

2024 Campground Owners Expo

December 4-5, 2024

IMPORTANT EVENT INFORMATION

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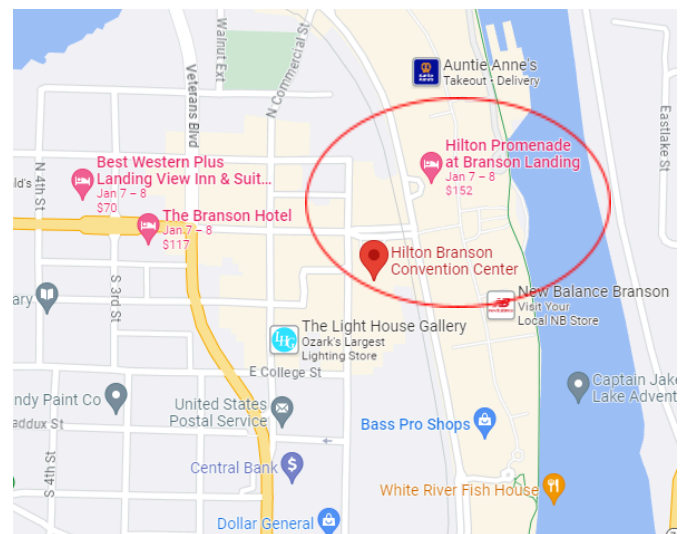
1. EXPO LOCATION

Hilton Branson Convention Center

200 E. Main Street | Branson, MO 65616

2. LODGING

- **Hilton Branson Convention Center** (Same building as event)
200 E. Main Street
Branson, MO 65616
**Group block rate ends 11/1/24 or when the block is full.*
- **Hilton Promenade at Branson Landing** (Across street from event, less than a 2 minute walk)
3 Branson Landing | Branson, MO 65616
**Group block rate ends 11/1/24 or when then block is full.*



- **Campground Lodging Partners**

We have a list of campgrounds that are official lodging partners of COE. Find the list on our website at the link below and use the information provided to contact the campground directly for booking.

Web link: www.campgroundownersexpo.com/campground-lodging/

3. AIRPORT OPTIONS

- **Branson Airport (BKG) - 10 miles S. of Branson**

4000 Branson Airport Blvd | Hollister, MO 65672

Served by Sun Country Airlines

www.flybranson.com

- **Springfield-Branson National Airport (SGF) - 50 miles N. of Branson**

2300 N. Airport Blvd | Springfield, MO 65802 - *a 45-60-minute drive to event location, depending on time of day and driving conditions*

Served by a variety of airlines

www.flyspringfield.com

- For more airport information including additional surrounding regional airports and flying in privately, visit the Explore Branson website's flight page: www.explorebranson.com/info/fly-to-branson

4. SHOW SET-UP AND TEAR DOWN INFORMATION

The following is the set-up schedule for all exhibitors unless an alternative is scheduled in advance with the COE office directly:

- **Tuesday December 3, 2024**

- Expo hall open from 8am to 5pm for exhibitor set-up.
- If you have any questions during set-up, please see below for contact information. The COE Registration booth will be open in the main convention center lobby today from 4 to 7pm.
- Booths must be ready by 12:30pm on Wednesday 12/4.

- **Wednesday December 4, 2024**

- Expo hall open from 8am to 12:30pm for exhibitor set-up.
- If you have any questions during set-up, please see below for contact information. The COE Registration booth will be open in the main convention center lobby today at 7:30am.
- Booths must be ready by 12:30pm today.

- **Thursday December 5, 2024**

- Teardown AFTER 3:00pm - no early teardowns without prior written approval from COE office.

- **Exhibitor Questions** - For questions, please use the following contacts:
 - **PRIOR TO EVENT:** Danielle Todd, COE Office
 - Phone: (608) 525-2323
 - Email: campgroundownersexpo@gmail.com
 - **AT THE EVENT ONLY:**
 - Ryan Lipke, COE Staff - Phone: (608) 484-1045
 - Danielle Todd, COE Staff - Phone: (608) 386-0752

5. EXPO HOURS

- **Wednesday December 4, 2024**
 - Expo open to attendees from 1:00 to 5:00pm.
- **Thursday December 5, 2024**
 - Expo open to attendees from 10:00am to 3:00pm.

6. ADMITTANCE TO EXPO

No walk-throughs are allowed. We control the entire expo hall and do not allow anyone without a badge to "walk the show". You pay for your booth and we make sure you get what you pay for.

All exhibitors are required to wear their show badges throughout the event. Please check to make sure you have the first and last name of your booth attendees registered with the COE office prior to the event. Each booth is allowed up to four attendees. Additional attendees are \$50 each. There is a fee of \$10 to print additional badges at the show for attendees not pre-registered.

If you see someone without a badge "strolling" the expo floor, please contact Ryan at (608) 484-1045. This is a closed show and we do not allow anyone to walk it without paying for booth space or the attendee registration fee.

7. BOOTH INFORMATION

Exposition services are provided by Liberty Exposition Services of Kansas City, MO. All booths are 10' x 10' in size and include the following:

- Single line ID sign (7" x 44") with company name
- 8' high drape back wall and 3' high drape side rails (black in color)
- One 6' table (draped on three sides)
- Two folding chairs and a wastebasket
- New in 2024! Wi-Fi access is included for all booths. Login info at show.

If you have an open 20x20 space, please note that these spaces do not include any pipe and drape, but they do include the single line ID sign, 6' draped table, two folding chairs and the Wi-Fi access.

Booth numbers will be sent to all exhibitors **two weeks prior to the show**. Placement preferences are given to sponsors first. All booth placement decisions made by the Exhibitor Committee are final.

*****Note: Electricity is available in your booth for an additional \$150 fee. We ask that you please request and pay for this in advance. There is a \$50 extra fee to add this on at the show.** If you are unsure if you added it to your initial registration, please email the COE office at the following email to inquire: campgroundownersexpo@gmail.com.

8. SHIPPING AND BOOTH SUPPLY ORDERING

Upon registering with COE, your contact information will be shared with Liberty Expo and you should receive an email from them with instructions on shipping your items to the event location, as well as instructions on ordering any additional items you may want/need for your booth.

If you do not receive that email within the first week of November, or if you have trouble logging into the Boomer platform for orders, please contact Leslie Wolf from Liberty Expo via email at lwolf@libertyexpo.com to get the login information, a password reset or simply to answer any questions about Boomer. Please note that if you register late (within 2-3 weeks of the show), you may not receive the auto emails, so please let us know if you have not heard from Liberty Expo within a few days of submitting your registration.

9. EXPOCONNECT PROGRAM

New exhibitor opportunity at COE 2024! Register to be listed as a company that is available for pre-show meetings with attendees. We list you on our website and attendees contact someone from your company directly to set up the meetings. For more information on how the program works, costs, what it all includes and to register your company to participate, please visit www.campgroundownersexpo.com/expoconnect/.

- **Dedicated meeting table space: Tuesday 12/3 from 4-7pm.**

This specific meeting time is optional, and you will be able to note if you are, or are not, available during that time on the registration form.

10. FOOD, BEVERAGE & ENTERTAINMENT

There are many food and beverage options in Branson! Here are a few details that pertain to the expo time itself, and see below for information on options outside of the hotel and convention center for your time outside show hours!

- **Tuesday December 3, 2024**

- **4:00 to 7:00pm** - Cash bar available in the Main Ballroom during the ExpoConnect event. Snacks also provided by The Gilbert Brown Foundation - donations appreciated. Drink tickets are included in the ExpoConnect registration - keep for yourself or give them away to your customers you meet with!

- **Wednesday December 4, 2024**

- **7:00am to 12:00pm (Noon)** - Food & Coffee cart open. Located on the second level (just at the top of the escalators in the main convention lobby). Includes items for purchase like breakfast, snacks, coffee, drinks, etc. Water stations available here as well.
- **12:00 (Noon) to 2:00pm** - Paid lunch available to grab-and-go on the expo show floor. (Show starts at 1pm)
- **5:00 to 7:00pm** - Networking Bingo night! This event is open to campground owner attendees AND exhibitors. Mingle with the attendees, build relationships and have some fun! There will be a cash bar open until 7pm, and snacks again provided by The Gilbert Brown Foundation with donations appreciated.

- **Thursday December 5, 2024**

- **7:00am to 12:00pm (Noon)** - Food & Coffee cart open. Located on the second level (just at the top of the escalators in the main convention lobby). Includes items for purchase like breakfast, snacks, coffee, drinks, etc. Water stations available here as well.
- **11:30am to 1:30pm** - Paid lunch available to grab-and-go on the expo show floor. (Show runs from 10am to 3pm)
- **3:00 to 7:00pm - Evening Program and Dinner - *This dinner is included in your event registration!*** Exhibitors are welcome and encouraged to attend our evening program in the Ballroom for time to network with the campground owners, industry awards, charity auction, drinks, appetizers, and dinner! Another excellent opportunity to network and connect with campground owner attendees in a laid back and fun atmosphere!

****SPONSOR NOTE:** If you are a sponsor at the following levels, you will have a reserved table (for 8 people) at the front of the room:

- **Presenting** (\$10,000), **Grand** (\$5,000), **Supporting** (\$3,500), **Gold Meal Sponsor** (\$2,500), **Silver Drink Sponsor** (\$1,500)

Please feel free to use this table for your booth attendees and/or to invite campground owners you meet at the expo you'd like to network with further.

Timeline for the evening program:

- 3:00pm - Networking Time
- 4:00pm - Industry awards, recognition and a short charity auction - includes many items donated by exhibitors!
- 5:00pm - Dinner served with a short keynote speaker at approx. 5:30p for 15-20 minutes.
- **6:00pm - \$500 VISA Gift Card drawing! Everyone who attends this event will get a ticket to win. We will draw one campground winner AND one exhibitor winner!**

- **Friday December 6, 2024**

- **7:00am to 12:00pm (Noon)** - Food & Coffee cart open. Located on the second level (just at the top of the escalators in the main convention lobby). Includes items for purchase like breakfast, snacks, coffee, drinks, etc. Water stations available here as well.
- **1:00 to 5:00pm - Ticketed 'Behind The Scenes' event** - This is a separately ticketed event, but is absolutely open to exhibitors as another networking opportunity with campground owners/managers and as an educational session for your company attendees as well!

Join us for a fun afternoon as we go 'Behind The Scenes' at the Grand Country Music Hall for the Grand Jubilee! Your \$50 ticket includes lunch at the Grand Country Buffet, a one-hour variety show, followed by a panel Q&A with various members of the cast, and operations at the venue. Like you, they're in the business of FUN and tourism! They'll talk about ways they get creative with marketing, introduce new ideas and work with family to keep customers coming back time and time again....and how they still want to see each other outside of work!

- Tickets can be purchased anytime in-person at the COE registration desk in the convention center lobby, or to see more information about this event and to pre-purchase your tickets, please visit our website at:

www.campgroundownersexpo.com/2024/08/19/bts24/

- **Level 2 Steakhouse** - Onsite dining option at the Hilton Branson Convention Center - Located on the 2nd Level Concourse near elevators.
 - **Website:** www.level2steakhouse.com
 - **Reservations:** www.level2steakhouse.com/reservations
 - **Phone:** (417) 243-3433
 - **Breakfast Hours:**
 - Monday through Friday: 6:30am to 9:30am

- Saturday and Sunday: 6:30am to 10:00am
 - **Dinner Hours:**
 - Sunday through Thursday: 5:00 to 9:00pm
 - Saturday and Sunday: 5:00 to 10:00pm
- **Branson Landing** - Located less than a 2-minute walk across the street from the Hilton Branson Convention Center. Where Shopping, Dining, and Entertainment Take Center Stage! You will have a whole new world to explore with over 100 specialty shops and restaurants. Don't miss Branson Landing's \$7.5 million water and fire spectacular located in the middle of Town Square!
 - **Website:** www.bransonlanding.com
- **Other Dining and Entertainment Options** - See the Explore Branson website (www.explorebranson.com) for the countless dining and entertainment options available while you're in town!

11. EVENT MARKETING

If you will be featuring any show specials or giveaways in your booth during COE, we want to let our attendees know about it before the show! Please send a graphic no larger than 5" x 5" containing all the show special information in JPEG or PNG format to campgroundownersexpo@gmail.com **no later than November 20, 2024**. This will be sent to our attendees via email along with other show information and updates.

Additionally, please let your customers know you'll be attending the show! Send an email, post on your website blog, Facebook, Instagram, LinkedIn or other social media pages. We appreciate your support of our show and would love for you to invite your customers who may not know about our show yet!

If you're able, here is a great link to include in your email to campground owners and managers for them to find more information about our show: www.campgroundownersexpo.com/campground-owners/ - If you'd like to include our logo, please email campgroundownersexpo@gmail.com and we'd be happy to send that to you as well!

12. AUCTION ITEMS

During our evening program on Thursday 12/5, we host a short charity auction, benefitting The Gilbert Brown Foundation, which supports over 156 children's charities. Gilbert Brown is a former nose tackle for the Green Bay Packers and our organization has worked closely with his foundation for many years and are proud to support the work he does in supporting children and their families through some of life's toughest challenges!

In addition to this auction, we also host many giveaways as incentive programs for the attendees to attend certain events, purchase products and services from exhibitors in the expo hall, and more.

If you would like to donate items, service gift certificates, gift baskets, etc, to this effort and to give your business additional visibility, we would greatly appreciate it! Please email any photos or information on your donation prior to the event to campgroundownersexpo@gmail.com - you can bring your donation to the COE registration desk upon your arrival. We thank you in advance for your donation and support!

13. BUYING INCENTIVES

We understand our exhibitors are a vital piece of making our show a success. Additionally, we understand that for you to justify the costs associated with attending, you need to leave with orders, or at the very least, some incredible leads! This is why we work hard to educate our attendees on the importance of supporting our exhibitors, and incentivizing them to make purchases at the show. **We have multiple ways for our attendees to be entered to win over \$10,000 in cash and prizes, simply by making purchases with you!**

If campgrounds make purchases, they just need a receipt to show us in order to get their prize entry tickets. If you could please plan to have some sort of receipt for folks who order from you, or if you are a service-based business, some sort of acknowledgement that they are doing business with you, that would be super helpful so we can get them their entry tickets!

14. CONTACT INFORMATION

- **General event information:** Danielle Todd, COE Office - (608) 525-2323
**Answered prior to the event and on-site during the event as well.*
- **Exhibitor Questions (at event only):** Ryan Lipke - (608) 484-1045
- **Registration Desk (at event only):** Laurie Smith - (608) 399-4817
- **Hotel Branson Convention Center:** (417) 336-5400
- **Hilton Promenade at Branson Landing:** (417) 336-5500
- **Liberty Exposition Services:** (417) 243-7038