



***2025 EXHIBITOR  
BRANDING KIT***

# EXHIBITOR MARKETING CHECKLIST

## MEET THE OC RV SHOW MARKETING TEAM

The OC RV Show Marketing Team is here to help and will work with you to promote your presence at the show. Show social media, press coverage and email communications come from the marketing team recommending what's a "must-see" at the Show, along with up-to-the-minute "What's New & What's Hot" lists distributed in the lead-up to and during the Show.

Don't miss your opportunity to be part of the show excitement. The sooner you provide the information, the more exposure you'll receive!

## START PLANNING EARLY

We cannot emphasise this enough! Six months out from the show sounds like a long time but when crunch time comes around, you will thank yourself for being proactive and ahead of the game.

## DEVELOP A MARKETING STRATEGY

During the event, you want as many qualified leads as possible to visit your stand. The OC RV Show Marketing Team will promote the show, however it's critical that exhibitors have their own strategy also. Suggestions include social media, email marketing, advertising, promotions, press releases, or a combination of the above. The sooner you confirm your marketing strategy, the better.



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## INVITE YOUR CUSTOMERS

As you will be investing hours of planning into your show exhibit, you want qualified leads to show up for it. The local radio station may advertise the show as a whole; however, we encourage exhibitors to reach out to their client database and advise them they will be at the Show. By offering a complimentary ticket, your clients will feel like they are receiving a special invitation and are much more likely to come to your stand. An added benefit of contacting your database is it opens the door to discover other information like purchase interests, parts or service needs, relocations, and other contact information updates.

## STAND/BRAND ACTIVATION

How are you going to attract people to your stand at the show? When visitors have an experience with a brand, rather than just see one, it can be a powerful tool for a great customer and brand relationship. Will you giveaway gifts, information kits or promotional items? Having a plan to build your brand awareness with visitors will set you apart from your competitors.

## DATA ACQUISITION

How will you collect the contact details of the people who visit your stand? Having a well-planned data acquisition strategy will enable you to follow-up with collected leads after the event and convert those visitors into clients.



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## NETWORKING EVENTS

Host an invite only event on your stand or consider partnering with the show (or another exhibitor) to host an event and get to know new people and access new markets. Send invitations in advance and distribute flyers during the show to invite people on the ground.

## DEBUTS AND RV SHOW SPECIALS

Are you debuting a new RV, new model, new product or something unique at the show? Are you offering special incentives, such as lower pricing, package deals or special financing – be sure to provide this information to the OC RV Show Marketing Team and promote this through your channels.

## STAFF TRAINING

A great way to prepare your team, is to train them prior to the show. As they will be the first point of contact at the Show, a training session will assist to better prepare them to perform at their best. Ideas for this include sales training videos, role reversal practice, written sales pitches to review, or pricing overviews so they are fully prepared for anything that comes their way. During the show, each day should begin with a sales meeting. This time can be used to address questions, go over what happened the day before, the day's goals, current numbers and inventory, etc.



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## GET YOUR EXCLUSIVE EXHIBITOR BRANDING KIT

The more the Show is promoted, the better the opportunity to enhance your return on investment! Share the excitement with your clients, prospective clients, and followers, with our exhibitor exclusive branding kit. To help you promote the Show, we've designed **CANVA templates** that you can easily personalise by adding your business logo – all you need is a free CANVA account. Simply add your business logo and download all the OC RV Show assets you need including logos, email footer, social media and digital assets. Use them across your marketing channels to start spreading the word that you'll be at the OC RV and Van Lifestyle Show! You can access the templates below:

- [Logo Suite](#)
- [Website/Digital Marketing Ad \(300 x 250px\)](#)
- [Instagram Story \(1080 x 1920px\)](#)
- [Instagram Grid \(1080 x 1080px\)](#)
- [Facebook Event Cover \(1920 x 1080px\)](#)
- [Email Signature \(699 x 100px\)](#)
- [Website Leaderboard \(728 x 90px\)](#)



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## HELP US HELP YOU

The OC RV Show Marketing Team is here to help and would like to work with you to promote your presence at the show. Whilst we can't guarantee coverage your submissions will help feed our general attendee communications, social media, e-newsletters and PR.

**Contact:** 804-517-7349 | [OCRVSHOW@GMAIL.COM](mailto:OCRVSHOW@GMAIL.COM)

**SEE YOU THERE!**

