page	\$5,750 (only \$1,150 per issue, save \$450)

Close: June 23rd / Materials Due: July 7th

Note: The December issue can be added at the same low rate of \$395- \$1,150!

ADVERTISING BUNDLE #2

7 AD PLACEMENTS

All 6 pre/post-convention issues of (August - January 2024) of RV Executive Today Magazine & the Onsite Program

Size	Total Cost
• Quarter-page	\$2,625 (only \$375 per issue, save \$375)
• Half-page	\$4,725 (only \$675 per issue, save \$385)
• Full-page	\$7,875 (only \$1,125 per issue, save \$725)

Close: June 23rd / Materials Due: July 7th

Single Issue Print Advertising Options

Pre/Post-Convention Issues of RV Executive Today Magazine

4/C Ad Rates:

- Quarter-page —\$425
- Half-page —\$710
- Full-page —\$1,200

Issues:

- August 2023 - January 2024

Issue	Close	Due
Aug	6/26	7/7
Sept	8/3	8/7
Oct	9/8	9/11
Nov	9/11	9/18
Dec	10/27	11/6
Jan	11/29	12/11

Onsite Program Advertising

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

(Close 9/22 - Mat due 9/29)

4/C Ad Rates:

- Quarter-page —\$450
- Half-page —\$850
- Full-page —\$1,400



Ad Specs for Print Advertising

SIZE	WIDTH	HEIGHT
1 page bleed all sides*	8.75"	11.25"
1 page no bleed	7.5"	10"
1/2 page vertical	3.5"	10"
1/2 page Island	4.875"	7"
1/2 page horizontal	7.5"	4.875"
1/4 page vertical	3.5"	4.875"
1/4 page horizontal	7.5"	2.75"

*Bleeds are on full page ads only. Bleed is 1/8" (.125") on all sides. Final ad size needs to be 8.75 x 11.25. it will get cut down to 8.5 x 11 (final magazine size)

Technical Guidelines

Press quality PDF files are preferred. Please be sure to include all fonts and graphics. Images must be 300 dpi in CMYK color mode. Magazines are saddle stitched. Finished size is 8.5" x 11".

Unacceptable Applications

We do not accept Microsoft Word, Publisher, PowerPoint, low resolution or web-quality graphics for printing production. Contact us if you have questions about the file you're submitting.

Submitting Artwork for Print Ads

We prefer artwork to be submitted electronically. Please email all AD artwork to Julie Newhouse at jnewhouse@rvda.org and wddesign@aol.com.

RESERVE YOUR SPACE TODAY! Contact Julie Newhouse at jnewhouse@rvda.org or (703) 364-5518 for more information

VENDOR TRAINING +PLUS

VENDOR
TRAINING
+ PLUS

PROVIDING EXHIBITING COMPANIES WITH AN INTIMATE SETTING TO
MEET FACE-TO-FACE WITH DEALERS OUTSIDE OF THE EXHIBIT HALL

REACH YOUR TARGET AUDIENCE WITH A WORKSHOP ON YOUR PRODUCT OR SERVICE



Exhibitors and sponsors 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 approx. 20 exhibitors, providing companies with an intimate setting to meet face-to-face with attendees outside of the exhibit hall. You will need to provide a title, 4 or 5 learning objectives, a description, speaker name, bio, contact information, and a speaker photo for the website and virtual platform. **This year, we are asking that you only book one per company, if we still have availability closer to the event, you can purchase an additional time-slot at a later date.**

THE VENDOR TRAINING +PLUS SESSIONS WILL RUN TUESDAY – THURSDAY

- **Tuesday** - There will be only three vendor sessions competing against each other during these time slots. You will be listed with the other educational tracks scheduled for Tuesday.
Schedule: 8:15 - 9:15 / 9:30 - 10:30 / 10:45 - 11:45 / 12:00 - 1:00 and 1:15 - 2:15. (schedule is subject to change)
Cost for Tue. is \$1,499 per hour.
- **Wednesday (Premium Day)** You will be listed on the schedule with the other educational tracks scheduled for Wednesday. You will not be competing against any other vendor training plus sessions. Schedule: 10:00-11:00, 2:00-3:00, 3:15-4:15. (schedule is subject to change)
The cost for Wed. is \$1,650 for each hour.
- **Thursday** You will be listed with the other educational tracks scheduled for Thursday. You may have other vendor sessions competing during these time slots.
Schedule: 9:00-10:00, 10:15-11:15, 2:00-3:00, 3:15-4:15, 4:30-5:30. (schedule is subject to change)
The cost for Thur. is \$1,499 per hour.

Once your workshop information and payment have been received, RVDA will:

- publish the company name, speaker name, title, and the educational objectives in the pre-convention issues of *RV Executive Today* and in the Onsite Program.
- publish details on the virtual convention platform that will include company name, company logo, title, educational objectives, session description, speaker, speaker's photo, speaker's bio, and contact information.
- provide meeting space and basic AV equipment including a LCD projector, screen, podium with a mic, and one lavalier microphone. **You must provide your own laptop, wireless mouse, and internet access if needed.**
- provide signage with your company name and the workshop title outside the meeting space.
- provide contact information for registered attendees so you can send out a personal message inviting them to your session.

AVAILABLE TO EVERYONE - ON-DEMAND VENDOR TRAINING +PLUS - FREE

- All On-Demand Vendor Training +Plus workshops can be pre-recorded and uploaded to the secure area of the virtual platform. The workshops will be available on-demand after the onsite convention, and run through Jan. 31, 2024. **Only registered attendees will have access to the content on the platform.**
- Your on-demand session will be linked to your company's virtual booth, giving visitors another opportunity to learn more about your product or service.
- You will have access to analytics for lead generation and on who watched your session so you can follow up with the attendee.
- The session can be up to an hour, but It is suggested that your video only run for approx. 20—40 min, much more than that, you might lose your audience.
- The speaker or speakers for each on-demand session will also be listed in the speaker section of the virtual platform.

SPONSORSHIPS

RVDA OFFERS EXHIBITORS A HOST OF HIGH-PROFILE SPONSORSHIP OPPORTUNITIES TO GIVE YOU THE TOOLS YOU NEED TO INCREASE BRAND AWARENESS, BOOTH TRAFFIC, BRAND CREDIBILITY, AND YOUR ROI.

LET US CUSTOMIZE A SPONSORSHIP PACKAGE IN-LINE WITH YOUR MARKETING BUDGET.



OPPORTUNITIES TO HOST PRIVATE SPONSORED EVENTS OR MEETINGS

This year we have enhanced the schedule to include more time, outside of the expo and education sessions, for networking for the dealers and their business partners. The schedule has been updated to provide you with time for private sponsored events or meetings. (Rooms and Room size TBD.) Food and beverage or room sets can be discussed with our contacts at Paris Las Vegas. Space is limited. Let me know if you are interested and we can work you into the schedule. ***(Added to the schedule for 2023, the cost is based on the Food, Beverages, and services ordered through Paris Las Vegas.)***

Times available are: Monday from 3:30 – 7:00 pm & Thursday from 5:30 – 7:30 pm. Send inquiry about other times that may be available. Requests can be emailed to Julianne Ryder at jryder@rvda.org.

Please include purpose of meeting, room size needed, number of people expected, and If you are interested in food and beverage. - Space is limited, so reserve yours today!

SPONSORSHIPS AND CO-SPONSORSHIPS - \$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 day's events and tips for making the most of the day ahead. - ***only one available.***
- **Education Session AV** (LCD projector, screen & microphone)—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. - ***no limit***
- **Morning Coffee Breaks Co-Sponsorship** —Attendees always appreciate a cup of coffee or tea in the morning. Coffee will be served in the educational workshop area or dealer lounge area. Sponsors will be recognized on signage with the coffee break schedule. —***no limit***
- **Selfie Station Advertisement**—Signage beside the RVDA selfie station can include your company-branded message. Details for artwork for signage will be given ***(Sold to Ultimar Inc)***



SPONSORSHIP - \$5,500

- **Spotlight on Excellence Luncheon and Program Co-Sponsorship** (Tuesday from 12:00 – 2:15)
RVDA recognition and programming for the Top-Rated RV Manufacturers/Brands from the Dealer Satisfaction Index (DSI) Survey, select members who achieved certification by the Society of Certified RV Professionals, and DMS providers will recognize clients for their contributions to the Repair Event Cycle Time (RECT) initiatives. The sponsors of the luncheon will be recognized for their contribution on signage outside the event. - ***four sponsorships are available***
- **Annual Meeting RVDA of America Breakfast Co-Sponsorship** – Wednesday morning before the Annual Meeting, breakfast will be available for all attendees this year. Your sponsorship will be included on all signage in the immediate area and acknowledged at the Annual Meeting.
- **Translation Sponsorship for the Quebec participants** - Sponsor the team that will help translate the education sessions for the Quebec attendees. Sponsorship includes signage at the stations the translators will be working in.
- **Tuesday Night Opening Reception on the Expo Hall Floor Co-Sponsorship** —This is the first networking opportunity for attendees and is a great opportunity to increase exposure. The sponsor can provide and place Beer Koozies on the bars during the opening reception. Your sponsorship will be recognized on the convention platform, entrance unit outside the exhibit hall entrance, and on tent cards placed on tables throughout the reception—***three bars are available for your logo items/beer koozies. Or you can include artwork for signage with your own logo and company message for an additional cost.***
- **Wednesday & Thursday Expo Hall Luncheon Co-Sponsorship**—Attendees always appreciate the food and beverage provided during the event. Your company logo will appear on signage outside the expo hall entrance, the education/schedule matrix, the onsite program, and tent cards placed on tables in the buffet seating area—***four available***
- **Educational Track Sponsorship (multiple available)**—Interested in sponsoring an education track? Sponsorship includes a press release, a posting on the RV Learning Center/convention/expo Facebook page, the sponsored education track pages, recognition on convention/expo signage at sponsored track sessions (we encourage the speakers to verbally acknowledge your sponsorship of the track at the beginning of the session), and your company logo in the Onsite Program if the sponsorship fee is paid and the logo is provided by the print deadline – of 9/28/2023. **Available Tracks include Dealer/GM, Sales, Social Media/eMarketing/BDC, F&I, and Fixed Operations. (F&I Track is Sold to Relentless Dealer Services)**
- **General Sponsorship**—Support the association with a general sponsorship. Recognition will be given at the opening general session and in the onsite program. If you want more visibility, please ask about a sponsorship with more visibility.



SPONSORSHIPS - \$6,000

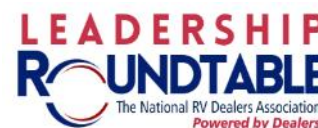
- **Signage Sponsorship & Full-Page Ad in the Onsite Program (*limit of 3*)** (Option for Onsite Program ad available until 9/28)—Your company Logo/Message will be placed on the bottom of the classroom, directional, and entrance unit signage.
- **Water Cooler Classroom area**—Water station positioned in or around the educational classrooms. Your logo will be included on signage with Water Cooler “sponsored by” and your company logo. (Subject to availability).
- **Attendee Charging Station** — Includes signage with your message or logo and electrical hookups and seating for attendees. Attendees will need to provide their cords for charging.
- **Wednesday or Thursday Afternoon Refreshment Breaks Co-Sponsor -** Refreshment break in the workshop area. (*afternoon beverage service*) — *six are available*
- **Dot Matrix Schedule / Map Signage Sponsorship & Full-Page Ad in the Onsite Program** - Option for Onsite Program ad – (available until 9/28) Your company logo/message will be placed at the bottom of the Education Matrix/Schedule Signage. See the example to the right. The sign measures approx. 54.5” x 93” tall. (ad/message space is approx. 7” high by 52” wide)—*two avail.*



Dot matrix sign from 2022

SPONSORSHIPS - \$7,500

- **RVDA Leadership Roundtable/RV Executives Management Development Course Scholarship Sponsorship (*Currently reserved by Gulf Stream*)**—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. **NOTE:** RVDA Leadership Roundtable/RV Executives Management Development - The RVDA board supports management development for our dealerships and is committed to fostering the growth of new and future industry leaders. The RVDA Leadership Roundtable program provides targeted educational and networking opportunities designed to meet the needs of both its younger members and new leaders in the RV Industry.
- **Attendee Wi-Fi with Optional Splash Page** —The wireless hot spot will be in the dealer lounge. Your logo will appear on signage promoting the attendee’s Wi-Fi with a password that can be your company name (**This option is \$6,000**). You can add a custom splash page with your company logo that will appear on the attendee’s device when they connect to the Wi-Fi (**This option is \$7,500**).
- **Sponsor the Registration for Ten (10) New Dealers** —Sponsor ten (10) scholarships for first-time dealers from your customer-base to attend the RV Dealers Convention/Expo.



SPONSORSHIPS - \$10,000

- **Registration Sponsor—(*Sold to Protective*)** Ensure maximum brand exposure with multiple touch points at every stage of the registration process.

Pre-event:

- Company logo or banner art featured in the e-mail announcement for the opening of registration or reminding them to register.
- Company logo on social media posts announcing the opening of registration or reminding them to register.
- Company logo on the registration banner with the wording “registration sponsored by”.
- Company banner art or logo on the confirmation emails sent to the attendees once they register.

At event:

- Company logo displayed at the registration area with the wording “Registration sponsored by”.
- Company logo with “Registration sponsored by” every time the registration desk hours are posted.
- Company logo and booth number on tickets included with the attendee badges.

PARTNERSHIPS

PREMIUM EXPOSURE FOR OUR 4 HIGHEST SPONSORSHIPS WHEN YOU THINK ABOUT INVESTING IN FACE-TO-FACE INTERACTION AT THE RV DEALERS CONVENTION/EXPO, CONSIDER THE IMPACT A PARTNER LEVEL SPONSORSHIP WILL MAKE ON KEY CUSTOMERS AND PROSPECTS.

LET US CUSTOMIZE A PARTNERSHIP PACKAGE IN-LINE WITH YOUR MARKETING BUDGET.



ALL PARTNERSHIP LEVELS INCLUDE:

- Partners logos are featured before the rest of the exhibitors in the exhibit hall portion of the virtual platform.
- 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.
- 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'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.

*Below are examples of additional benefits that can be included in your Partner Level Sponsorship.
We can help you to customize the package to best suit your needs!*

Partnership Level	Booth or Sponsorship	Registrations	Advertising	Other
Platinum \$50,000	Large Booth in a Prime Location & Keynote Speaker Sponsorship	<i>Badges for you and your staff.</i>	Full-page Ads or one Advertorial in the Aug - Jan Issues of <i>RV Executive Today</i> and in the Onsite Program.	Opportunity to Introduce the Keynote Speaker and host greeting and/or book Signing in booth if book is available. On-Demand Vendor Training +Plus workshop
Gold \$40,000 <i>Upgrade to a 20x30 Booth:</i> \$46,000	20x20 Booth Prime Location	12 Badges	Full-page Ads in the October Issue of <i>RV Executive Today</i> & in the Onsite Program. Banner Ad on the Convention Website.	1– Use of Membership Contact Information for a Pre-Convention Promotion. On-Demand Vendor Training +Plus workshop
Silver \$25,000 <i>Upgrade to a 20x30 Booth:</i> \$31,000	Your Choice of a 10x20 or 20x20 Booth in a Prime Location	10 Badges	Half-page Ads in the October Issue of <i>RV Executive Today</i> and Onsite Program / Or an opportunity to have a Vendor Training +Plus Workshop	1– Use of Membership Contact Information for a Pre-Convention Promotion. On-Demand Vendor Training +Plus workshop
Option #2	Dealer Lounge Sponsorship	6 Badges	Logo or sponsorship mentioned on website. Signage in the Dealer Lounge with your branding/ message.	Comfortable Lounge Seating and Signage. Opportunity to Greet Attendees in the Dealer Lounge.
Bronze \$15,000 <i>Upgrade to a 10x20 booth:</i> \$18,200 <i>Upgrade to a 10x20 endcap:</i> \$18,500	10x10 Booth Prime Location	8 Badges	Banner ad on the Convention Website.	Early use of the Registered Attendee List. On-Demand Vendor Training +Plus workshop

INSTRUCTIONS FOR SECURING YOUR BOOTH

Fill out forms. Once all seven pages of the application and the payment are received, your booth will be assigned.

Page 1—Company Information and Contact Information

- Make sure the company name is the way you want it to appear in all directories.
- Add any changes to the company description. If I am picking up last years, just note to pick up.
- List any companies that you do not want to be near. You can also note what companies you want to be close to.
- Exhibitor contact, main company contact and person in-charge of setting up the virtual booth.

Page 2—2023 Sign-up Worksheet

Sign up for your booth, advertising at a special rate, vendor training +plus, sponsorships, and renew your membership.

Booth Pricing (See page 4) See current floorplan at www.rvda.org/convention/exhibit

Sponsorships (See options on pages 8-11)

Advertising Options: (see options on page 6)

Ad Bundle #1 - 5 Issues (Aug-Nov) and Onsite Program		Ad Bundle #2 - 7 Issues (Aug-Jan) and Onsite Program		Individual ads in RV Executive Today & Onsite Program		
Size Options	Total Cost	Size Options	Total Cost	Size Options	Magazine	Onsite Program
Quarter-page	\$1,975 (only \$395 per issue, save \$175)	Quarter-page	\$2,450 (only \$350 per issue)	Quarter-Page	\$425	\$450
Half-page	\$3,400 (only \$680 per issue, save \$290)	Half-page	\$4,550 (only \$650 per issue)	Half-Page	\$710	\$850
Full-page	\$5,750 (only \$1,150 per issue, save \$450)	Full-page	\$7,700 (only \$1,100 per issue, save \$900)	Full-Page	\$1,200	\$1,400

Vendor Training +Plus (See more details on page 7)

The Vendor Training +Plus sessions will run Tuesday – Thursday.

currently adding to wait list. Will add more if we have a room become available

- **On-Demand Version** - All Vendor Training +Plus workshops can be pre-recorded and uploaded to the secure area of the virtual platform. Virtual convention/expo starts the end of November and runs through January 31, 2024. **Free**

Associate Membership Sign-Up/Renewal

- **Reaching Top RV Dealers is where RVDA Associate Members have an edge.** Members have access to the dealers leading the RV industry's resurgence – the dealers who are selling the bulk of new RVs and run extensive RV service and parts departments. It's our job to keep RVDA membership lists constantly updated, making your marketing efforts more effective and efficient. Membership saves you money! **The cost is \$637 a year.**

Page 3—Signature & Payment

- This is where you agree to the terms outlined in the rules and regulations.
- Decide on your payment option. Due to PCI compliance standards, we can no longer accept CC#'s through the email. If you are paying by credit card, please **DO NOT** write the CC# on the form.
- **Please note: Your booth will not be assigned until the payment has been received.**

Pages 4 & 7—Rules and Regulations Governing the Exhibitor & the Virtual Convention/Expo

- Please initial and sign each page and return with the contract.

Questions or Comments?

Please contact Julie at (703) 364-5518 or by email at jnewhouse@rvda.org
Completed forms can be emailed to Julie, faxed to RVDA
(703) 591-0734 or mailed to RVDA, 3930 University Drive, Fairfax, VA 22030

Office Use: ID Number _____

Booth # _____

Total \$ _____

EXHIBITOR APPLICATION — PAGE #1

2023 RV Dealers Convention/Expo | Location: Paris Las Vegas | Dates: Nov 6-10 | Exhibit Nov 7-9

COMPANY INFORMATION FOR PRINTED DIRECTORY

Please enter the **Company, Phone and Website** as it should appear in your directory listing

(Note: the phone # will not be published on the website)

Company _____

Phone _____ Website _____

Company Type _____

Please enter company description below or you can email a company description to Julie at jnewhouse@rvda.org. The company description can be approx. 50-words in length for the print version of the program. A longer description can be added to the virtual booth. If you have a description from last year, I can use that if you have no changes.

Company Description (Limit to 50 words for Print):

List of companies you DO NOT want to be placed near on the exhibit hall floor:

EXPO CONTACT INFORMATION FOR THE DATABASE AND THE VIRTUAL PORTAL

Note: Expo contact will receive all the updates, this is not the onsite contact.

Company Address: _____

Expo Contact _____ Title _____

Phone _____ Email _____

Main Co Contact (For RVDA Membership renewal/payment)

Name: _____ Title _____

Phone _____ Email _____

2023 SIGN-UP WORKSHEET - PAGE 2

2023 RV Dealers Convention/Expo | Location: Paris Las Vegas | Dates: Nov 6-10 | Exhibit Nov 7-9

COMPANY: _____ ID# _____

BOOTH/VEHICLE SPACE INFO

ENTER PREFERRED BOOTH SIZE TO THE RIGHT. 10X10, 10X20, 10X30, 20X20 Island, 20X30 Island, OR Vehicle Space <small>Each company receives 2 registrations - additional registrations can be purchased for \$249 each at a later date</small>		
Booth Location Choice #1	Booth Location Choice #2	
Booth Location Choice #3	Booth Location Choice #4	
Note: please see the current floorplan at www.rvda.org/convention/exhibit		Booth/Vehicle Space Total \$

OPTIONAL SPONSORSHIP OR PARTNERSHIP

SPONSORSHIP / PARTNERSHIP TYPE:	
Sponsorship Total	\$

OPTIONAL ADVERTISING SINGLE ISSUES

ADVERTISING IN SINGLE ISSUES - INCLUDE SIZE AND MONTH(S) HERE: QUARTER: \$425 / HALF: \$710 / FULL: \$1,200 <small>(details on page 6)</small>	\$
ONSITE PROGRAM AD ONLY - QUARTER: \$450 / HALF: \$850 / FULL: \$1,400 <small>(details on page 6)</small>	\$

ADVERTISING BUNDLES BELOW PRICING INCLUDES ONSITE PROGRAM

ADVERTISING PACKAGE # 1 (5 ISSUES)- QUARTER: \$1,975 / HALF: \$3,400 / FULL: \$5,750 <small>(details on page 6.)</small>	\$
ADVERTISING PACKAGE # 2 (7 ISSUES) QUARTER: \$2,625 / HALF: \$4,725 / FULL: \$7,875 <small>(details on page 6)</small>	\$

Do you want to include the payment for advertising with this application?

Check here ☐ **prepay advertising with this app.** / Check here ☐ **to pay advertising monthly**

Note: All in-person Vendor Training +Plus Workshops include an option to upload an on-demand version for the virtual convention/expo that will be available end of November - Jan. 31, 2024. Just let me know if you intend to participate

Thursday Vendor Training +Plus (Almost sold out will add to wait list for a workshop slot, just let me know if you are interested in one)	\$
Virtual Only On-Demand Vendor Training +Plus only (Free) add the wording INCLUDE to the right and I will sign you up <small>(This option is for On-Demand on the virtual platform only. It will also be linked to your virtual booth, available thru 1/31/24)</small>	

ASSOCIATE MEMBERSHIP SIGN UP/RENEWAL

Associate Membership* (\$637/year) <small>*Please Note: CALRVDA (California add add '1 \$249) & Add '1 copies of RV Executive Today Magazine Subscription (\$30)</small>	\$
--	----

TOTAL

Grand Total	\$
Amount to be Paid Now <small>(must be at least 50% or total booth balance + any optional items)</small>	\$
Balance to be Paid on July 31, 2023 <input type="checkbox"/> Permission to auto pay balance with same credit card?	\$

RESERVE YOUR SPACE TODAY! Email or mail: jnewhouse@rvda.org / RVDA, 3930 UNIVERSITY DRIVE, FAIRFAX, VA 22030

EXHIBITOR APPLICATION —PAGE # 3

2023 RV Dealers Convention/Expo - Location: Paris Las Vegas | Dates: Nov 6-10 | Exhibit Dates: Nov 7-9

SIGNATURE & PAYMENT

RVDA and Exhibitor are not under Contract and RVDA is under no obligation to hold exhibit space until all pages of the Contract and the deposit are received at RVDA headquarters in Fairfax, VA. 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, 2023.** 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, 2023** will result in the return of the deposits made (less \$900 admin. fee).

In the event of cancellation **after July 31, 2023**, 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.

Exhibitors **MUST** provide RVDA with the following before your booth will be reserved:

- 1) all 8-pages of this Contract which includes a signed copy of the

RULES AND REGULATIONS GOVERNING THE EXHIBITOR & VIRTUAL PLATFORM RULES AND REGULATIONS

- 2) a 50% deposit or full payment for booth space as outlined in the contract

Company: _____

Address: _____

Expo Contact: _____ Email _____

Name _____ Date _____

Signature _____

Email Address _____ Phone: _____

Accepted by RVDA on Date: _____

METHOD OF PAYMENT:

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

☐ Will call with credit card number (703) 364-5518 within 24 hours.

☐ Please Call (name/number) _____ for payment.

EMAIL RECEIPT _____ PHONE: _____

EXP. DATE _____ SECURITY CODE _____

NAME ON CARD _____

BILLING ADDRESS FOR CREDIT CARD ☐ SAME AS MAIN ADDRESS AS ABOVE

ADDRESS (If different than above): _____

RULES AND REGULATIONS GOVERNING THE EXHIBITOR FOR IN-PERSON EVENT

1. SCOPE OF CONTRACT

It is understood that the following rules and regulations are accepted as an 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 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 **Paris 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 \$1,759 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, 2023, at 2:00 pm, unless otherwise indicated in the Exhibitor Kit. Exhibits must be set by 2:00 pm, Tuesday, Nov. 7, 2023; booths must be manned by 3:30 pm Tuesday, Nov. 9, 2023. Display RVs will have their own move-in appointment schedule for Sunday, November 5, 2023. Appointments will be emailed to Event contact.

B. Dismantling may begin on Thursday, November 9, 2023, 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, 2023 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 (EAC)

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	3:30pm—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 Wednesday, October 5, 2023.

13. PAYMENTS AND CANCELLATIONS FOR CONTRACTS DATED AFTER JULY 29, 2023

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 29, 2023. 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 29, 2023 will result in the return of the deposits made (less \$900 administrative fee). Exhibitor acknowledges that cancellation after July 29, 2023 will cause RVDA to sustain losses which are difficult to determine and would be difficult to prove. In the event of cancellation after July 29, 2023, 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, 2023, at 2:00 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, 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. CONTRACT 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**

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

Name (Print): _____

Signature: _____ Date: _____

VIRTUAL PLATFORM RULES AND REGULATIONS

1. PURPOSE OF THE VIRTUAL EVENT PLATFORM

2023 RVDA Virtual Event is an educational Convention and expo providing relevant content to the RV Industry. The virtual expo portion of the virtual platform is a vital element of this Convention and serves to connect attendees and industry participants through a digital interface both during and well after the Convention ends. The purpose of the event is educational in nature. Any sessions or demonstrations lead by the exhibitor should be focused on education and should not be sales pitches. It is permissible to post product pricing and order information as part of resources that reside on organization profiles, but order taking, or pricing information cannot be shared as part of demonstrations or in any content delivery provided by the exhibitor. RVDA has the right to withhold approval of the exhibition of products and services, which in its judgment do not further the education, scientific, or practice needs of our members and attendees.

2. GENERAL TERMS

The 2023 RVDA Virtual Event, expo engagement platform, and supporting advertising/marketing opportunities, in some cases, requires the submission of photos, videos and other graphic assets by the exhibitor to Exhibit Management for reproduction throughout the virtual Convention experience. Specific guidelines for any and all items will be provided to each participating exhibitor depending upon the type of engagement purchased. Any deviations from these specifications may compromise the quality of the reproduction and may result in increased costs. The Convention and Exhibit Management are not responsible for the quality of reproduction when specifications are not adhered to and reserve the right to alter materials received without approval that are at variance with submission guidelines. All submissions will be reviewed by Exhibit Management and RVDA prior to digital publication. The RVDA Virtual Event and all supplemental purchased digital advertisements will be available in an archive format through January 31, 2024.

The RVDA and 2023 RV Dealers Virtual Event name, logo and acronym are proprietary and may not be used in signs, advertising, promotions or on any product literature either inside or outside the exhibit hall. This rule applies before, during and after the 2023 RVDA Virtual Event unless prior authorization has been received from the RVDA. Exhibitor grants to RVDA a non-exclusive, nontransferable, revocable license to use the name, logo, and acronym of the exhibitor solely in connection with the 2023 RVDA Virtual Event. All uses of the name, logo, and acronym of the exhibitor shall be determined by RVDA in its sole discretion.

3. CODE OF CONDUCT

Exhibitor and its representatives agree to abide by the RVDA code of conduct and policies. In addition to the above, exhibitor and its representatives shall not solicit trade outside of sanctioned expo locations within the virtual event. Exhibit Management, in its sole and absolute discretion, may withdraw its consent at any time, in which event exhibitor shall terminate such activity immediately. All promotional plans must be submitted to Exhibit Management for approval. Distribution of any promotional material must be confined to the virtual booth space. Exhibitor shall refrain from any action that will distract attendees from attendance at the virtual convention during open hours.

As a 2023 RVDA Virtual Convention attendee, you agree to adhere to RVDA's zero-tolerance for any form of discrimination, harassment, or other unacceptable behavior including but not limited to: verbal abuse; disruption of presentations during sessions; posting promotional materials when not registered as an authorized exhibitor; or any other unacceptable behavior. In response to any incident of unacceptable behavior, RVDA reserves the right to take any action deemed necessary, including immediate removal from the event without warning or refund and to prohibit attendance at any future event. We thank you for respecting your colleagues and our attendees and presenters.

4. DRESS CODE

The dress code at 2023 RVDA Virtual Event is business casual. All exhibitors and their representatives are required to adhere to this dress code during live video chat; RVDA reserves the right to remove virtual access to any exhibitor who does not comply with this dress code.

5. EVENT CANCELLATION

If RVDA or Exhibit Management determines that due to any occurrence, force majeure, acts of God, war, or any other cause beyond their control renders the fulfillment of this Agreement inadvisable, commercially impracticable, illegal, or impossible by Exhibit Management or RVDA, the parties shall mutually agree to amend, or RVDA may terminate the agreement. In such circumstances, RVDA and Exhibit Management may cancel the virtual expo and RVDA's and Exhibit Management's sole responsibility to exhibitor shall be a full refund of all fees paid by exhibitor. No monies will be returned unless RVDA is unable to deliver the virtual event because of technology failings under the control of RVDA.

6. EXHIBITOR CANCELLATION

Cancellation of any portion of this Application/Contract by the exhibitor must be sent in writing and will be accepted only at the discretion of Exhibit Management. All virtual participation fees are non-refundable. Except as the exhibitor's participation fees may be reduced as set forth in the preceding sentence, the exhibitor is responsible for total fees regardless of the reason for the cancellation by the exhibitor including the failure to provide information to Exhibit Management for the fulfillment of the exhibitor's virtual package and/or special additional purchases.

7. TECHNOLOGY USE

The extent of an exhibitor's or attendee's use of technology during the event is not guaranteed. Efforts will be made to communicate with exhibitors and attendees regarding camera use in devices and computers, mobile app capabilities in iOS and Android, audio settings and headset use, and stylus use in the virtual event platform. In no event shall RVDA be held liable for participants' interruptions to Internet access, power access, video camera access, or audio capabilities, nor of any similar interruptions to that same in the virtual event platform for the duration of the posted virtual event platform website.

8. PHOTOGRAPHS; RECORDING

No photographs, audio, video, or digital recording of any type shall be taken without the prior consent of Exhibit Management and/or the exhibitors involved. The exhibitor acknowledges and agrees that the RVDA, its employees and contractors may take photographs/videos which could include images of the exhibitor, its representatives and its exhibits while attending the Exhibition. The exhibitor hereby consents to and grants to the RVDA and its affiliates, the unrestricted, perpetual, worldwide, royalty-free and transferable right and license to use (and grant others the right to use) the images worldwide without any compensation. The exhibitor acknowledges that RVDA is the sole and exclusive owner of all rights in the images and hereby waives (a) any and all rights in and to such images, and (b) any and all claims the exhibitor and its representatives may have relating to or arising from the images or their use. In no cases can exhibitors use any images of attendees participating in demonstrations or meetings for any commercial purposes.

Initial Here _____

9. INDEMNIFICATION

Exhibitor shall indemnify, defend and hold harmless RVDA and its subsidiaries, affiliates, related entities, partners, agents, officers, directors, employees, attorneys, heirs, successors, and assigns, and each of them, (collectively "RVDA Indemnitees") from and against any and all claims, actions, demands, losses, damages, judgments, settlements, costs and expenses (including attorneys' fees and expenses), and liabilities of every kind and character whatsoever, which may rise by reason of: (i) any act or omission by exhibitor or any of its officers, directors, employees, agents, or contractors; (ii) any use of exhibitor's name, trademarks, service marks, logo, website or other information, materials, products or services provided by exhibitor; and/or (iii) the inaccuracy or breach of any of the covenants, representations and warranties made by exhibitor in this Agreement. This indemnity shall require the payment of costs and expenses by exhibitor as they occur. RVDA shall promptly notify exhibitor upon receipt of any claim or legal action referenced in this section. The provisions of this section shall survive any termination or expiration of this Agreement.

10. DISCOUNTS

Discounts, special offers and/or coupons cannot be combined at any time. No exceptions.

11. DATA USE

Exhibitors shall be responsible for compliance with applicable data protection laws protecting the personal data of attendees.

12. LIMITATION OF LIABILITY

In no event shall RVDA, its officers or directors, agents, employees, independent contractors, subsidiaries and affiliates (collectively "RVDA parties") be liable to the exhibitor or any third party hired by or otherwise engaged by the exhibitor for any lost profits or any other indirect, special, punitive, exemplary, incidental or consequential damages, including attorneys' fees and costs, arising out of this application and agreement or connected in any way with use of or inability to use the services outlined in this application and agreement or for any claim by exhibitor, even if any of the RVDA parties have been advised, are on notice and/or should have been aware of the possibility of such damages, exhibitor agrees that the RVDA parties' sole and maximum liability to the exhibitor regardless of the circumstances shall be the refund of the exhibit fee. Exhibitor agrees to indemnify and defend the RVDA parties from any claims brought by a third party hired by or engaged by the exhibitor for any amount beyond the exhibit fee. Further, exhibitor agrees to pay all attorney's fees and costs incurred by the RVDA parties arising out of or in any way related to this application and exhibit. Exhibitor shall be solely responsible for its attorney's fees and costs.

13. AGREEMENT OF RULES AND REGULATIONS

Exhibitor agrees to observe and abide by the foregoing Rules and Regulations and by such additional Rules and Regulations made by Exhibit Management from time to time for the efficient or safe operation of the Exhibit, including, but not limited to, those contained in this Contract. In addition to Exhibit Management's right to close/remove an exhibitor's virtual package presence and withdraw its acceptance of this Application/Contract, Exhibit Management in its sole judgment may refuse to consider for participation in future Exhibits an exhibitor who violates or fails to abide by all such Rules and Regulations. There is no other agreement or warranty between the exhibitor and Exhibit Management except as set forth in this Application/Contract. The rights of Exhibit Management and the exhibitor under this Application/Contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of the respective parties.

14. DEFAULT OCCUPANCY

Any Exhibitor (persons or company occupying booth space) failing to occupy virtual exhibitor space contracted for in a timely manner is not relieved of the obligation of paying the full rental price for such space. RVDA has the right to use such space as it sees fit and to eliminate blank space in the exhibit, if such virtual booth space is not occupied by the Exhibitor prior to the start of the Exposition and to collect and retain any additional sums for that space from a new Exhibitor.

15. NUMBER OF COMPANIES OCCUPYING BOOTH / SUBLETTING OF SPACE

RVDA prohibits the use of a single booth for the display of multiple companies, regardless of company ownership. Exhibitor shall not sublet, share, assign, or delegate any space allotted to them, without the prior consent of RVDA. Such subletting, sharing, assigning, or delegation without RVDA's prior written consent is null and void.

16. PERSONS CONNECTED WITH NON-EXHIBITION CONCERNS

Any persons who are not Exhibitors, or who are not associated with a registered Exhibitor, are prohibited from dealing, exhibiting, or soliciting within the exhibit area. Exhibitor shall immediately report violations of this rule to RVDA.

17. VIRTUAL PLATFORM RULES & REGULATIONS

Exhibitor shall be bound by all specific rules and regulations of the Virtual Platform as provided by RVDA to Exhibitor.

18. MUSIC

An Exhibitor using music for demonstration purposes must ensure that proper licensing fees have been paid to the appropriate agency, i.e., ASCAP, BMI, etc., by Exhibitor. RVDA is not responsible for any licensing fees for music played in Exhibitor's booth.

19. EXHIBITOR CREDENTIALING

Exhibitor Booth personnel eligible to receive login credentials for access to the RVDA 2023 virtual Event must be employees or agents of the Exhibitor engaged in the actual virtual booth operation, demonstration, or promotion of the Exhibitor's product or services within the Exhibit Booth (hereinafter referred to as "Exhibitor Booth Personnel"). Exhibitor Booth Personnel shall, like all participants in the Event, have contact information showing name, title and company that will be visible at all times in all areas on the virtual meeting platform, including, but not limited to in the Exhibit Hall, exhibitor booths, educational sessions and networking lounges. All Exhibitor Parties who access the Event in any capacity must have their own unique registration and be identified by their own actual name, title, and company information.

RVDA reserves the right to restrict or limit the number of Exhibitor Booth Personnel credentials issued and to determine if any "fees" are to be charged.

Exhibitor credentials are not transferable. RVDA reserves the right to terminate any login credentials if used by a person that does not match the identification of the person to whom the credentials have been issued. Each Exhibitor, whose exhibit space is paid in full, shall receive a specific allotment of Exhibitor full conference registrations based on their booth level package. Exhibitor full conference registration entitles the holder to admittance into the Exhibit Hall and any networking lounge that may be made available by RVDA.

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RVDA | RV DEALERS CONVENTION/EXPO

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



2023

Week of Nov. 6 through 10
Paris Las Vegas

2024

Week of Nov. 11 through 15
Paris Las Vegas

2025

Week of Nov. 10 through 14
Paris Las Vegas

HOTEL INFORMATION

Convention/Expo Dates: November 6-10, 2023

Convention Venue Location:

Paris Las Vegas

3655 S Las Vegas Blvd, Las Vegas, NV 89109



RVDA Room Block Info:

Cutoff to Book RVDA Room Block: October 4, 2023

- Paris Las Vegas **SPRVD3**
- Horseshoe Las Vegas (formerly Ballys) **SBRVD3**

<https://book.passkey.com/go/SPRVD3>

For More Information:

Julie Newhouse

Marketing Manager

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(RVDA)

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Fairfax, VA 22030-2515

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