



5TH ANNUAL CAMPGROUND OWNERS EXPO

December 3-6, 2025
Branson, MO

Who We Are

The Campground Owners Expo (COE), is owned by Severson & Associates, a Management, Training and Consulting firm, formed to give campground owners from all sizes of parks, numerous networking opportunities.



Lori Severson
COE Owner

Read great campground and exhibitor testimonials online at campgroundownersexpo.com/testimonials

Why Be An Exhibitor?

Exhibiting at the Campground Owners Expo (COE) is a unique opportunity for businesses to connect directly with campground owners and decision-makers from 15 states, including Wisconsin, Illinois, and Missouri. This targeted audience allows companies to showcase their products and services to a receptive market, actively seeking innovative solutions to enhance their operations. The event fosters valuable networking opportunities, enabling exhibitors to build relationships, secure leads, and gain insights into industry trends. Held in Branson, Missouri, during the holiday season, COE combines professional engagement with a festive and vibrant atmosphere, making it an enjoyable and productive experience for participants. With its focused audience and lively setting, COE is the perfect platform for companies to grow their presence in the campground industry.

GET IN TOUCH

 (608) 525-2323

 campgroundownersexpo@gmail.com



Learn.



Grow.



Inspire.

 www.campgroundownersexpo.com

5TH ANNUAL 2025 CAMPGROUND OWNERS EXPO

EXHIBITOR DATES & TIMES



**TUESDAY
DECEMBER 2**

**WEDNESDAY
DECEMBER 3**

**THURSDAY
DECEMBER 4**

Exhibitor Set-Up Open
8:00am - 5:00pm

Exhibitor Set-Up Open
8:00am - 12:30pm

Expo Hall Open
10:00am - 2:00pm

Booths must be ready
by 12:30pm on Wed. 12/3!

Expo Hall Open
1:00 - 5:00pm

Teardown AFTER 2:00pm
No early teardowns!

Large unit display set-up time available Monday 12/1 - please call to pre-schedule your arrival time.

Welcome Reception Dinner - 5:00pm to 7:00pm

We welcome and encourage all exhibitors to attend our Welcome Reception Dinner in the Main Ballroom for time to network with the campground owners, awards, drinks, and dinner! We will also host an Exhibitor charity auction, please email campgroundownersexpo@gmail.com if you have any products/baskets to donate! Another excellent opportunity to advertise your business and connect with campground owner attendees in a laid-back and fun atmosphere!

DEADLINES & REMINDERS!

- **Early Bird Booth Rate Deadline: July 1, 2025**
- **Deadline to be included in print materials: October 1, 2025**
- **Hotel Room Group Rate End Date: November 7, 2025**
- **Final Booth Numbers Sent Out: November 19, 2025**

NO!

Early tear downs are not allowed! You will be fined \$250 for early tear down without written prior authorization.

As this is a unique show in format and presentation, please register early! No booths will be held without payment. Sorry, no refunds are available for any reason. Booths are sold on first come, first served basis with the exception of Show Sponsors at the \$12,500, \$10,000 and \$7,500 levels. NO booth numbers with the exception of Show Sponsors are guaranteed. All decisions made by Exhibitor Committee are final. We reserve the right to refuse participation based on product selection at the committee's discretion. Booth numbers available two weeks prior to the show and are subject to change based on needs of show.



Additional EXHIBITOR INFO.

Standard booths are 10' x 10' and include:

- Single line ID sign (7" x 44")
- 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
- Complimentary WIFI access during event

Open 20x20 (non-draped) spaces and 20x40 cabin (indoor or outdoor) spaces available, but limited. Call (608) 525-2323 to inquire!

EXPO SERVICES PROVIDED BY:



1821 Bedford Ave. | North Kansas City, MO 64116
(816) 891-9500 | www.libertyexpo.com

NOTE ABOUT EXPO HALL DOORS:

For large displays coming into the expo hall, the max overhead door height is 13' 5" tall by 15' wide with a flat load in. Or there is an incline load in loading dock area with a 14' tall by 15' wide doorway.

Hilton Branson Convention Center

✓ EXPO EVENT LOCATION

200 E Main Street | Branson, MO, 65616 | (866) 442-0959

Features indoor pool, fitness center, room service, pet-friendly rooms, on-site restaurant - Level 2 Steakhouse and bar and more!



Hilton Promenade at Branson Landing

✓ DIRECTLY ACROSS THE STREET FROM EXPO HOTEL

3 Branson Landing | Branson, MO, 65616 | (866) 442-0959

Featuring many of the same great amenities as the expo hotel, plus it's in the heart of many shopping and dining options at Branson Landing! On-site dining; Big Whiskey's American Restaurant & Bar!



DON'T MISS OUT!

For more information about our local campground partners and to book your COE stay, visit:

COE Group Block Rate: \$147/night

Book your stay with our easy booking link below!

Book early! Group Rate Ends November 7, 2025!

CAMPGROUNDOWNERSEXPO.COM/COE-LODGING



Presenting

SHOW SPONSOR

✓ Two complimentary expo booths <i>(Each is 10x10 - or choose one 20x20 space)</i>	\$2,400-\$3,200+
<i>**Option to purchase up to two additional 10x10 booths at half price (of early bird rate)</i>	
✓ Featured on all email correspondence - including 15+ email campaigns	\$5,000
✓ Up to five free email blasts (pre or post show) featuring your company	\$2,500
✓ Banner ad on the COE website, linked back to your website (for 1 year)	\$1,800
✓ Up to three featured blog posts on the COE website	\$1,500
✓ Up to five sponsor spotlight posts on our Facebook page	\$1,250
✓ Listed at sponsor level on all expo printed programs (600+)	\$1,000
✓ Recognition throughout the expo at meal & all social events	\$1,000
✓ Dedicated 11x17 sign displayed in multiple areas throughout event	\$1,000
✓ Direct link back to your website from our website	\$500
✓ Free brochure/promo item insert in all attendee bags	\$500
✓ Admission to all educational seminar sessions (except ticketed events)	\$249
✓ Option to choose your booth space in the Expo Hall	Priceless
✓ Opportunity to host an educational seminar session at the expo	Priceless
✓ Press release and media coverage	Priceless
✓ Included on major sponsor signage outside each seminar/meeting space	Priceless

Total Value of Sponsorship: \$18,699+

Your Cost: \$12,500

Interested in creating a custom sponsorship package? Contact us today!



(608) 525-2323



campgroundownersexpo@gmail.com



Grand SHOW SPONSOR

- ✓ One complimentary expo booth (*Space is 10x10 - or choose one 20x20 space*) \$1,200-\$3,200+
***Option to purchase up to one additional 10x10 booth at half price (of early bird rate)*
- ✓ Featured on all email correspondence - including 15+ email campaigns \$5,000
- ✓ Up to three free email blasts (pre or post show) featuring your company \$1,500
- ✓ Listed at sponsor level on all expo printed programs (600+) \$1,000
- ✓ Recognition throughout the expo at meal & all social events \$1,000
- ✓ Dedicated 11x17 sign displayed in multiple areas throughout event \$1,000
- ✓ Up to two featured blog posts on the COE website \$1,000
- ✓ Banner ad on the COE website, linked back to your website (for 6 months) \$900
- ✓ Up to three sponsor spotlight posts on our Facebook page \$750
- ✓ Direct link back to your website from our website \$500
- ✓ Free brochure/promo item insert in all attendee bags \$500
- ✓ Admission to all educational seminar sessions (except ticketed events) \$249
- ✓ Option to choose your booth space in the Expo Hall Priceless
- ✓ Press release and media coverage Priceless
- ✓ Included on major sponsor signage outside each seminar/meeting space Priceless

Total Value of Sponsorship: \$14,599+

Your Cost: \$10,000

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Supporting

SHOW SPONSOR

- ✓ One complimentary expo booth - **Space is 10x10** \$1,200+
***Option to purchase up to one additional 10x10 booth at half price (of early bird rate)*
- ✓ Featured on all email correspondence - including 15+ email campaigns \$5,000
- ✓ Listed at sponsor level on all expo printed programs (600+) \$1,000
- ✓ Recognition throughout the expo at meal & all social events \$1,000
- ✓ Dedicated 11x17 sign displayed in multiple areas throughout event \$1,000
- ✓ One free email blast (pre or post show) featuring your company \$500
- ✓ One featured blog post on the COE website \$500
- ✓ Direct link back to your website from our website \$500
- ✓ Free brochure/promo item insert in all attendee bags \$500
- ✓ Banner ad on the COE website, linked back to your website (for 3 months) \$450
- ✓ One sponsor spotlight post on our Facebook page \$250
- ✓ Admission to all educational seminar sessions (except ticketed events) \$249
- ✓ Option to choose your booth space in the Expo Hall Priceless
- ✓ Press release and media coverage Priceless
- ✓ Included on major sponsor signage outside each seminar/meeting space Priceless

Total Value of Sponsorship: \$12,149

Your Cost: \$7,500

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Additional SPONSORSHIPS

Popcorn Bar Sponsor	Sponsor the Popcorn Bar during our Thursday afternoon Networking Circuit event! Guests will enjoy a fun build-your-own style popcorn station. Your company logo prominently displayed on signage at serving station and announcements made of your sponsorship.	Ten Available at \$500 -or- \$5,000 Exclusive Buyout
Expo Floor Appetizer Sponsor	Put your company front and center during a refreshment break for attendees during the expo on Wednesday! Your company logo prominently displayed on signage at serving station and announcements made of your sponsorship. Single sponsor buy-out also includes: Logo printed napkins and booth placement by food line.	Four Available at \$2,000 -or- \$10,000 Exclusive Buyout
Expo Floor Lunch Sponsor	As an expo floor lunch sponsor, your company will take center stage as attendees shop the expo floor! Your company logo prominently displayed on signage at serving station and announcements made of your sponsorship. Single sponsor buy-out also includes: Logo printed napkins and booth placement by food line.	Five Available at \$5,000 -or- \$25,000 Exclusive Buyout
State Meeting Room Sponsor	Sponsor a State Association meeting room. Sponsorship covers select drinks and snacks in the room, signage featuring your company logo, and options to include company literature in the room and/or to address the group for up to five minutes (time at discretion of group).	\$2,000 per room/ per group
Good Morning Sponsor	Sponsorship of breakfast/coffee cart during morning hours. Recognition signage will be posted around the area.	\$750
Program Sponsor	Put a business card sized ad in the program - 600+ copies printed and given to each attendee! You supply artwork. Ad size is 3.5" wide x 2" tall and should be in a PNG or JPEG format.	\$500 per ad <i>Only 16 spaces available!</i>

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2025 COE REGISTRATION FORM
EXHIBITORS
BRANSON, MO | EXPO DEC. 3-4, 2025



Company Name:

Company Address:

Company City: State: Zip Code:

Company Phone: Contact Phone:

Contact Name: ***Please note: This contact name and email will be used for all pre and post-show communications!*

Contact Email: ***Please note: This contact name and email will be used for all pre and post-show communications!*

Company Website:

Product/Service Description:

List names of attendees for badges (4 people per booth - \$50 ea. additional person):

■ **Attendee name changes:** Please email campgroundownersexpo@gmail.com with any changes you need after completing this form - \$10 charge for name changes/adjustments at expo.

Attendee 1: Attendee 2:

Attendee 3: Attendee 4:

Payment Information:

Regular 10x10 Booth: Early Bird rate (BEFORE July 1, 2025) - **\$1,200** (10x10 booth, 6' table and two chairs.)
Regular rate (AFTER July 1, 2025) - **\$1,700** \$

Open 20x20 Space: Early Bird rate (BEFORE July 1, 2025) - **\$3,200** (20x20 non-draped space, table and two chairs.)
Regular rate (AFTER July 1, 2025) - **\$3,700** \$

Cabin Unit Space: Early Bird rate (BEFORE July 1, 2025) - **\$8,500** - Regular rate (AFTER July 1, 2025) - **\$9,000**
Space is 20x50 - can be inside or outdoor space - The max overhead door height for indoor space is 13' 5" tall by 15' wide with a flat load in. Inside includes table and two chairs. **Outdoor spaces can add-on a 10x10 pipe and drape booth for just \$600 - add price to payment section here.** Outdoor spaces must provide own electricity. \$

Complimentary WIFI access included!

Electricity Added To Booth: \$150/booth space \$

Brochure or Promo Item Insert To All Attendee Bags: \$500/insert (You provide 500 pieces) \$

Sponsorship Level: _____ \$

*Checks should be made payable to Severson & Associates
Sorry, no refunds available for any reason.*

Total Amount Due: \$

Select Payment Type: Credit Card: #

Check: # Exp. Date: CVV: Billing Zip Code:

Please return this form to:

**By mail to: Severson & Associates (Attn: COE) | PO Box 228, Etrick, WI 54627
By Email to: campgroundownersexpo@gmail.com**