

Charting the Course... Spring Convention 2012!



2012 Convention and Trade Show
Monday, March 26 – Wednesday, March 28, 2012
Causeway Bay Hotel & Convention Center
6820 South Cedar Street
Lansing, MI 48911

Hello;

You are invited to participate in this year's ARVC Michigan Spring Convention and Trade Show!

The ARVC Michigan Spring Convention and Trade Show, sponsored by ARVC Michigan & National ARVC will be held on March 26-28, 2012. We are at a *NEW* venue this year, being held at Causeway Bay Hotel & Convention Center in Lansing. Many different companies will be displaying their products and introducing their services to ARVC Michigan Campground Operators. This is the best way to display your products and services.

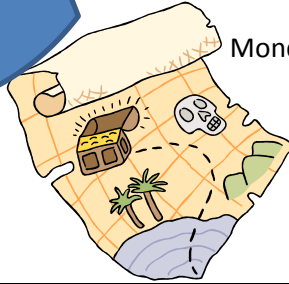
ARVC Michigan is the largest campground association in Michigan and one of the largest associations in the United States! We are very excited to be introducing several new programs that will help you, our vendors, grow your business with the campground operators. Please note the *NEW* price this year. We are giving one *FREE* booth if you sign up by February 28, 2012. Show hours are Tuesday, March 27th 3:00 pm to 7:00 pm and Wednesday, March 28th 9:00 am to 1:00 pm.

Booths and Sponsorships are to be sold on a first come first serve basis. No booth numbers are guaranteed and there is a limited amount of space available. Please get your information in by February 28, 2012 to take advantage of the early bird special and the *FREE* booth special!

Michigan Association of Campground Owners
113 Franklin Street
Cheboygan, MI 49721
Phone: 989-619-2608
info@michcampgrounds.com



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Trade Show Hours

Tuesday, March 27, 2012

3:00 pm to 7:00 pm

Wednesday, March 28, 2012

9:00 am to 1:00 pm

Set-Up Time

Tuesday, March 27, 2012

9:00 am to 3:00 pm

Room Rates: Call directly to **Causeway Bay Hotel**, Phone: **(517) 694-8123** for the rate of \$88.50. You may check them out at <http://www.causewaybayhotellansing.com>

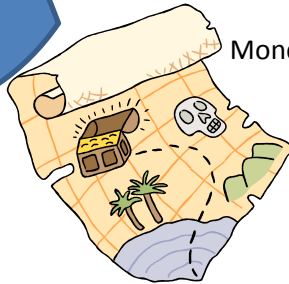


New this year! Vendor Programs

- \$250.00 will be awarded to matching vendors and campground owners. If a campground owner makes a purchase from you and their name is drawn along with yours on Tuesday evening at the dinner you both receive \$250.00.
- Treasure Map- throughout the two-day trade show, attendees will have the chance to participate in a treasure hunt using QR Codes. For attendees without a Smart Phone, a URL will be listed alongside each QR Code. All attendees that stop at your booth after speaking to you about your product/service will then be offered to scan the QR Code. Attendees that complete their map will be able to turn in their map for a drawing for one FREE admission to our 2013 Spring Conference.
- Vendors that donate an auction item valued over \$100 will be entered in a drawing for a FREE 2013 Business Membership.

Our vendors are very important to us! We are trying to make our trade show better!!! We are offering incentives to get our campground owners to you. If you have suggestions or ideas please let us know!

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2012 Exhibitor Registration/Business Member Registration

Company Name: _____

Company: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Product or Service: _____

(Please use the back of this sheet to place further information. This information is what we will place on the website describing your business.)

Please print names of the Attendees as you would like them to appear on name badges:

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |

Cost: (Must be a Business Member to Exhibit)

		Qty	
2012 Annual Business Membership Fee	\$ 230.00	1	\$230.00
Early Bird Booth Fee –Postmarked by February 28, 2012 	\$ FREE	1	\$ _____
Additional 10x8' Sections of Early Bird Booths (Only 1 may be FREE)	\$200.00	___	\$ _____
Booth Fee per 10x8' Section -After March 1, 2012	\$275.00	___	\$ _____
Inserts in attendees bags (Must send by 3/1/12)	\$50.00	___	\$ _____
Wednesday Night Dinner/Auction (Prime Rib) Tuesday, March 27	\$25.00	___	\$ _____
Sponsorship Fee (see levels) Please enclose Application (back page)			\$ _____
TOTAL AMOUNT DUE			\$ _____

Total Amount Enclosed \$ _____ Check #: _____ Credit Card# _____

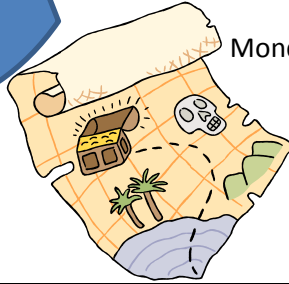
MC _____ VISA _____ Exp Date _____ Signature: _____

Complete and mail this form to:

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 Phone: 989-619-2608
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2012 Business Membership Includes:

Membership Directory

You will have a listing in our association's membership directory. This includes name, address, phone, e-mail, website and a short description of your business.

Member Website

Same information as in the membership directory, listing on <http://www.michcampgrounds.org>

Newsletter

Our newsletter has a distribution of 1,500. An article about your company's product or services will be printed in our newsletter. You must supply us with that article.

Membership Lists

On request we will e-mail you an excel spreadsheet of our 2011 members. A digital file of mailing labels can be requested and sent to you FREE.

List of Convention Attendees

A complimentary list of all convention attendees will be given to you in your vendor packet at the convention.

"Treasure Chest of Gold"

Sponsorship Opportunities:

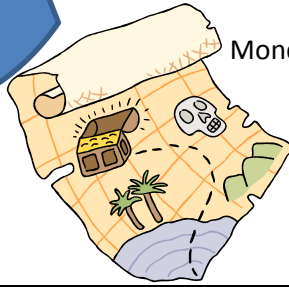
In order to give you the recognition that you deserve, *NEW* this year is a different kind of sponsorship program. "Sponsorship" is an individual event or item, what we call a "Treasure Chest of Gold". You will have the opportunity to sponsor a lunch, break, dinner, conference bags, etc. These will be awarded on a first come first requested bases. There are 11 different sponsorships to choose from.

What this means to you, regardless of the level:

- Opportunity to speak or to present your product.
- A banner or board identifying the sponsoring organization at entrance* of event.
- Media coverage to our members via Constant Contact
- Banner Ads on our www.michcampgrounds.org website.

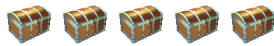
*Tote Sponsorship will have logo placed on conference bags.

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“Treasure Chest of Gold” Sponsorship Opportunities:

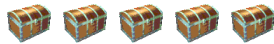


TUESDAY’S NIGHT DINNER:

~\$2,500

You will sponsor our Most Important Meal of the Convention on Tuesday, March 27th! Meal is ~\$25/person. We have a dinner planned of Prime Rib or Vegetarian Pasta Primavera). Actual pricing may increase/decrease based on amount of attendees. As a sponsor for this event your company will receive:

- An opportunity to speak to the membership (10 minutes) at the beginning of our most important meal!
- 1 Complimentary Exhibit booth and Business Membership dues for one year.
- Free admission to any seminar or social events, ALL meals for two.
- Seating at the designated table during your sponsoring event, with enough seating for your company.
- Featured on all conference literature, pre-conference material that is sent to the membership as well as a featured listing on the conference bags.
- Your brochure inserted in each attendee bag. *(\$50 Value)*
- A banner identifying the sponsoring organization will be displayed at either the registration area or trade show throughout the convention.
- An opportunity to present your product and service information at a fall workshop.
- Direct links back to your website from the www.michcampground.org website.
- Press releases and media coverage as appropriate.
- Free opportunity to hold a sales seminar in a room during exhibit hours. *(\$500 Value)*

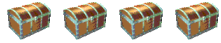


MONDAY’S NIGHT DINNER:

~\$2,150

You will sponsor our first evening meal at the Convention on Monday, March 26th! Meal is ~\$22/person. We have a dinner planned of Chicken/Dressing or a Vegetarian Turnover. Actual pricing may increase/decrease based on amount of attendees. As a sponsor for this event your company will receive:

- An opportunity to speak to the membership (10 minutes) at the beginning of our first evening meal!
- 1 Complimentary Exhibit booth and Business Membership dues for one year.
- Free admission to any seminar or social events, ALL meals for two.
- Seating at the designated table during your sponsoring event, with enough seating for your company.
- Featured on all conference literature, pre-conference material that is sent to the membership as well as a featured listing on the conference bags.
- Your brochure inserted in each attendee bag. *(\$50 Value)*
- A banner identifying the sponsoring organization will be displayed at either the registration area or trade show throughout the convention.
- An opportunity to present your product and service information at a fall workshop.
- Direct links back to your website from the www.michcampground.org website.
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- Free opportunity to hold a sales seminar in a room during exhibit hours. *(\$500 Value)*

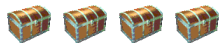


OPENING LUNCH

~\$1,750

You will sponsor our Opening Lunch on Monday, March 26th at the Convention! Meal is ~\$18/person. We have a lunch planned of an All American Buffet (Burgers, hot dogs, salad, etc). Actual pricing may increase/decrease based on amount of attendees. As a sponsor for this event your company will receive:

- An opportunity to speak to the membership (10 minutes) at the beginning of our Opening Meal!
- Free admission to any seminar or social events.
- Seating at the designated table during your sponsoring event, with enough seating for your company.
- Featured on all conference literature, pre-conference material that is sent to the membership as well as a featured listing on the conference bags.
- A banner identifying the sponsoring organization will be displayed at either the registration area or trade show throughout the convention.
- An opportunity to present your product and service information at a fall workshop.
- Direct links back to your website from the www.michcampground.org website.
- Press releases and media coverage as appropriate.

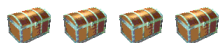


TUESDAY'S LUNCH

~\$1,650

You will sponsor our Lunch on Tuesday, March 27th at the Convention! Meal is ~\$17/person. We have a lunch planned of a Taco Bar Buffet. Actual pricing may increase/decrease based on amount of attendees. As a sponsor for this event your company will receive:

- An opportunity to speak to the membership (10 minutes) at the beginning of our Tuesday Lunch!
- Free admission to any seminar or social events.
- Seating at the designated table during your sponsoring event, with enough seating for your company.
- Featured on all conference literature, pre-conference material that is sent to the membership as well as a featured listing on the conference bags.
- A banner identifying the sponsoring organization will be displayed at either the registration area or trade show throughout the convention.
- An opportunity to present your product and service information at a fall workshop.
- Direct links back to your website from the www.michcampground.org website.
- Press releases and media coverage as appropriate.

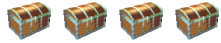


CLOSING LUNCH

~\$1,595

You will sponsor our Closing Lunch on Wednesday, March 28th at the Convention! Meal is ~\$16/person. We have a lunch planned of a Deli Buffet with Soup. Actual pricing may increase/decrease based on amount of attendees. As a sponsor for this event your company will receive:

- An opportunity to speak to the membership (10 minutes) at the beginning of our Closing Lunch!
- Free admission to any seminar or social events.
- Seating at the designated table during your sponsoring event, with enough seating for your company.
- Featured on all conference literature, pre-conference material that is sent to the membership as well as a featured listing on the conference bags.
- A banner identifying the sponsoring organization will be displayed at either the registration area or trade show throughout the convention.
- An opportunity to present your product and service information at a fall workshop.
- Direct links back to your website from the www.michcampground.org website.
- Press releases and media coverage as appropriate.



WEDNESDAY'S BREAKFAST

~\$1,300

You will sponsor our Breakfast Buffet on Wednesday, March 28th at the Convention! Meal is ~\$13/person. We have a traditional Sunrise Breakfast Buffet. Actual pricing may increase/decrease based on amount of attendees. As a sponsor for this event your company will receive:

- An opportunity to speak to the membership (10 minutes) at the beginning of our Wednesday's Breakfast!
- Free admission to any seminar or social events.
- Seating at the designated table during your sponsoring event, with enough seating for your company.
- Featured on all conference literature, pre-conference material that is sent to the membership as well as a featured listing on the conference bags.
- A banner identifying the sponsoring organization will be displayed at either the registration area or trade show throughout the convention.
- An opportunity to present your product and service information at a fall workshop.
- Direct links back to your website from the www.michcampground.org website.
- Press releases and media coverage as appropriate.



TUESDAY'S BREAKFAST

~\$800

You will sponsor our Continental Breakfast on Tuesday, March 27th at the Convention! Meal is ~\$8/person. We have juices, bagels, assorted breads with coffee/tea. Actual pricing may increase/decrease based on amount of attendees. As a sponsor for this event your company will receive:

- Free admission to any seminar or social events.
- Advertising in the conference program
- Sponsorship listing on conference bags
- Tent Listing on Tables.
- Opportunity to showcase your product or literature at sponsoring session.
- Listing on sponsor posters.



TUESDAY BREAK-OUT SESSION

~\$800

You will sponsor our Break-out Session on Tuesday, March 27th at the Convention! Snack is ~\$8/person. We have warm pretzels w/salt, mini pizzas with coffee/tea/pop. Actual pricing may increase/decrease based on amount of attendees. As a sponsor for this event your company will receive:

- Free admission to any seminar or social events.
- Advertising in the conference program
- Sponsorship listing on conference bags
- Tent Listing on Tables.
- Opportunity to showcase your product or literature at sponsoring session.
- Listing on sponsor posters.

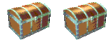


CONVENTION BAG

~\$700

You will sponsor our Convention Bag! Convention Bag is ~\$6/person with a \$60 Set-up fee. Actual pricing may increase/decrease based on amount of attendees. As a sponsor for this event your company will receive:

- You will have the only logo on the Convention Bag (others may have their name on it).
- Free admission to any seminar or social events.
- Advertising in the conference program
- Sponsorship listing on conference bags
- Your brochure inserted in each attendee bag. (\$50 Value)
- Listing on sponsor posters.



MONDAY'S BREAK-OUT SESSION

~\$550

You will sponsor our Break-out Session on Monday, March 25th at the Convention! Snack is ~\$6/person. We have cookies with coffee/tea/pop. Actual pricing may increase/decrease based on amount of attendees. As a sponsor for this event your company will receive:

- Free admission to any seminar or social events.
- Advertising in the conference program
- Sponsorship listing on conference bags
- Tent Listing on Tables.
- Opportunity to showcase your product or literature at sponsoring session.
- Listing on sponsor posters.



Badge

You will sponsor our Badge Holder for our 2012 Conference! Badge holder is ~\$2/person with a \$55 Set-up fee. Actual pricing may increase/decrease based on amount of attendees. As a sponsor for this event your company will receive:

As a sponsor for this event your company will receive:

- Your name/logo on badge holder!
- Free admission to any seminar or social events.
- Listing on sponsor posters.
- *Logo/Information must be sent in by February 28, 2012 for items to arrive by convention.

“Treasure Chest of Gold”

Sponsorship Opportunities:

Company Name: _____

Company: _____

Address: _____ City: _____ State: _____ Zip _____

Phone: _____ Fax: _____ E-mail: _____

Please pick one:

<input type="checkbox"/>	TUESDAY’S NIGHT DINNER:	~\$2,500	\$24.25/PERSON
<input type="checkbox"/>	MONDAY’S NIGHT DINNER:	~\$2,150	\$21.50/PERSON
<input type="checkbox"/>	OPENING LUNCH	~\$1,750	\$17.50/PERSON
<input type="checkbox"/>	TUESDAY’S LUNCH	~\$1,650	\$16.50/PERSON
<input type="checkbox"/>	CLOSING LUNCH	~\$1,595	\$15.95/PERSON
<input type="checkbox"/>	WEDNESDAY’S BREAKFAST	~\$1,300	\$12.95/PERSON
<input type="checkbox"/>	TUESDAY’S BREAKFAST	~\$800	\$7.75/PERSON
<input type="checkbox"/>	TUESDAY BREAK-OUT SESSION	~\$800	\$8.00/PERSON
<input type="checkbox"/>	CONVENTION BAG*	~\$700	\$7.00/PERSON
<input type="checkbox"/>	MONDAY’S BREAK-OUT SESSION	~\$550	\$5.50/PERSON
<input type="checkbox"/>			

If the sponsorship that you selected is already taken, would you like to take the next sponsorship available down from the selection that you picked? Yes No If the sponsorship that you selected is not available we will notify you.

So that we may have an accurate count for each meal, if your sponsorship is a meal please includes the amount of tickets that you will need for your staff. Amount: _____

By signing below you are agreeing to pay for real costs associated with said event or item at the stated estimated cost per person.

Date: _____ Signed: _____