We Sell the Great American Vacation
GrandRapidsRVShow.com
People love RVing because it is real and in-person. They love the RV show because it is, too.

Nearly 24,000 RVers made vacation plans, bought new RVs, and outfitted their campsites at the Grand Rapids Camper, Travel & RV Show last year. I invite you to meet them as they plan next summer’s fun.

- 67% own at least one RV
- 66% plan to camp at a campground they found at the show
- 90% are planning camping trips this year

You can greet these RVers in person and help them with their camping plans.

Please review the information in this brochure and join us. For an exhibit space application, or to hear more about the show contact me at 616-447-2860 or MikeW@showspan.com. Applications are also available at GrandRapidsRVshow.com/app.

We look forward to working with you and making your participation easy and rewarding.

—Mike Wilbraham, Show Producer

**Age of adult Attendees**

<table>
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<tr>
<th>Age Group</th>
<th>Percentage</th>
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<tr>
<td>18-34</td>
<td>13%</td>
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<tr>
<td>35-54</td>
<td>35%</td>
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<tr>
<td>55-64</td>
<td>30%</td>
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<tr>
<td>65+</td>
<td>12%</td>
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**Qualified Attendees***

- **36%** Planning to purchase within 1 year
- **22%** Planning to purchase within 6 months
- **66%** Planning to camp at a campground they found at the show

**67% Own an RV**

- 46% Travel Trailer
- 26% Fifth Wheel
- 17% Motorhome
- 8% Fold Down Camper
- 7% Other

*2019 attendee survey
**Some own more than one

Bringing new customers to you!

*Patrons spent over 3.5 hours at the show!*
EXHIBITOR QUOTES
“Great Show!”
AAA Insurance

“Excellent! Above and beyond what we expected.”
Midwest Steel Carports

“It was a very easy process from arrival and set up, to tear down on Sunday. Your staff was very nice and helpful!”
Yogi Bear Jellystone Park Camp Resort at Barton Lake

“ShowSpan is very accommodating to vendors, all their assistants are cordial, friendly and helpful. ShowSpan does a top-notch job with organization. Thanks again for a great show.”
DC Storage

“The staff at ShowSpan always exceeds my expectations. The level of detail put into having it run smooth and without incident is surely why their shows are so successful.”
Wonderland Tire

WE TAKE CARE OF YOU
• Offsite exhibitor parking with free shuttle
• Exhibitor credentials for your show staff
• Custom emailable customer discounts
• Pre-show online exhibitor kits
• Full-time, on-site show office
• Carpeted aisles
• Security services

SPONSORSHIPS
Show attendees are active couples with time and money to spend on family vacations, 95% own their home, 92% are married and 90% own a truck or SUV. If this sounds like a customer base you would like to develop we can put a sponsorship package together for you.

Sponsorships come in all shapes and sizes, from Title Sponsor to Drinking Fountain Sponsor. Contact Mike Wilbraham at 616-447-2860 or MikeW@showspan.com for details on available sponsorship packages.

LOCATION
DEVOS PLACE is located in downtown Grand Rapids, and is easily accessed by all of Michigan via major highways.

• A 200,000 sq. ft. “Class A” convention center
• Connected hotels
• Parking ramp below the hall for patron convenience

Nearby affordable lodging is abundant.
RESERVE YOUR PLACE IN THE SHOW!

Print your application, fill it out and return with your payment or contact Mike Wilbraham by phone or email, 616-447-2860, MikeW@ShowSpan.com.

**2020 SPACE RATES**

**BOOTH SPACE**
- 8' x 10'  
  - 1 Booth $810  
  - 2 Booths $1,570
- 10' x 12' or 10' x 13' Ballroom (south) - Open Sat-Sun
  - 1 Booth $680
  - Includes 8’ high back drape, 3’ high side drape.
  - Service contractors can supply electricity and booth furnishings for an additional fee.

**BULK SPACE (400 sq ft +)**
- $4.45 sq ft - Exhibit Hall
- $3.75 sq ft - Ballroom (north) and Meeting Rooms
- $2.80 sq ft - Ballroom (south) Open Sat-Sun

**BOOTH UPGRADE PACKAGES** start at $50.

**2020 DATES & TIMES**

**SHOW DATES**
- Thursday January 9  3:00pm-9:30pm
- Friday January 10  12noon-9:30pm
- Saturday January 11  10:00am-9:00pm
- Sunday January 12  11:00am-5:00pm

**MOVE IN**
- Tuesday January 7  Scheduled times
- Wednesday January 8  Scheduled times
- Thursday January 9  8:00am-12noon, carry-in only

**MOVE OUT**
- Sunday January 12  5:00pm-10:00pm
- Monday January 13  Scheduled times

**SHOW DATES 2020**
- Thursday January 9  
- Friday January 10  
- Saturday January 11  
- Sunday January 12  

Grand Rapids RV Show
JAN 9-12, 2020
DeVos Place
Grand Rapids, MI

GrandRapidsRVShow.com

**ShowSpan**
The undersigned Exhibitor agrees that the printed matter on both front and back of this Application / Contract has been read and that the terms and conditions set forth therein are fully understood and shall constitute a binding contract when this instrument is signed by both parties. Reservation of exhibit space applied for herein is for the 2020 Show only and shall not constitute or be interpreted to represent any precedent whatsoever for exhibit space in subsequent Shows. Show Management agrees to make the above described space available to the Exhibitor for the purposes aforesaid, subject to Fire Marshal and Facility Management approval of the floor plan. Acceptance of this application is at the sole discretion of ShowSpan.

**Contract must be received by December 1, 2019 for guaranteed inclusion in show program.**

<table>
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<th>FOR OFFICE USE ONLY</th>
<th>DATE</th>
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<tr>
<td>DATE REC</td>
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NOTE: Return original to ShowSpan, Inc. If you would like a copy now, please make a photocopy. Your copy will be returned to you upon acceptance. When faxing, please mail original to ShowSpan, Inc.

ShowSpan, Incorporated and Show Wisconsin are dba’s for Show Michigan Corp.
RULES AND REGULATIONS

The following Rules and Regulations will govern the show and are made a part of this contract for exhibit space between ShowSpan Incorporated* (Show Management) and the person, partnership or corporation (Exhibitor) engaging space.

1. Character of Exhibits. The Exhibitor agrees to display only new products or services sold in the regular course of business and as described in this contract. Each exhibit must comply with all applicable laws, codes and ordinances. Exhibitions which detract from the character and, in the judgment of Show Management, not offensive to the general public. The Show Management reserves the right in its sole discretion to reject and/or remove any exhibit or portion of exhibit not in keeping with this rule or purpose of the show.

2. Subletting of Space. Exhibitors shall not assign, sublet, or apportion any exhibit space to another Exhibitor in whole or in part. Any successor or assignee of Exhibitor shall have no right to exhibit without the express written consent of the Show Management.

3. Deposit Money. All deposit money shall be retained by the Show Management in the event the Exhibitor fails to complete payment, violates the contract, or withdraws from the show. All uncollectable checks will be subject to a $25 service charge.

4. Payment for Exhibit Space. If payments are not made on a timely basis, Show Management shall have the right to do one of the following: (a) terminate the contract; (b) reduce the size of the exhibit space; or (c) Collect the contracted amount.

5. Installation of Exhibits. The installation of exhibits shall be completed according to the schedule established by the Show Management and must be complete and ready by 12 o’clock noon opening day. Moving of exhibits after the opening of the show is not permitted. Exhibits shall be maintained intact and attended during all regular show hours. Exhibits shall be installed, maintained and removed in the safest possible manner.

6. Removal of Exhibits. Exhibits must be removed within 18 hours after show, or as otherwise directed. Exhibits will not be permitted to leave the facility at any time after installation until the final closing of the show, unless special permission in writing is obtained from the Show Management. No goods exhibited shall be removed from the facility until all bills accruing against the same have been fully paid or credit approved by the Show Management. In case of attachments or other legal proceedings, the Show Management shall have the right to take charge of exhibits. If not timely removed, the Exhibitor shall pay all fines, charges and expenses that are incurred, not less than $700 per day to ShowSpan, Incorporated* for each day or part thereof the Exhibitor’s equipment is not removed by the Exhibitor. The Show Management shall have the right to remove the exhibit if Show Management, in its sole discretion, deems that removal be necessary. In such case, no liability for any damage will inure to Show Management; the sole negligence in such case being that of the Exhibitor. The cost of storage shall be the Exhibitor’s expense.

7. Sound Control. Loud speakers, radios, television sets, or the operation of any machinery or equipment which, in the opinion of the Show Management, is of sufficient volume as to be annoying to neighboring exhibitors, will not be permitted.

8. Music and Other Media. Exhibitor shall be responsible for all licensing of copyrighted music or other media played or performed in its exhibit. Exhibitor shall indemnify and hold Show Management harmless for all claims and/or damages arising from its failure to obtain licenses for recorded or live music or other media played or performed in its exhibit space.

9. Signs. Except with the permission of the Show Management, all signs shall remain within the Exhibitor’s space, and must be designed and constructed so as not to detract from adjoining exhibits.

10. Height of Display. Exhibitors may install, or have installed at their own expense, special signs, banners, shelving, and similar items, not to exceed 8 feet in height at rear of booth, plus, with Show Management’s permission, a maximum of 2 feet for sign. The sides of any such displays exceeding 4 feet in height may not extend toward the aisle more than one-half the depth. The backside of any display extending above the side or back divides must be covered to the satisfaction of the Show Management. Bulk exhibit space shall have no dividers, except at Show Management’s discretion.

11. Fire Hazards. Explosives and inflammable materials which conflict with the Insurance Underwriting or Fire Department must be excluded. The City Fire Department prohibits the use of paper, crepe paper, or corrugated paper, and cardboard that has not been flame proofed for decoration of exhibit booths. All cloth draperies or table covers must be treated for fire resistance. All boats and motorized vehicles must have fuel tanks sealed and batteries disconnected. The Fire Marshal may require fuel tanks to be drained and purged. All exhibits must be in compliance with ordinances and laws of the City and the State in which the show is held.

12. Fire Marshal/Facilities Management Approval. Space assignment is subject to Fire Marshal and Facility Management approval of the floor plan. If said approval is not obtained, Exhibitor shall only be entitled to the return of a deposit pro rata to the exhibit space, which cannot be used.

13. Service. All services, equipment, electricity, furniture, and furnishings provided to the Exhibitor shall be paid for by the Exhibitor and shall be purchased, furnished and installed by the independent service contractor designated by Show Management.

14. Motorized Vehicles. Absolutely no motorized or self-propelled vehicles will be permitted in the aisles after one hour before the Show is to be opened to the public. Appropriate exceptions will be made for the person with disabilities.

15. Insurance and Liability. Show Management, the Owner of the facility, and their respective employees, officers, owners, directors, managers, agents and representatives (collectively, the “Indemnities”) will not be responsible or liable for any injury, loss, liability, cost or damage that may be incurred by the Exhibitor or the Exhibitor’s employees, officers, directors, managers, invitees, guests or agents, or their property, regardless of which causes, prior, during, or subsequent to the period covered by this contract.

16. Cleaning of Exhibit Facility. To maintain maximum floor cleanliness, Exhibitors are requested to sweep the floor of their booths at the close of each day. Debris from the booths should be swept into the aisle where it will be gathered by the show’s janitorial service.

17. Food and Refreshments. All concessions are licensed by the owner of the facility; therefore, no food or refreshments can be dispensed without the written consent of the owner or his agent and Show Management.

18. Eventualities/Destruction of Premises. Show Management may, in its sole discretion, change the show to a different venue, and this Agreement shall remain in effect but with the new venue substituting for the prior venue. If Show Management changes the venue for the show, the Exhibitor shall waive all claims for damages or compensation that arise as a result of, or are a consequence of, such change of venue, shall not be entitled to a return of any amounts it has paid pursuant to this Agreement, and shall be obligated to pay to Show Management any other amounts required by this Agreement. Show Management may terminate this Agreement, if any of the following occurs:

a. the facility or the space to be rented by the Exhibitor is destroyed or damaged by fire, the elements, war, government action or any other cause beyond the immediate control of Show Management, so that the profitable conduct of the show by Show Management, the use of the facility, or the use of the space to be rented by the Exhibitor, is made impossible, impractical or unlikely; or
b. the facility, or the space to be rented by the Exhibitor, becomes unavailable to Show Management for the show, or is only made available upon terms to which Show Management has not agreed; or
c. there occurs any other event that is beyond the control of Show Management and that makes the profitable conduct of the show, the use of the facility for the show, or the use of the space to be rented by the Exhibitor, impossible, impractical or unlikely.

If Show Management terminates this Agreement, in accordance with this Section 18, the Exhibitor shall waive all claims for damages or compensation that arise as a result of, or are a consequence of, such termination, and shall not be entitled to a return of any amounts it has paid pursuant to this Agreement (except the pro rata return of the amount paid for space rented as reduced by the pro rata portion of the amounts expended by Show Management to produce the show).

19. Distribution of Literature and Souvenirs. Printed advertising, souvenirs, etc., may be distributed by the Exhibitor from its space only. Any souvenir or advertising that is of an objectionable or undignified character and all helium-filled (lighter than air) balloons, will not be permitted. Souvenirs should not be of the noise-making or sticker variety. The Exhibitor must confine all sales activities to the limits of its own booth.

20. Rules of the Exhibit Facility. Rules published by the owner or operator of the building or facility in which the show is located are incorporated herein by reference and made a part hereof. Such rules will be distributed upon request.

21. Use of the Exhibitor’s Name. The Exhibitor authorizes ShowSpan Incorporated* its agents, and employees, to use the Exhibitor’s name to promote the show and to solicit other exhibitors for this and future shows.

22. Amendments. The Show Management shall have the full power to interpret these rules. Wherever these rules do not cover, the Show Management reserves the right to make such rulings as may appear to be in the best interest of the show, and the Exhibitor agrees to accept and abide by such rulings.

23. Assignment of Exhibit Space. Assignment of Exhibit space is within the sole discretion of Show Management. Show Management will endeavor to assign space in the order requested or assign equivalent available space. Floor plan and space assignments are subject to change by Show Management without notice to Exhibitor.

24. Termination. Show Management reserves the right to terminate Exhibitor’s rights under their contract in the event of a violation of this contract by the Exhibitor and retain all amounts paid in addition to any other remedies.

*ShowSpan, Incorporated and Show Wisconsin are dba’s for Show Michigan Corp.
Credit Card Payment Authorization Form

For security purposes please use this form for purchases by credit card only.

Please type or clearly print the following required information:

**COMPANY NAME (contracted):**

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### Credit Card Billing Address:

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<th>Information</th>
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### Contract Address:

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**All fields required**

- □ Same as billing address

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**PAYMENT METHOD**

- □ VISA  □ Mastercard  □ Discover

- Card Number: _______ _______ _______ _______ _______ _______ _______

- Charge today: $________

- Exp. Date: __ __ / __ __

- Verification Code: ______

- Authorized Signature: ____________________

- DATE: ____________________

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Please initial here: __________________

To have future payments applied to this credit card on/within 7 business days of scheduled due dates per the exhibit space contract.

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ShowSpan

2121 Celebration Drive NE • Grand Rapids MI 49525
Phone 616-447-2860 • Fax 616-447-2861
www.ShowSpan.com
MARKETING TOOL KIT
Enhance Your Show Experience!

FREE STUFF! Please note: Below items will be available after Nov. 1, 2019

Buy One, Get One Free Coupons FREE
OUR BEST DISCOUNT. Include in a special mailing or use as an incentive for your best customers
Order in increments of 50, Min 50, Max 300.
☐ I WANT THESE! | Quantity ______
Please Note - Coupons are not to be distributed at show entrance.

Show Posters FREE
Display in your storefront, office or community board.
☐ I WANT THESE! | Quantity ______

Custom Digital Coupon FREE
Coupon with your company logo on it! Send to your email list, place on your website or share on Facebook!
☐ I WANT THIS!
Email Logo (JPG or PNG) to melissag@showspan.com

Digital Shareables FREE
Promote your appearance at the show online! Show ads & logos—available in various sizes for virtually any digital platform
☐ I WANT THIS! | Link to shareables will be emailed to you

FOR PURCHASE

VIP Passes $6 each
Discounted tickets for you to use as a Facebook giveaway, give to family and friends, or send to your best customers.
☐ I WANT THESE! | Quantity ______

Highlighted Online Program Listing $50
Outlined and linked to your website, make your name stand out! The show program is online the week before the show until September, so patrons can find you after the show! Order Deadline December 2, 2019.
☐ I WANT THIS! | Add Web Address below
URL: ___________________________

NEW! “Show Specials” Listing $200
Lead patrons to your booth with a show special offer on our new online Show Specials listing; promoted on our website, in email, & in our digital show program. Listing will include your company logo, booth #, and offer.
☐ I WANT THIS! | Order Deadline: December 9, 2019

Booth Upgrade Package $1,500
The MOTHER of all upgrades - includes a 3’x6’ Banner in the lobby at the show, logo at the top of the exhibitor listing on the show website, highlighted online program listing, logo on post-show email blast promoting the online program, wireless internet connection during the show, and 20 VIP passes for your guests!
☐ I WANT THIS! | Order Deadline: December 2, 2019

Sponsorship Opportunities ☐ I WANT TO LEARN MORE!

Company Name (contracted): __________________________________________________________
Contact Name: _____________________________________________________________________
Email: ___________________________________________ Phone: ____________________________
Address: __________________________________________________________________________

Payment Method (If Applicable):
☐ Check Enclosed (Payable to ShowSpan, Inc.)
☐ Credit Card
(To maintain necessary security, please call our corporate office - (616) 447-2860

Return Completed Form to:
Melissa Greko - Office Manager
Email: melissag@showspan.com
Mail: ShowSpan, Inc. | 2121 Celebration Dr NE
          Grand Rapids, MI 49525
Fax: (616) 447-2861

Show Program Advertising ☐ I WANT TO LEARN MORE!

For Office Use Only: Form Rcvd ________ Pmt Rcvd ________
Amt Rcvd ________ Pmt Method ________ Balance Due ________
BIGI’s Sent ________ Posters Sent ________ eCoupon Sent ________

Please Note: Below items will be available after varying times after November 1, 2019.
Please contact Melissa Greko if you have specific questions. Phone: (616) 447-2860