



OCT 31 - NOV 3, 2024

# OC RV SHOW

*media kit*

We exist to promote RV & adventure travel businesses, inspire and educate existing and future campers,  
and encourage leisure travel to Maryland's Coast



# 2024 WILL BE THE LARGEST EVENT IN MARYLAND AND DELAWARE FOR RV & VAN LIFE ENTHUSIASTS





THE 4-DAY LIVE EVENT

# OCRV & VAN LIFESTYLE SHOW

We aim to continue gathering everyone under one roof at the Roland E. Powell Convention Center, showcasing not only new RVs but everything else that adds to the allure of adventure travel in a fun and engaging way in Maryland's favorite beach town - Ocean City, MD.



**DEALERSHIPS**



**ACTIVITIES**



**INFLUENCERS**



**CAMPGROUNDS**

MEDIA KIT

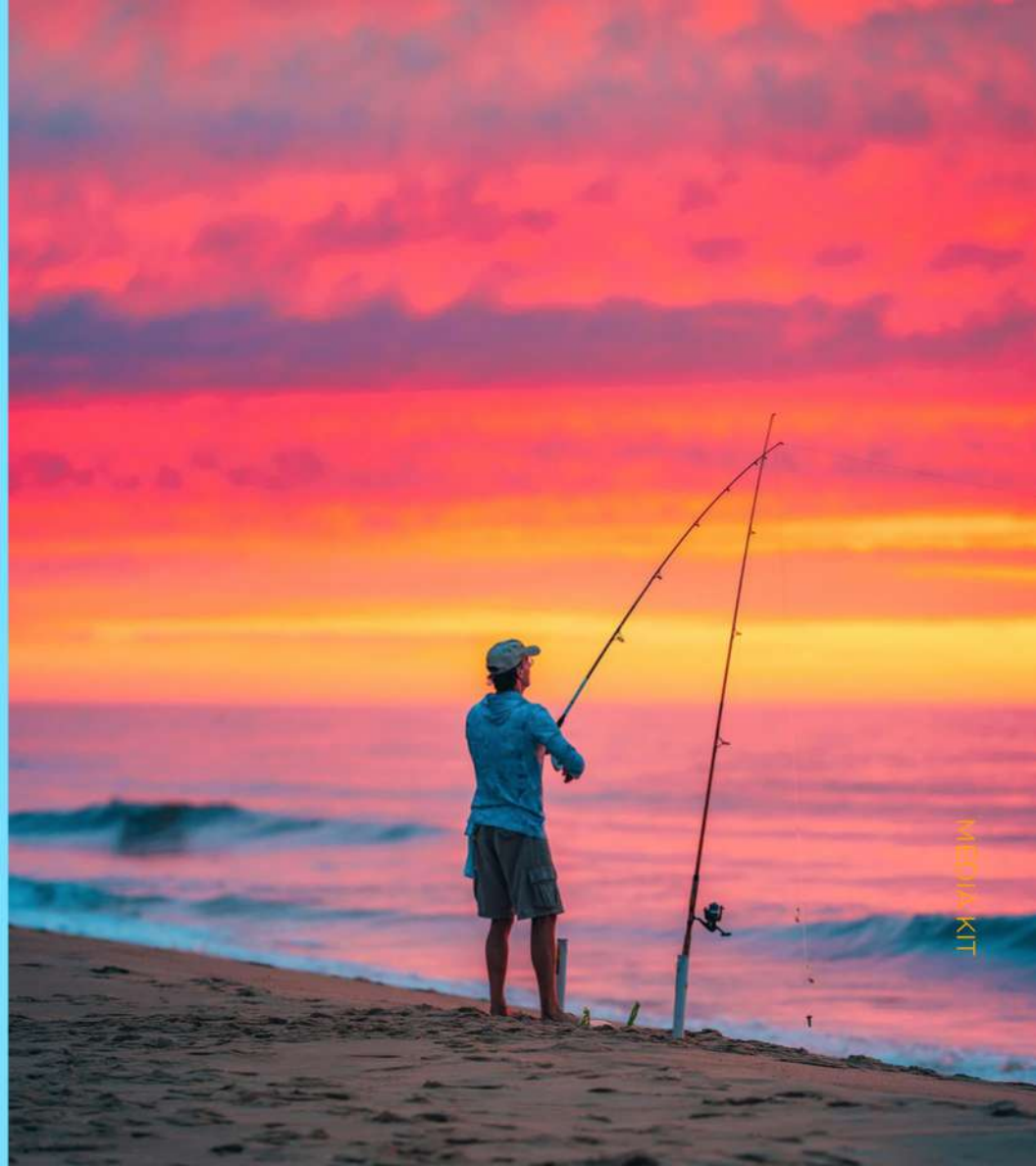


THE 4-DAY LIVE EVENT

# WHAT IS THE OCRV & VAN LIFESTYLE SHOW?

**The OCRV & Van Lifestyle Show aims to excite adventure enthusiasts in the Mid-Atlantic Region.**

Embark on an expertly curated lifestyle experience where outdoor adventure enthusiasts converge for an extended weekend packed with family fun, inspiration, and exciting activities. Explore the latest and greatest in RVs & and custom vans, immerse yourself in thrilling product demos, browse through top-notch gear vendors, and partake in engaging educational sessions. Brace yourself for an unforgettable journey into the heart of outdoor exploration and discovery at the 2024 OCRV & Van Lifestyle Show!



IMEDIA KIT



THE 4-DAY LIVE EVENT

After the inaugural year, The OCRV & Van Lifestyle Show emerged as the most uniquely curated and expansive RV event in the Delmarva Region (Delaware, Maryland, Virginia). Due to the overwhelming response from both attendees and exhibitors, we are projecting a remarkable increase to 15,000 attendees for the upcoming year.

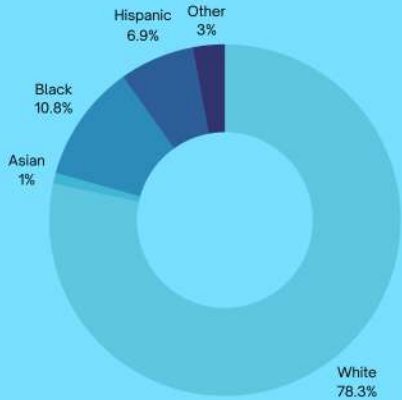
### 2023 OCRV & VAN LIFESTYLE SHOW STATISTICS

# 100+ VENDORS/540+ EXHIBITORS FROM USA & CANADA

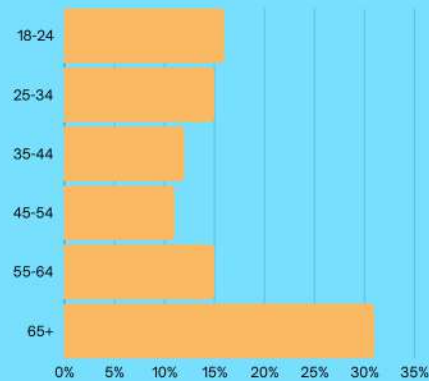
# ATTRACTING OVER 7,500 ATTENDEES



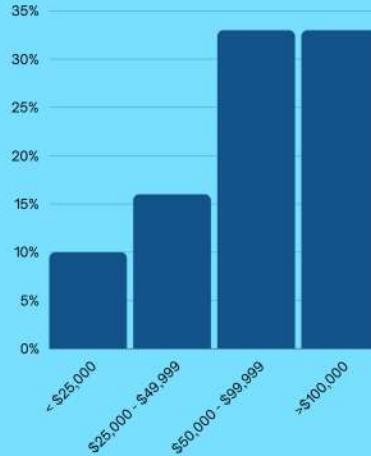
### ETHNICITY



### AGE



### INCOME - AVE HH



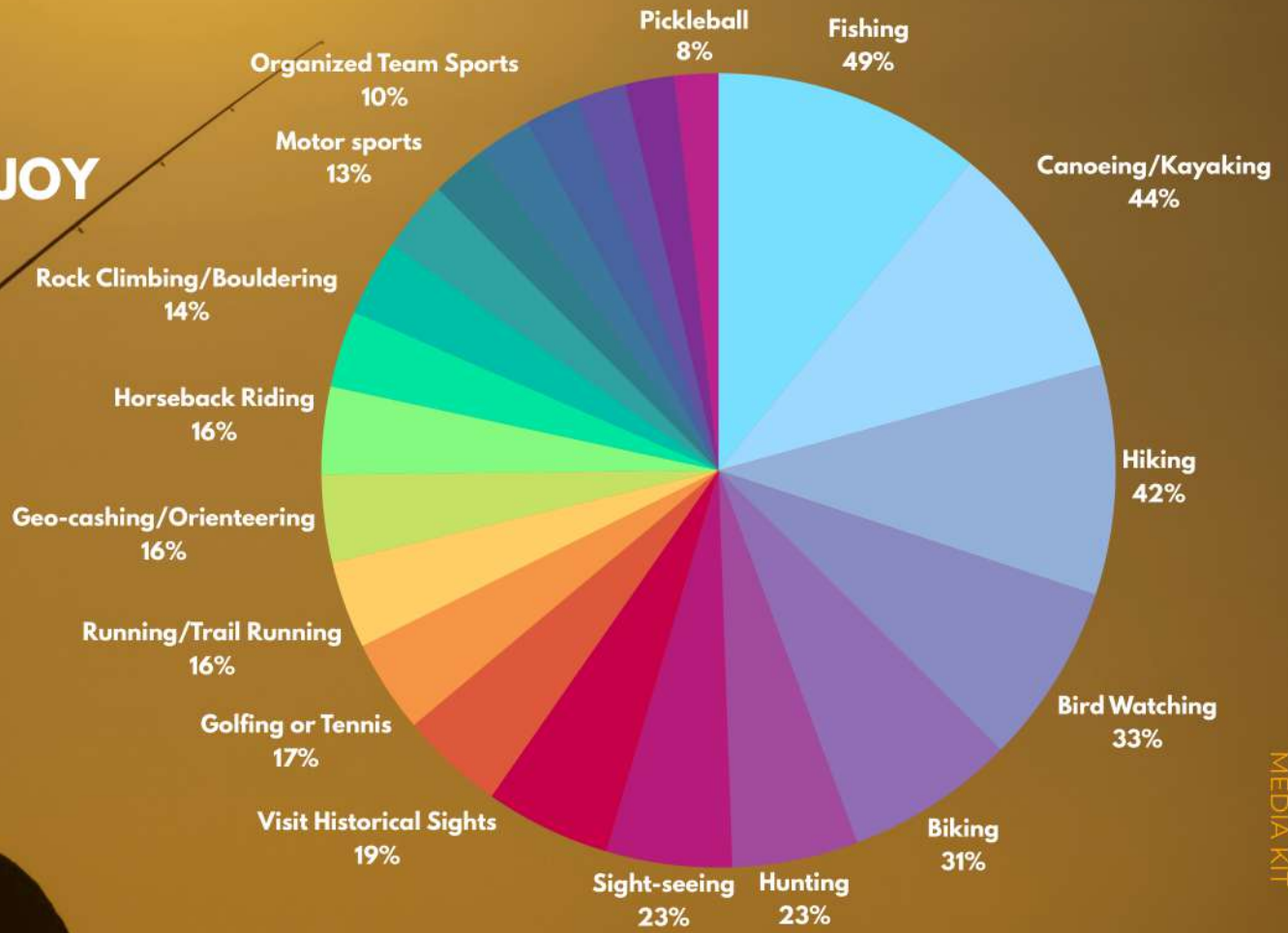
ATTENDEE DEMOGRAPHICS SOURCE: 2023 Placer.ai



CAMPER DEMOGRAPHICS

# ACTIVITIES Campers ENJOY

IN 2022



If your business falls under any of these categories, we invite you to join our event!

\*2023 KOA NORTH AMERICAN CAMPING REPORT

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THE 4-DAY LIVE EVENT

The OCRV & Van Lifestyle Show is the ultimate haven for adventure seekers. Here, RV enthusiasts can discover the latest RVs, cutting-edge products, and accessories in a condensed timeframe. Immerse yourself in informative RV life seminars, glean insights into new road trip destinations, and forge connections with fellow travelers who share your passion for exploration.

**When they aren't camping, RVers do the next best thing – attend RV shows! Next Stop - Ocean City, MD.**





PARTNER WITH US



# WAYS TO PARTNER

*with the OCRV & Van Show*

## 1 APPLY TO BE AN EVENT EXHIBITOR

The best option for RV and Outdoor Recreational businesses to receive unparalleled opportunity and exposure to fellow RV enthusiasts.

## 2 JOIN AS A LOCAL MEDIA PARTNER

You have the audience, we have the content. Publish trendsetting RV & glamping excitement before, during and after event day.

## 3 POWER THE OCRV & VAN LIFESTYLE SHOW

Have your brand present throughout the entire OCRV & Van Lifestyle Show event from start to finish and gain access to all event lead lists.

## 4 SPONSOR AN EXPERIENCE AT THE EVENT

We brand the experience after you! Let our experienced team coordinate all event details on behalf of your brand name.

## 5 ADVERTISE WITH US

Utilize our event magazine, ticketing and social media platforms, event swag bags, and website to grow your audience.





PARTNER WITH US

EVENT EXHIBITOR AT THE OC RV SHOW

*Experience*

OCT 31 - NOV 3, 2024

P14K0227

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# EXHIBITOR BENEFITS

all exhibitors receive

## IN-PERSON INTERACTION WITH POTENTIAL CLIENTS

Guests will experience your product or service first-hand, allowing you to provide a strong first impression that you will not have through other marketing efforts.

## WEB PRESENCE

Your business name and link to your website will be included on the event page on the OC RV Show website that will be accessible even after the event.

## ON-SITE RECOGNITION + PROMOTION

In addition to your booth at the OC RV Show your logo/company will be displayed on a video loop on monitors around the convention center. You'll have the opportunity to provide giveaways, marketing collateral, coupons, or freebies at your table.

## DIGITAL MAGAZINE & OCRV SHOW APP

COLOR AD and mention in show app included with each exhibit space. \*Custom ad sizes and placement available upon request. Additional charge may apply.

## OPPORTUNITY FOR ADDITIONAL PRODUCT SPOTLIGHT

Opportunity to add items into 100 VIP bags and or donate a product to a charity poker run, onsite scavenger hunt, or raffle.

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# BULK EVENT SPACE

## BULK EXHIBITOR SPACE INCLUDES

- UNLIMITED UN-SKIRTED TABLES
- UNLIMITED CHAIRS
- UNLIMITED TRASHCANS
- PIPE & DRAPE
- 4X 500 WATTS ELECTRIC
- 1X 1/2 page color ad in digital OCRV Show Magazine; emailed to all ticket holders before and after the show.
- Name mentioned on the OCRV Show website and OCRV Show App
- 1x slide in video loop on video screens at the Convention Center
- 5 Event Badges (more can be added based on size of space)

## ADDITIONAL OPPORTUNITIES FOR ADDITIONAL EXPOSURE

- EDUCATE show attendees in a breakout session. Ask how you can be part of our show lineup at no additional charge.
- OPPORTUNITY to add items to 100 VIP Gift Bags
- OPPORTUNITY to donate product to charity poker run, on-site scavenger hunt, or charity raffle.

**TOTAL INVESTMENT \$2.60** sq.ft.

ESTIMATED ATTENDANCE 20,000 PEOPLE

\*First payment (1/3rd) due to reserve your spot.  
See attached floor plan. First come first serve, based off availability.

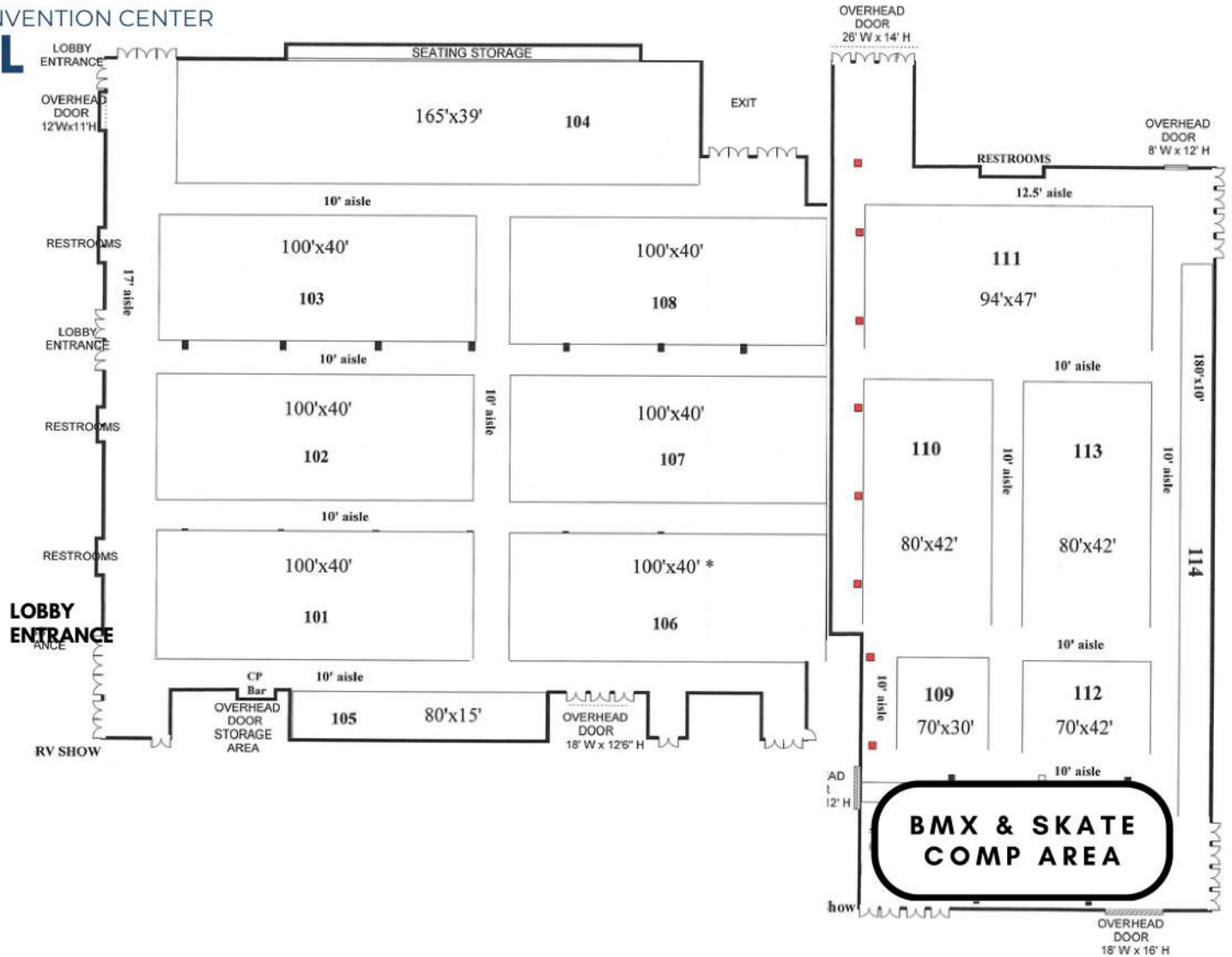
MEDIA KIT



ROLAND E. POWELL CONVENTION CENTER

# EXHIBIT HALL A-B-C

LOCATED ON FIRST FLOOR



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2024 EXHIBIT FLOOR PLAN



ROLAND E. POWELL CONVENTION CENTER

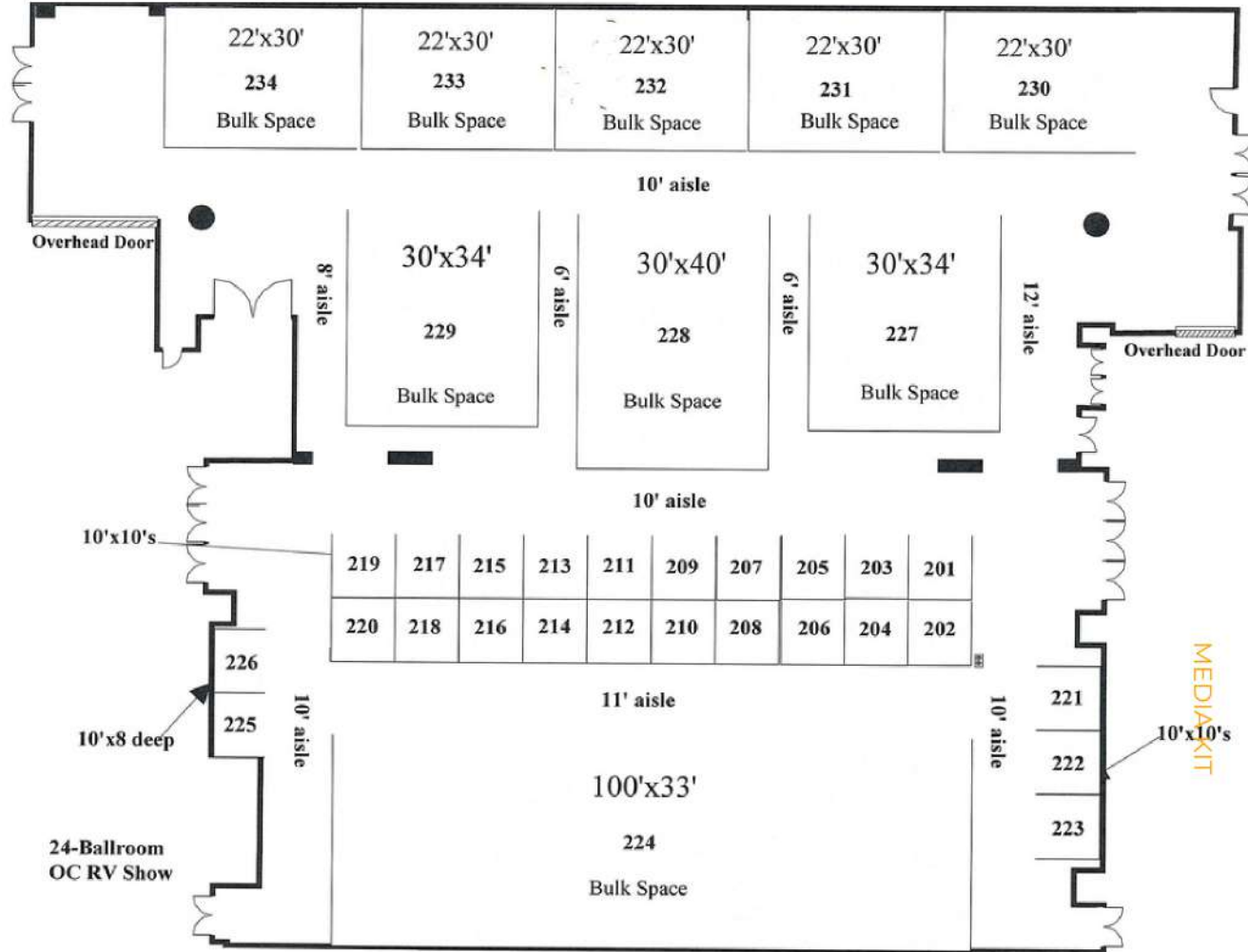
# 2ND FLOOR BAYFRONT BALLROOM

OVERLOOKS THE BAY ON THE SECOND FLOOR



2024 EXHIBIT FLOOR PLAN

## BAY VIEWS





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# 10x10 EXHIBIT SPACE

## EACH 10X10 EXHIBITOR SPACE INCLUDES

- 1X 10X10 BOOTH
- 1X UNSKIRTED TABLE
- 2X CHAIRS
- 1X TRASHCAN
- PIPE & DRAPE
- 500 WATTS ELECTRIC
- 1X 1/8 page color ad in digital OCRV Show Magazine; emailed to all ticket holders before and after the show. \* can upgrade for fee
- Name Mention on OCRV Show App
- 2 Event Badges

## ADDITIONAL OPPORTUNITIES FOR ADDITIONAL EXPOSURE

- EDUCATE show attendees in a breakout session. Ask how you can be part of our show lineup at no additional charge.
- OPPORTUNITY to add items to 100 VIP Gift Bags
- OPPORTUNITY to donate product to charity poker run, on-site scavenger hunt, or charity raffle.

**TOTAL INVESTMENT \$465**

\*ONLY \$116.25 PER DAY

ESTIMATED ATTENDANCE 15,000 PEOPLE

MEDIA KIT

**\*First payment of \$150 due to reserve your spot.  
See attached floor plan. First come first serve, based off availability.**



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# 10x8 EXHIBIT SPACE

## EACH 10X8 EXHIBITOR SPACE INCLUDES

- 1X 10X8 BOOTH
- 1X UNSKIRTED TABLE
- 2X CHAIRS
- 1X TRASHCAN
- PIPE & DRAPE
- 500 WATTS ELECTRIC
- 1X 1/8 page color ad in digital OCRV Show Magazine; emailed to all ticket holders before and after the show. \*can upgrade for fee
- Name Mention on OCRV Show App
- 2 Event Badges

## ADDITIONAL OPPORTUNITIES FOR ADDITIONAL EXPOSURE

- EDUCATE show attendees in a breakout session. Ask how you can be part of our show lineup at no additional charge.
- OPPORTUNITY to add items to 100 VIP Gift Bags
- OPPORTUNITY to donate product to charity poker run, on-site scavenger hunt, or charity raffle.

**TOTAL INVESTMENT \$400**

\*ONLY \$100.00 PER DAY

ESTIMATED ATTENDANCE 15,000 PEOPLE

**\*First payment of \$150 due to reserve your spot.  
See attached floor plan. First come first serve, based off availability.**

MEDIA KIT



ROLAND E. POWELL CONVENTION CENTER

# DOCKSIDE EXHIBIT HALL

OVERLOOKS THE BAY ON THE FIRST FLOOR

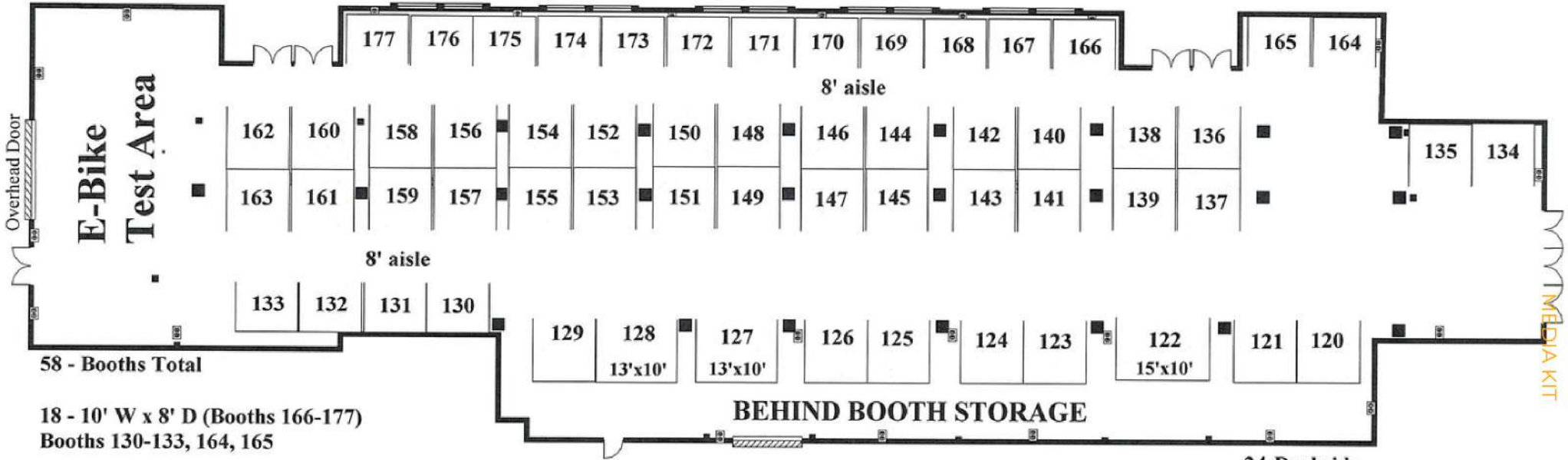


## 2024 EXHIBIT FLOOR PLAN

# Bay



No curtains on west wall behind these booths



58 - Booths Total

18 - 10' W x 8' D (Booths 166-177)  
Booths 130-133, 164, 165

38 - 10' W x 10' D (Booths 134-163)  
120-129

BEHIND BOOTH STORAGE

24-Dockside  
OC RV Show

MEDIA KIT





ROLAND E. POWELL CONVENTION CENTER

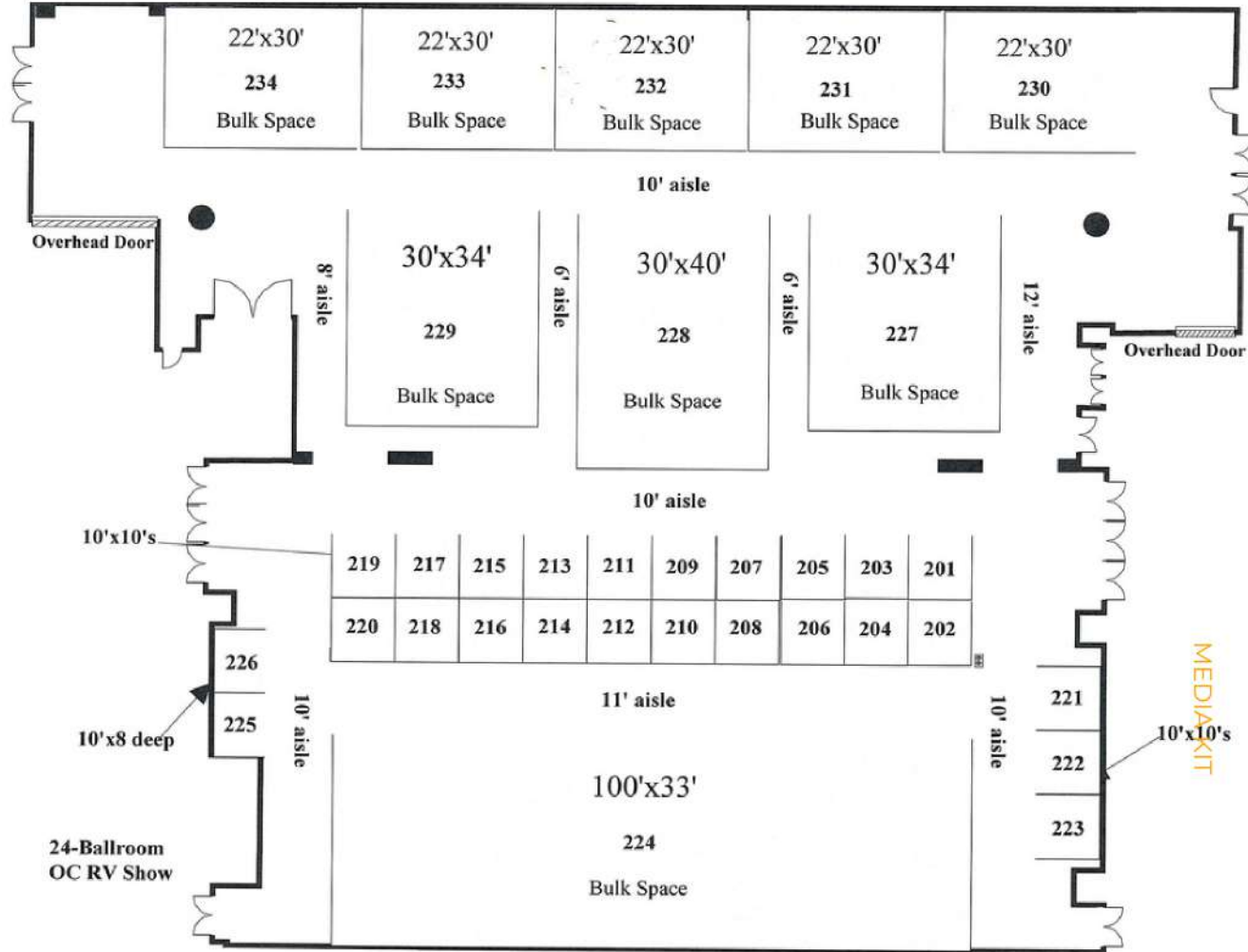
# 2ND FLOOR BAYFRONT BALLROOM

OVERLOOKS THE BAY ON THE SECOND FLOOR



2024 EXHIBIT FLOOR PLAN

## BAY VIEWS





PARTNER WITH US

**MEDIA & NON-PROFIT PARTNER AT THE OC RV SHOW**

*Experience*

OCT 31 - NOV 3, 2024

DelmarvaLife

MEDIA KIT



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# MEDIA PARTNER EXPERIENCE

## \$5,000 TRADE VALUE

Trade \$5000 Value of advertising and database marketing to your audience

### PRE-EVENT

- Logo and direct link on the OC RV Show website and event app
- 10 tickets to give away on your social channels to increase your social engagement and email list.
- Gear/Education Advertising Package: Includes 1 pre-show social post, 1 pre-show e-news inclusion, and a client-supplied editorial with 3-5 images in the OCRV Show Digital Magazine and on the website.
- Ad placement in our email newsletters upon request to promote your business.

### DURING EVENT

- Up to 20x20 exhibit space at event to showcase your brand
- 1x Half Page Color Ad in digital event publication
- 10x Media Partner passes to the OC RV Show
- On-site recognition and promotion
- Host Your Own On-Site Activation or Be A Speaker During our Speaker Series.
- Logo on Official OCRV Show T-Shirt

MEDIA KIT



PARTNER WITH US

# NON-PROFIT PARTNER EXPERIENCE

## \$5,000 TRADE VALUE

Trade in exchange for database marketing and educational series or activation contribution.

### PRE-EVENT

- Logo and direct link on the OC RV Show website and event app
- 10 tickets to give away on your social channels to increase your social engagement and email list.
- Gear/Education Advertising Package: Includes 1 pre-show social post, 1 pre-show e-news inclusion, and a client-supplied editorial with 3-5 images in the OCRV Show Digital Magazine and on the website.

### DURING EVENT

- Up to 20x20 exhibit space at event to showcase your brand
- 1x Half Page Color Ad in digital event publication
- 10x Non-Profit Partner passes to the OC RV Show
- On-site recognition and promotion
- Host Your Own On-Site Activation or Be A Speaker During our Speaker Series.
- Logo on Official OCRV Show T-Shirt



PARTNER WITH US

**SPONSORSHIP** AT THE OC RV SHOW

*Opportunities*

OCT 31 - NOV 3, 2024



**OCEAN CITY, MD**  
ROLAND E. POWELL CONVENTION CENTER

MEDIA KIT



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# SPONSORSHIP OPPORTUNITY

## PREMIERE SPONSORSHIP - \$17,500 INVESTMENT

Become one of our premier sponsors throughout the event. Only 5 placements available.

### PRE-EVENT

- Company/Logo will be prominently featured on our website as Premier Sponsor
- Company Name/logo in all advertising & sales collateral for event (radio, television, print, digital, OOH, media kits, etc)
- Integration into press releases across attending media outlets
- Available for interviews with press leading up to event
- 20 tickets for giveaways on social channels leading up to event (if more are required, we can make accommodations to increase)
- Full page ad in digital magazine.
- Pre-show Product Highlight editorial on the website showcasing client-supplied images + copy about client's new products
- Pre-show Product Highlight on Social Media Post leading up to event
- Pre-show Product Highlight inclusion in attendee email marketing/newsletter

### DURING THE EVENT

- Custom booth size and placement (min size 100'x40')
- :30 video (no audio) to display onsite on digital display boards throughout event
- Logo on OCRV Show Official Event T-Shirt
- 15 Exhibitor Badges
- Host Your Own On-Site Activation or Be A Speaker During our Speaker Series.
- Client Provided gift to put into 100 VIP attendee gift bags

\*Want to create something unique - we can customize to meet your business brand needs



# SPONSORSHIP OPPORTUNITY

## SPEAKER SERIES STAGE - \$10,000 INVESTMENT

Host the OCRV Show Speaker Series Stage & Room for all attendees throughout the 4-day event.

### PRE-EVENT

- Company/Logo will be prominently featured on our website as speaker Sessions Sponsor
- Integration into press releases across attending media outlets
- 10 tickets for giveaways on social channels leading up to event
- Full page ad in OCRV Show digital magazine.
- Pre-show Product Highlight editorial on the website showcasing client-supplied images + copy about client's new products
- Pre-show Product Highlight on Social Media Post leading up to event
- Pre-show Product Highlight inclusion in attendee email marketing/newsletter

### DURING THE EVENT

- Up to 40x40 exhibit space
- Activation will be sponsored by the client including the client name in title and referred to as such in media.
- :30 video (no audio) to display onsite on digital display boards throughout event
- Inbetween Speaker Sessions Client :30 video or still slide to show on screen along with upcoming speakers for the day.
- Logo on OCRV Show Official Event T-Shirt
- Client decorates room & stage with client branding and leave info on tables for attendees at sessions. (see layout for ideas)
- 10 Exhibitor Badges
- Client Provided gift to put into 100 VIP attendee gift bags
- Up to 3 speaker sessions at the event (no more than 1x day)

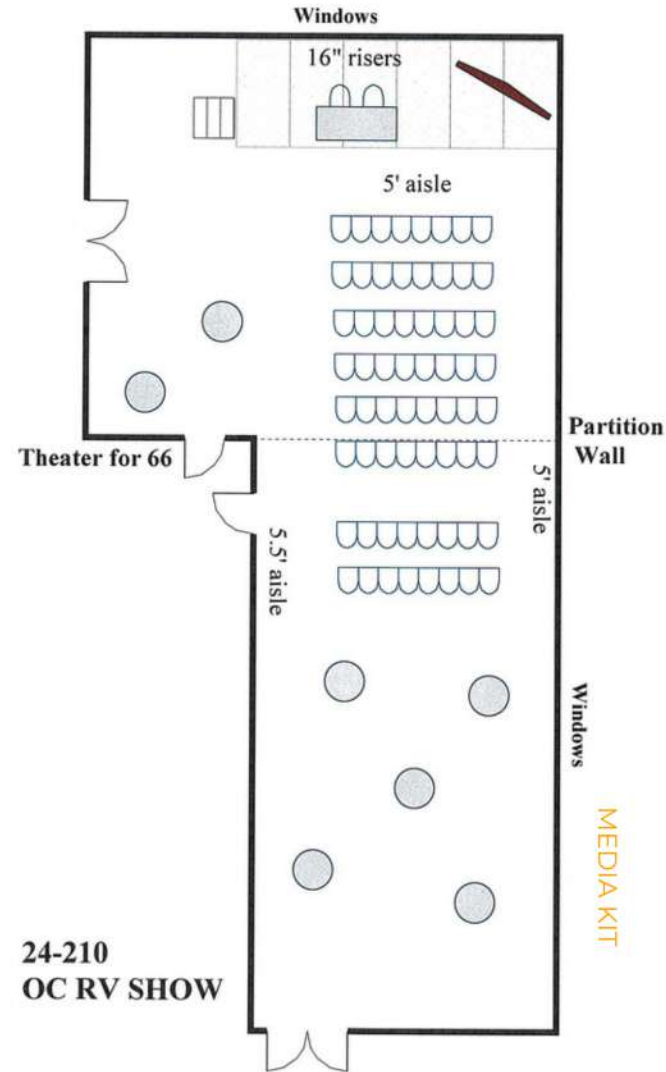


ROLAND E. POWELL CONVENTION CENTER  
**SPEAKER SESSION ROOM**  
OVERLOOKS EXHIBIT HALL A&B ON 2ND FLOOR



Transform the Speaker Session Room into your unique brand haven with our sponsorship package. Personalize the stage, design captivating table toppers, distribute flyers on seats before each session, and bring in your signage and banners to adorn the room with your branding. Plus, enjoy visibility on the stage TV before and after each presentation. Make the space truly yours and stand out at the event!

**2024 EXHIBIT FLOOR PLAN**







PARTNER WITH US

# SPONSORSHIP OPPORTUNITY

## COMMUNITY PARTNER - \$5,000 INVESTMENT

Become a community supporter and receive a booth space & event marketing inclusion package

### PRE-EVENT

- Company/Logo will be prominently featured on our website as speaker Sessions Sponsor
- Integration into press releases across attending media outlets
- 10 tickets for giveaways on social channels leading up to event
- Full page ad in OCRV Show digital magazine.
- Pre-show Product Highlight editorial on the website showcasing client-supplied images + copy about client's new products
- Pre-show Product Highlight on Social Media Post leading up to event
- Pre-show Product Highlight inclusion in attendee email marketing/newsletter

### DURING EVENT

- Up to 20x20 exhibit space at event to showcase your brand
- 1x Half Page Color Ad in digital event publication
- 5x Exhibitor Badges
- On-site recognition and promotion
- Client-supplied editorial featuring client's choice of gear or advice on website. 3-5 lifestyle images required with article.
- Logo on Official OCRV Show T-Shirt



WHY CHOOSE US

# Meet Rich & Jennifer

BEACH CHICKEN PRODUCTIONS TEAM

## RICH HUTCHINS, CEO

Rich is dedicated to helping people. He is a connector who loves to bring people together. He managed outdoor events for two national organizations (AMA and Hutch BMX) for nearly 20 years. Additionally, he has owned and operated his own businesses for over 20 years in the RV and marine industry. Rich enjoys adventure and exploring new places. He knows what's important when it comes to traveling on wheels, having been a pro motocross athlete and now an enduro rider.

## JENNIFER EVANS, MARKETING DIRECTOR

Dynamic, tech-savvy, data-driven, media professional with 20+ years in live events, advertising and promotions. Jennifer has worked in partnership with the NFL, Kennedy Center, Oscars, Clear Channel, Sinclair Broadcasting, NBC Sports and more. Currently Jennifer is the Social Media & Digital Manager for Ocean City Tourism.

## RICH HUTCHINS, CEO



410-808-6486



ocrvshow@gmail.com





A MUST-EXHIBIT EVENT

# ADDITIONAL INFORMATION ABOUT THE SURROUNDING AREA & WHAT EXPERIENCES CAMPERS ARE SEEKING



MEDIA KIT



A MUST-EXHIBIT EVENT

**RV OWNERSHIP HAS INCREASED OVER 62%  
IN THE LAST 20 YEARS.**

\*2022 KOA NORTH AMERICAN CAMPING REPORT



Surrounded by the allure of outdoor adventure and numerous local campgrounds, the OCRV & Van Lifestyle Show emerges as Ocean City's must-exhibit event, an unparalleled celebration spotlighting the RV & Van Lifestyle.

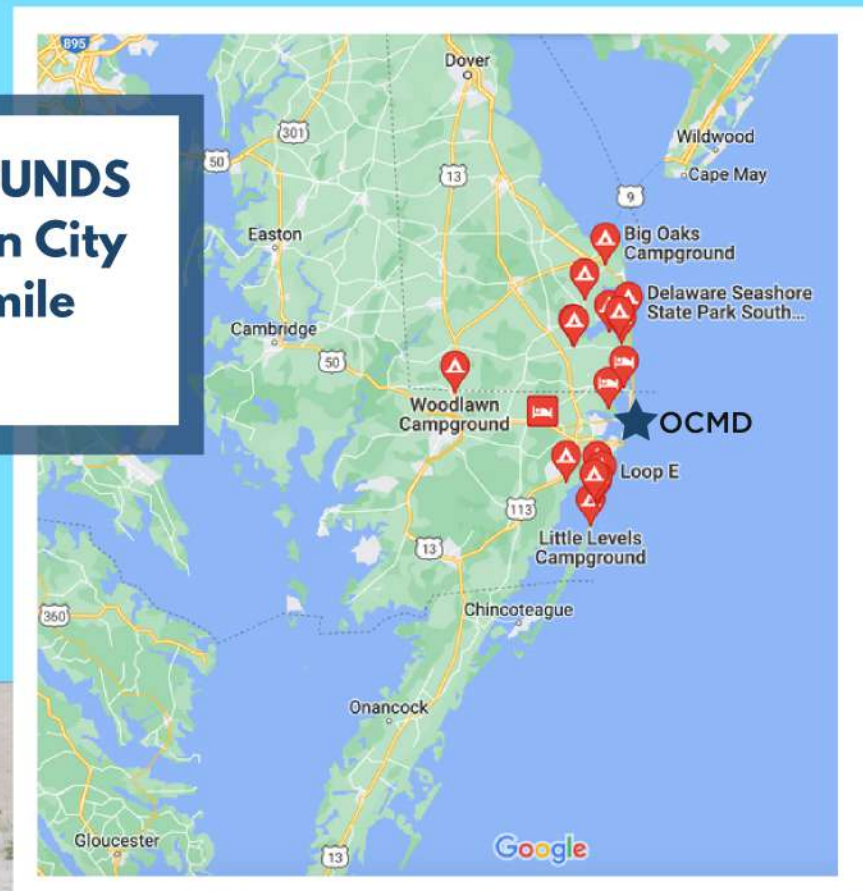
Don't miss out on this extraordinary experience!



AREA RESEARCH

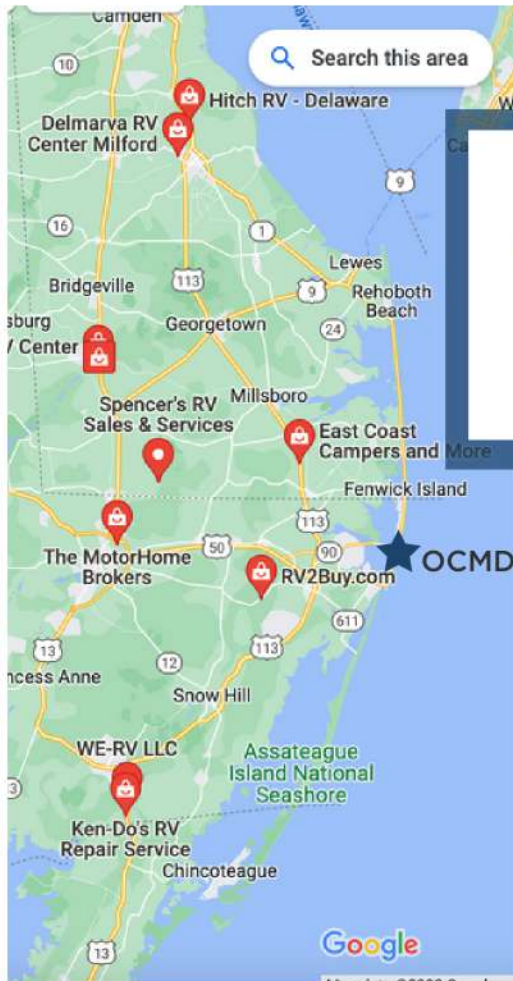
# DID YOU KNOW???

**20+ CAMPGROUNDS**  
surround Ocean City  
within a 60 mile  
radius.





AREA RESEARCH



**18+ RV Dealerships  
surround Ocean City  
within a 90-mile  
radius.**



AREA RESEARCH



## MD RV Shows

February & September - Timonium

October - Ocean City, MD

## VA RV Shows

January- Chantilly & VA Beach

March - Doswell, Fredericksburg & Hampton

August - Hampton Roads

## PA RV Shows

January - Pittsburg & Allentown

February - Harrisburg & Altoona

March- Erie, Philadelphia & York

September - Hershey

## NJ RV Shows

January - Edison

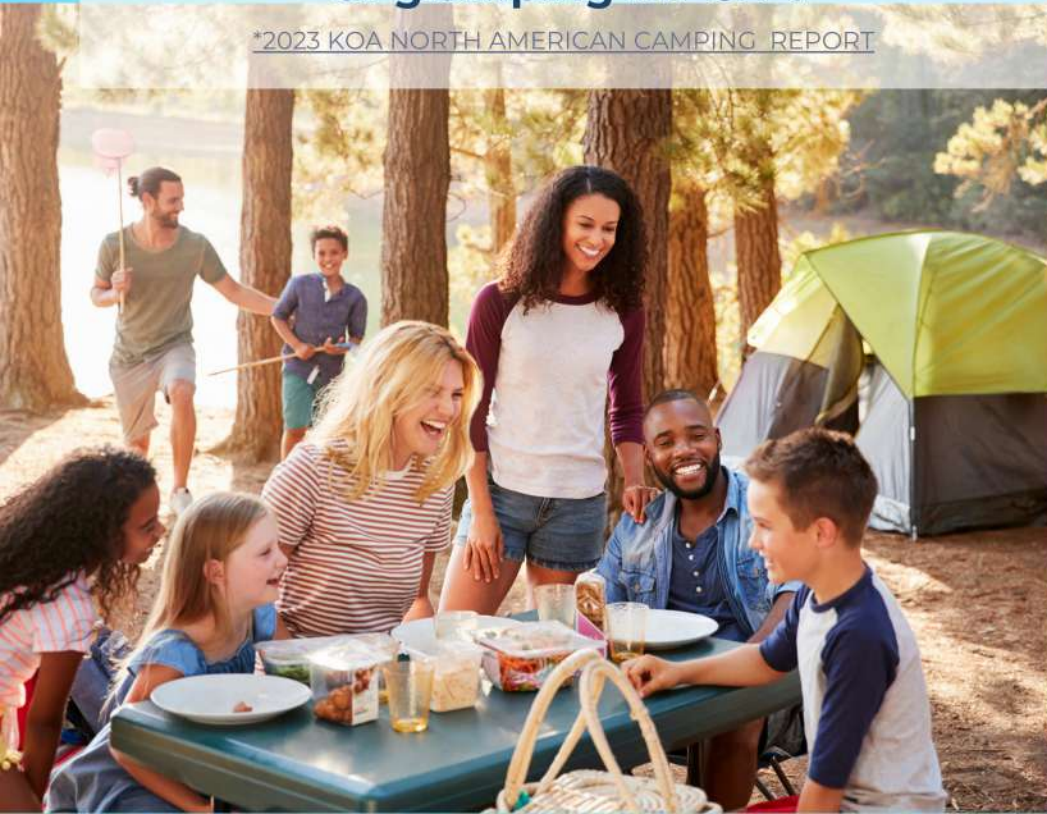
February - Atlantic City

October - Wildwood



## Almost ONE OUT OF EVERY THREE leisure trips (32%) included camping or glamping in 2022.

\*2023 KOA NORTH AMERICAN CAMPING REPORT



RV sales and RVing are booming. With a majority of RVers previously choosing to rent or borrow RVs, 77% of RVers now indicate they own their rig. Interest in purchasing an RV is high among non-RV owners in the coming year (32%). Overall, 56% of campers are interested in some type of RVing experience in 2022, including 47% who would like to experiment with full-time RVing and 43% who want to live the “van life.”\*





## KEY FINDINGS

In 2022, 92 million American households identified as campers and 58 million households camped at least once last year.

More than 6.4 million households camped for the first time in 2022.

Campers spent an additional \$19 per day on travel expenses year-over-year and spend more than other travelers in local areas – in total campers spent \$52 billion in local communities.

More than half (56%) of RVers plan to use their RV more or the same amount in the face of an economic downturn pointing to the resiliency of the activity.

Year-to-year, around 80% of campers try a new form of camping they are unfamiliar with. In 2023, campers want to travel for natural events (40%) and food tourism and culinary experiences (36%).



# OC RV SHOW

OCRVSHOW.COM

