



— Hershey —
AMERICA'S LARGEST
RV SHOW

September 10-15, 2019

2019 SPONSORSHIP PROGRAM

Pennsylvania Recreation Vehicle and Camping Association (PRVCA) is pleased to present a new sponsorship program for you to further support the association, get your brand and message out to consumers and increase your sales.



PRVCA is a statewide trade association focusing on education and promotion of the RV and camping industry. The RV industry accounts for \$726.5 million in direct economic output for Pennsylvania.

Our services include:

- Business training to help our members offer high quality service through skilled technicians.
- A spring “open house” campaign to promote the industry and prompt consumers to consider RVs and campgrounds for their vacation plans.
- We showcase the industry at Hershey America’s Largest RV Show — a one-stop shopping experience with RVs, campgrounds, services, accessories and more! Seminars to educate consumers on buying RVs, maintaining an RV and the RV lifestyle. **Nearly 60,000 people attended the 2018 show and many purchased RVs, booked RV destinations and campgrounds, and bought RV and camping products.** Other attendees left the show armed with the knowledge to help them select an RV or related product in the future.
- We provide resources to assist consumers in finding their local dealers and campgrounds. In 2019, PRVCA will launch two new websites — a new dedicated America’s Largest RV Show website and a revamped PRVCA website. Our **EXPLORE Pennsylvania** (55,000+ print circulation) magazine also lists our dealers and campground members and promotes the industry. In addition, our social media accounts and newsletters have reached many more members and consumers.

Our packages allow you to maximize the value of your sponsorship support across all PRVCA print, digital and event opportunities. We look forward to partnering with you to help engage your potential customers.

For questions about PRVCA sponsorship and advertising opportunities, contact [Elizabeth Peroni](#), communications director, at 717.303.0295.

2019 Sponsorship Opportunities

PLATINUM LEVEL (\$8,000)

- Two page spread in the show program (\$2,700 value)
- Show Video Board Ad, select 3-days (\$350 value)
- 3-day Show Ad - Circular Ribbon under video board (\$500 value)
- Show Website Ad (\$1,000 value)
- Interactive banner ad on the Show mobile app (\$300 value)
- Membership Dinner Platinum Sponsorship (\$550 value)
- Membership Dinner Program - Full Page Ad (\$500 value)
- Reserved table of 8 at the Membership Dinner (\$80 value)
- Full page Ad in 2020 EXPLORE Pennsylvania magazine (\$2,500 value)
- Sponsor mention in Show press releases and on social media

GOLD LEVEL (\$5,000)

- Full page ad in the show program (\$1,500 value)
- Show Video Board Ad, select 3-days (\$350 value)
- Show Website Ad (\$1,000 value)
- Interactive banner ad on the Show mobile app (\$300 value)
- Membership Dinner Gold Sponsorship (\$400 value)
- Membership Dinner Program - 1/2 page Ad (\$250 value)
- Reserved table of 8 at the Membership Dinner (\$80 value)
- Full page Ad in 2020 EXPLORE Pennsylvania magazine (\$2,500 value)
- Sponsor mention in Show press releases and on social media

SILVER LEVEL (\$2,500)

- Half page ad in the show program (\$850 value)
- Show Video Board Ad, select 1-day (\$110 value)
- Membership Dinner Silver Sponsorship (\$300 value)
- Five seats at the Membership Dinner (\$50 value)
- Membership Dinner Program - 1/4 page Ad (\$150 value)
- Half page Ad in 2020 EXPLORE Pennsylvania magazine (\$1,500 value)
- Sponsor mention in Show press releases and on social media

BRONZE LEVEL (\$1,500)

- Quarter page ad in the show program (\$750 value)
- Show Video Board Ad, select 1-day (\$110 value)
- Membership Dinner Bronze Sponsorship (\$150 value)
- Two seats at the Membership Dinner (\$20 value)
- 1/4 Page Ad in 2020 EXPLORE Pennsylvania magazine (\$700 value)
- Sponsor mention in Show press releases and on social media

Additional Sponsorships

RV Giveaway

- Donate RV to be displayed at the show
- Promotion on the Show website
- Giveaway Ad with your logo in the Show Program
- TV commercial promoting giveaway
- Show signage and video board

SOLD

Bags (One mfr./dealer & one booth sponsor per day)

- Sponsor provides eco-friendly (reusable bags) bags for attendees
- PRVCA Presents "Hershey America's Largest RV Show" logo with 2019 dates required on both sides of the bag
- All artwork must be approved by PRVCA

MFR/Dealer SOLD

Golf Cart Taxi (\$1,650)

- Golf carts provide transportation around the show and into the parking lots.
- Your logo on the cart signage
- Your logo on the sponsorship materials

SOLD

Online Ticketing (\$1,650)

- Company name mentioned on every Show e-ticket pdf.

SOLD

Ticket Tents (\$1,650 - if renting tent only)

- Bring your own 10' x 10' tents with your logo or rent tents with a vinyl decal of your company logo
- Tents located at the North and West gate entrances and the Saturday gate entrance

Concourse Ribbon Loop (\$825 per day)

- Video ribbon loops around the Giant Center concourse in a continuous circle. (17664 x 40 px)

Seminar Sponsorships (Industry \$275; Public \$450)

- Sponsor seminars on industry days or public days
- Your logo or artwork will be featured on all signage for the seminars.
- Your logo featured on the program listing and on the website & mobile app.
- Industry Days: (\$275)
- Public Days: (\$450)

Outdoor Directional Signs (\$800)

- Purchase outdoor floor decals with your logo to direct attendees to your display. (1 set of 16 signs)
- Limited to one sponsor per aisle.

Picnic Table Umbrellas

- Provide 12 umbrellas with your company logo to be used on the picnic tables throughout the show.

SOLD

Banners

- Hang your banner around the show perimeter or in the Giant Center lower level.
- Perimeter banner (\$220 each)
- Giant Center Lower Level (\$220 each)

Video Boards (\$110 per day)

- Ad posted on large overhead area board with multiple smaller screens strategically placed around the arena. (1920 x 1080 px)

Circular Ribbon under Video Board (\$165 per day)

- Ad ribbon runs in a continuous loop around the large overhead video board. (2912 x 96 px)

Upgrade any sponsorship to include our Sponsor Module on the Mobile App for \$50

- Mobile App Sponsorship listing \$85 (640 x 240 px) - Large or Thumbnail logo (120 x 150 px)



America's Largest RV Show thrives in Hershey with nearly 1 million net sq. ft., 59,284 attendees and record sales in 2018.

Pennsylvania Recreation Vehicle and Camping Association Show and Directory Guidelines

- RV Dealers can advertise their Pennsylvania and out-of-state locations if applicable in their ads.
- All PRVCA regions are permitted to advertise, but **CAN NOT** mention their regional shows in the ad.
- All ads will be reviewed and objectional copy will be changed at the request of PRVCA.
- Advertisers may promote special events, but not the the same dates as Hershey America's Largest RV Show.
- Ad may not mention "Don't buy until...", "Wait before you buy...", or any other copy that suggests waiting until after Hershey America's Largest RV Show.
- Verbiage referencing your location during the show, if you are a Dealer or Manufacturer, should read your Block Number.
- Verbiage referencing your location during the show, if you are a Supplier, should read your booth number.

Print Advertising Requirements

Images

Image Resolution is 300 dpi. Lower resolutions will result in poor quality. Artwork enlarged over 100% may result in an effective resolution of less than 300 dpi. All image files should be in high-resolution PDF format. Artwork taken from the Internet is not typically acceptable since its resolution is 72-96 dpi and is unsuitable for print. All files must be built at 300 dpi or higher.

Color

All full color ads must be in CMYK format. Any RGB and/or Pantone colors will be converted. We cannot guarantee color accuracy for converted images. All black and white ads must be in gray-scale or bit-mapped formats. Any color found in black and white ads will be converted.

Fonts

All fonts must be outlined or embedded within your high-resolution PDF.

Questions? Please contact: Elizabeth Peroni at elizabeth@prvca.org or 717.303.0295
Deadline: July 1, 2019

2019 Sponsorship Reservation

Deadline: July 1, 2019

Contact Name _____
Phone () _____ Email _____

Billing Contact Information

Name _____
Address _____
City _____ State _____ Zip _____
Phone () _____ Email _____
Name on Card _____ Card # _____
Card Type: Visa MasterCard Discover (AMEX is not accepted) Exp. _____ Security code _____ Total _____

Sponsorship: I will Sponsor at the following level:

Note: PRVCA can only accept \$5,000 a year in credit card payments. Once you have surpassed the \$5,000 limit, all payments must be made via check.

PLATINUM LEVEL (\$8,000)

- ✓ Two page spread in the show program (\$2,700 value)
- ✓ Show Video Board Ad, select 3-days (\$350 value)
- ✓ 3-day Show Ad - Circular Ribbon under video board (\$500 value)
- ✓ Show Website Ad (\$1,000 value)
- ✓ Interactive banner ad on the Show mobile app (\$300 value)
- ✓ Membership Dinner Sponsorship (\$550 value)
- ✓ Membership Dinner Program - Full Page Ad (\$500 value)
- ✓ Reserved table of 8 at the Membership Dinner (\$80 value)
- ✓ Full page Ad in 2020 EXPLORE Pennsylvania magazine (\$2,500 value)
- ✓ Sponsor mention in Show press releases and on social media

GOLD LEVEL (\$5,000)

- ✓ Full page ad in the show program (\$1,500 value)
- ✓ Show Video Board Ad, select 3-days (\$350 value)
- ✓ Show Website Ad (\$1,000 value)
- ✓ Interactive banner ad on the Show mobile app (\$300 value)
- ✓ Membership Dinner Program - 1/2 page Ad (\$250 value)
- ✓ Reserved table of 8 at the Membership Dinner (\$80 value)
- ✓ Full page Ad in 2020 EXPLORE Pa. magazine (\$2,500 value)
- ✓ Sponsor mention in Show press releases and on social media

SILVER LEVEL (\$2,500)

- ✓ Half page ad in the show program (\$850 value)
- ✓ Show Video Board Ad, select 1-day (\$110 value)
- ✓ Five seats at the Membership Dinner (\$50 value)
- ✓ Membership Dinner Program - 1/4 page Ad (\$150 value)
- ✓ Half page Ad in 2020 EXPLORE Pennsylvania magazine (\$1,000 value)
- ✓ Sponsor mention in Show press releases and on social media

BRONZE LEVEL (\$1,500)

- ✓ Quarter page ad in the show program (\$750 value)
- ✓ Show Video Board Ad, select 1-day (\$110 value)
- ✓ Two seats at the Membership Dinner (\$20 value)
- ✓ 1/4 Page Ad in 2020 EXPLORE Pennsylvania magazine (\$700 value)
- ✓ Sponsor mention in Show press releases and on social media

Additional Sponsorships:

RV Giveaway

- ✓ Donate RV to be displayed at show
- ✓ Promotion on the Show website
- ✓ Giveaway Ad with your logo on Show Program
- ✓ TV commercial promoting giveaway
- ✓ Show signage and video board

SOLD

Concourse Ribbon Loop (\$825 per day)

- ✓ Video ribbon loops around the Giant Center concourse in a continuous circle. (17664 x 40 px)

Banners

Hang your banner around the show perimeter or in the Giant Center lower level.

Perimeter banner (\$220 each) # _____

Giant Center Lower Level (\$220 each) # _____

Bags (One mfr. & one booth sponsor per day)

- ✓ All artwork must be approved by PRVCA

Public Days:

9/11/19, 9/12/19, 9/13/19,

9/14/19, 9/15/19

MFR/Dealer

SOLD

Golf Cart Taxi (\$1,650)

SOLD

Online Ticketing (\$1,650)

- ✓ Company name mentioned on event Show e-ticket pdf.

SOLD

Ticket Tents (\$1,650 - if renting tents)

- ✓ Bring your own 10' x 10' tents with your logo or rent tents with a vinyl decal of your company logo

Rent Tent I will bring a 10' x 10' tent.

North Gate West Gate Saturday Gate

Seminar Sponsorship

(Industry \$275; Public \$450)

Industry Seminars: (\$275)

Public Seminars: (\$450)

Outdoor Directional Signs (\$800)

- ✓ Purchase outdoor floor decals with your logo to direct attendees to your display. (1 set of 16 signs)

- ✓ Limited to one sponsor per aisle.

Video Boards (\$110 per day)

Ad posted on large overhead area board with multiple smaller screens strategically placed around the arena. (1920 x 1080 px)

Circular Ribbon under video board (\$165 per day)

Ad ribbon runs in a continuous loop around the large overhead video board. (2912 x 96 px)

Upgrade any sponsorship to include our Sponsor Module on the Mobile App for \$50

- ✓ Mobile App Sponsorship listing \$85 (640 x 240 px - Large or Thumbnail logo (120 x 150 px))

Return your sponsorship to: Elizabeth Peroni, PRVCA

4000 Trindle Road, Camp Hill, PA 17011

or email: elizabeth@prvca.org

Questions: 717.303.0295

Don't see a package that meets your needs, contact Elizabeth Peroni to discuss sponsorship packages.



— Hershey —
AMERICA'S LARGEST
RV SHOW

4000 Trindle Road | Camp Hill, PA 17011
P. 717.303.0295 | www.largestRVshow.com