

Won't you join us for the 2021 Pennsylvania Campground Owners Association Trade Show?

Your products & services are what our campgrounds need!



Connect with your "regulars"

Take part in the Auction

Make new contacts



Have FUN!



Our Campgrounds are ready to BUY! BUY! BUY!!



You are very welcome to stay for the rest of the convention



Ask about sponsorship opportunities

See schedule on reverse side

58th Annual PCOA Convention and Trade Show

Sunday/Monday/Tuesday/Wednesday December 5, 6, 7 & 8, 2021
Penn Stater Hotel and Conference Center • State College, PA

Tentative Schedule

***Exhibitor Set Up: Monday, December 6
Between 7:00 a.m. and 11:30 a.m.***

SUNDAY, DECEMBER 5

- 3:00-5:30 Board Meeting
- 4:00-6:00 Evacuation Workshop by Patrick Hardy
- 6:00-9:00 "Get Caught Up" Party at Legend's Pub in the lower level of the hotel

MONDAY, DECEMBER 6

- 7:30 Registration - Registration Desk 2
Bring auction item & award entries to registration desk.
- 7:45-12:15 Pesticide Training
- 7:45-8:45 Pesticide Training Category 24 (Pool) credits
- 8:45-9:00 Break
- 9:00-10:00 Pesticide Core Credits
- 10:00-10:15 Break
- 10:15-12:15 Pesticide Training Category 23 (Weed/Pests) credits
- 12:00-6:00 Trade Show Open
- 1:00-3:30 Pesticide License Testing for both Category 23 & 24
- The special gold form must be submitted if you plan to take the test.
- 3:30 First Timers Session - Eileen Vaughan
- 4:30 Young Professionals Meeting - Stephanie Schmidt
- 7:00-11:00 Dinner, Opening Ceremony, Annual Meeting & Election,
Farewell Party for Beverly Gruber

TUESDAY, DECEMBER 7

- 8:00-12:00 Registration - Registration Desk 2
- 8:00-9:30 Continental Breakfast in the Trade Show Area
- 8:00-1:00 Trade Show Open
- 1:00-2:20 Luncheon and Crackerbarrel
Workshops
- 2:30-3:30 I. Destination Optimization by Kim Palmer
II. Millennial Campers by Rachel Godbout
III. Recruit and Hiring by Kelly Jones
- 3:45-4:45 IV. Legal Issues by Christine Taylor
V. New Park Owners by Kathleen Walsh
VI. Motivation & Incentives by Kelly Jones
- 5:00-6:00 VII. Brick & Mortar by Patrick Hardy
VIII. Visuals by Nicole Poisson
IX. Simple Tips to Boost Your Revenue
- 7:00 Dinner & Auction

WEDNESDAY, DECEMBER 8

- 7:45-8:45 Breakfast Buffet with Regional Meetings
Workshops
- 9:00-10:00 X. Stop the Bleed, Part 1 by Derick Shambach
XI. Cyber Security by Patrick Hardy
XII. Understanding RV Issues by Greg Dewalt
- 10:15-11:15 XIII. Stop the Bleed, Part 2 by Derick Shambach
XIV. Customer Retention by Michael Moore
XV. Meeting the Needs of 21st Century Travelers
- 12:30-1:45 Awards Luncheon
- 1:00 Hotel Checkout
- 2:15 - 3:45 Round Table Sessions
- 4:00-5:00 Wrap-Up Meeting

***2021 Theme:
"Ready for Anything"***

2021 PCOA AUCTION

Don't forget to bring your items for the PCOA Auction to the Convention. The ever-popular Auction will be held on Tuesday evening, December 7. Auction items should have a value of at least \$50.00. In 2019, \$14,163.95 was raised. Proceeds, after administrative costs, go to the PCOA Scholarship Fund, which funds members attending the National School of RV Park and Campground Management, as well as college courses and professional development.

**The Penn Stater
Hotel and Conference Center
www.thepennstaterhotel.psu.edu
215 Innovation Boulevard
State College, PA 16803
Telephone 814-863-5000**

*Be sure to mention you are with the Pennsylvania
Campground Owners Association. Room rate is
\$120 single/double and the deadline is November 12
Registration Code is PACO21A*



REPLY TO
Jason Vaughan
Executive Secretary
415 Taylor Dr., Suite 302
610-767-5026
info@pacamping.com
www.pacamping.com

Pennsylvania Campground Owners Association

Dear Exhibitor,

We want to see you at our Annual Convention at the Penn Stater Hotel and Conference Center in State College, PA, on December 6 & 7. Make plans now to attend. Each year campground owners from all over the state convene for their Convention and Trade Show. Not only is our membership notified of this Convention, but an invitation is sent to all 400 campgrounds located within the state.

The set-up time for you, the exhibitor, is scheduled for Monday, December 6 between 7:00 a.m. and 11:30 a.m. The exhibits will open at 12:00 noon. Exhibit hours on Monday will run until 6:00 p.m. On Tuesday, your area will open at 8:00 a.m. and will close at 1:00 p.m. No educational sessions have been scheduled for Tuesday to encourage the delegates to spend more time with you. A sincere effort has been made to keep the schedule light so that more time can be devoted to the Trade Show.

This show is a tabletop show (no pipe and drape). Your area is approximately an 8 foot by 8 foot, and includes one six foot table and two chairs. The space will cost \$360.00 for PCOA Associate Members and \$450.00 for non-members. A maximum of two spaces will be permitted per vendor. If you wish to have additional space, indicate on your contract and we will notify you if we do not fill. All booths are on a first-come basis, so send your contract in early.

If you need electricity, a \$40.00 fee will be charged. If you need a 220 hook-up call Eric at 814-863-5043.

Your cost includes the Monday dinner and Tuesday breakfast. We welcome you to stay for the Tuesday lunch and banquet and the Wednesday events if you desire. An additional fee for these meal functions is listed on your show contract.

For those of you who cannot attend, but would like your literature to be distributed to the conference participants, brochures and booklets may be sent to me before November 10, 2021. The charge is \$50.00 for any amount up to 100 of any one piece.

Room reservations should be made directly with the **Penn Stater Hotel and Conference Center. Their direct number is 814-863-5000. Central Reservations is 800-233-7505. Be sure to mention you are with the Pennsylvania Campground Owners Association, Code PACO21A.** Room rate is \$120 single/double. The deadline for group rate is November 12, 2021.

(continued)

The theme of the 2021 Convention is “Ready for Anything” and we will once again be running the popular “Ticket to Win” program. You will be able to earn tickets three ways: when you check in to the show; when you donate an item to the auction; and when you purchase an auction item. Special prizes just for the trade show vendors will be awarded. Prizes include:

- Free booth at the 2022 Trade Show
- Quarter-page ad in one issue of the PCOA News
- \$200 cash award

The vendor drawing will be held on Tuesday morning at breakfast. For all these prizes, you **MUST** be present to win.

Tickets and prizes will also be a part of the campground program. When PCOA members purchase items from you at the trade show you will be asked to give them a copy of the order invoice. They will then show this at the registration table to receive additional tickets. A vendor scavenger hunt will be offered to campgrounds to stimulate trade show attendance.

The Penn Stater Hotel and Conference center shipping and handling procedures: The form is included with this packet if you are shipping ahead of the conference.

Following the convention I will supply you with a list of all who attended with their contact information.

Please return your contract as soon as possible. **Make check payable to PCOA and RETURN TO ME.** If you have any questions, call me at 610-767-5026.

Sincerely,

A handwritten signature in black ink, appearing to read "Jason Vaughan". The signature is stylized with a large, sweeping loop on the left side and a smaller loop on the right side.

Jason Vaughan
Executive Director

PCOA TRADE SHOW CONTRACT

I wish to exhibit at the 2021 PCOA Convention on December 6 & 7, 2021 at the Penn Stater Hotel & Conference Center in State College, PA. Make check payable to PCOA or fill out the credit card information below and **return the form to:** Jason Vaughan, PCOA Executive Director
 415 Taylor Dr., Suite 302
 East Stroudsburg, PA 18301

Fax: 570-223-6733
 Phone: 610-767-5026

Email: info@pacamping.com

8 x 8 foot area	PCOA Associate Member	\$360.00	\$ _____
	(Monday Dinner & Tuesday breakfast included for 2)		
	Non-Member *	\$450.00	\$ _____
	(Monday Dinner & Tuesday breakfast included for 2)		
Electricity fee (pay only if you elect to use)		\$ 40.00	\$ _____
If you require 220, contact hotel directly for additional fee.			
_____ Brochure Distribution	_____ pieces @	\$ 50.00	\$ _____
_____ # attending Monday Dinner			
Additional Meal Choices			
Monday Dinner (# over 2)	# _____ @	\$47.00	\$ _____
Tuesday Breakfast (# over 2)	# _____ @	\$26.00	\$ _____
Tuesday Lunch	# _____ @	\$29.00	\$ _____
Tuesday Dinner	# _____ @	\$47.00	\$ _____
Wednesday Breakfast	# _____ @	\$26.00	\$ _____
Wednesday Lunch	# _____ @	\$26.00	\$ _____
Total Registration Fees			\$ _____

Company Name _____
 Company Representative _____
 Address _____
 City, State, Zip _____
 Telephone _____
 Email _____
 Product Type _____
 Website _____
 Check here if interested in sponsorship _____
 Signature _____

* Join PCOA and save!
 Yearly dues
 \$220 Regular Associate
 \$395 Premium Associate
 Call the PCOA office for info

*List participants for name tags (First name, last name...please **PRINT CLEARLY.**)*

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

Payment method: _____ Check (made payable to PCOA) Ck # _____ or Credit Card - ___ Visa ___ MC ___ Disc ___ AmEx
 Card # _____ (Please print clearly) Expiration Date _____ (MM/YY)
 Name on Card _____ 3 or 4-Digit CVV# _____
 Billing Address and ZIP CODE _____

Please keep a copy of this form for your records

The Penn Stater Hotel & Conference Center

Shipment Handling Form

215 Innovation Blvd.
 State College, PA 16803
 www.pennstatehotels.com
 Fax: 814-863-5001

- If the conference/event is utilizing an exhibit company, your shipment must be made through the designated company.
- The completed shipment handling form must be faxed to The Penn Stater at 814-863-5001 two weeks prior to your event with appropriate credit card information.
- The Penn Stater will only accept shipments within five (5) business days of the start of your event between the hours of 8:00am—3:00pm EST or charges may apply.
- Prepayment is required prior to release of exhibit materials.
- The shipment handling fee (includes receipt, storage and delivery)
- The Hotel is not responsible for damage or loss of any items left in the Hotel prior to or following any function. The Hotel accepts no responsibility for goods shipped to the Hotel prior to scheduled functions or left after a function is completed.

Send Form to:	Eric Olbrich E-mail: epol@psu.edu			
Event Name:				
Event Date(s):				
Name:				
Company Name:				
Phone	E-mail:			
Address:	Address: City & State: Zip Code: Phone:			
# of Packages:	Estimated Weight:			
Shipment Description:				
Shipping Company:	FedEx	UPS	DHL	Other:
Fees per pound Crated/Cartoned:	\$25.00 plus 6% PA state sales tax 1 lbs. to 25 lbs. \$75.00 plus 6% PA state sales tax 26 lbs. to 100 lbs. \$75.00 plus 6% PA state sales tax per 100 lbs. Pallets may not Exceed 1,500 lbs.			
Method of Payment:	CC: AMEX VISA MC DISC #:			Exp:

Outbound Shipping:

- Make outbound shipping arrangements prior to departure.
- Complete the appropriate UPS, FedEx or DHL shipping labels online and attach one label to each package.
- If needed, call company for pick up. If arrangements are already made, attach a copy of the company bill of lading to your packages.
 - FedEx: 1-800-GOFEDEX
 - UPS: 1-800-PICK-UPS
 - DHL: 1-800-CALL-DHL

Sample Label:

<p>EXHIBITION FREIGHT ATTN: The assigned Penn Stater planner Name & Date of Conference: Hotel Address: <i>The Penn Stater Hotel Conference Center</i> <i>215 Innovation Blvd.</i> <i>State College, PA 16803</i></p> <p>Exhibitor/Sponsor Co. Name _____ # of Boxes _____ of _____</p>



**PENNSYLVANIA CAMPGROUND
OWNERS ASSOCIATION
CONVENTION & TRADE SHOW**

Penn Stater Conference Center Hotel
December 5-8, 2021
(Trade show December 6-7)

Sponsorship Opportunities

*Would your company consider becoming
a sponsor for the
PCOA 58th Annual Convention & Trade Show?*

We have 4 sponsorship levels (see below).

We will help you creatively tailor your sponsorship
so you get the **biggest return** on your investment

If interested, please call or email the office and we will work with you.

PHONE: 610-767-5026 EMAIL: INFO@PACAMPING.COM

SPONSORSHIP LEVELS

PLATINUM SPONSOR - \$1250 and up

- One piece brochure distribution with convention program
- Opportunity to greet people as they enter your sponsored event
- Opportunity to introduce the event/speaker you are sponsoring
- One set of PCOA mailing labels or an Excel spreadsheet with members' addresses
- Post-event recognition on our website for 6 months with a link to your website
- Recognition on PCOA's Member Facebook Page
- Company name in all pre-convention promotional materials
- Inclusion in a thank-you acknowledgment in follow-up newsletter
- Signage recognition on site throughout the event
- Ten "tickets to win" for various vendor prizes

NEW for 2021 Platinum Sponsors:

1 hour seminar room during seminar time in which you can showcase or user group your product/service or demo your product/service

GOLD SPONSOR - \$500

- Opportunity to introduce the event/speaker you are sponsoring
- One set of PCOA mailing labels or an Excel spreadsheet with members' addresses
- Post-event recognition on our website for 6 months with a link to your website
- Company name in all pre-convention promotional materials
- Inclusion in a thank-you acknowledgment in follow-up newsletter
- Signage recognition on site throughout the event
- Seven "tickets to win" for various vendor prizes

SILVER SPONSOR - \$350

- Post-event recognition on our website for 6 months with a link to your website
- Company name in all pre-convention promotional materials
- Inclusion in a thank-you acknowledgment in follow-up newsletter
- Signage recognition on site throughout the event
- Five "tickets to win" for various vendor prizes

BRONZE SPONSOR - \$250

- Company name in all pre-convention promotional materials
- Inclusion in a thank-you acknowledgment in follow-up newsletter
- Signage recognition on site throughout the event
- Three "tickets to win" for various vendor prizes

SPONSORSHIP AGREEMENT

Yes! I would like to Sponsor at the following level:

_____ Platinum.....\$1,250.00 and up: Specify Amount _____
 _____ Gold.....\$500.00 _____ Silver.....\$350.00 _____ Bronze.....\$250.00

Please print your company name as you wish it to appear in the Sponsorship Roster:

Contact person from your company: _____

Address: _____

City, State, Zip _____

Phone _____ Fax _____

Email _____ Website _____

Signature _____ Date _____

Payment due before Convention

Please send payment and agreement to: PCOA, 415 Taylor Dr., Suite 302, East Stroudsburg, PA 18301
 Phone: 610-767-5026 Email: info@pacamping.com

SPONSORSHIP OPPORTUNITIES FOR THE 2021 PCOA CONVENTION

Please indicate your interest area and notify the office immediately. The office will invoice the sponsoring company.

EVENT	AMOUNT
Monday Evening Dinner - Beverly Gruber Retirement Celebration <i>Sponsor may contribute toward the cost</i>	<input type="checkbox"/> \$2,000
Educational Workshops with Recognition on Signs <i>Sponsor may contribute toward the cost</i>	<input type="checkbox"/> \$350
	<input type="checkbox"/> \$500
Round Table including Handout Sheet & Table Signs	<input type="checkbox"/> \$250
Communication Awards and Wednesday Luncheon	<input type="checkbox"/> \$1,250
Tuesday Luncheon with Keynote Speaker - Partial Sponsorship	<input type="checkbox"/> \$1,250
Pesticide Seminar	<input type="checkbox"/> \$350
Trade Show Beverages from 3:30-5:30 Monday	<input type="checkbox"/> \$500
	<input type="checkbox"/> \$500
Convention Program with Ad on Back Page	<input type="checkbox"/> \$500
Trade Show Giveaway	<input type="checkbox"/> \$250
Registration Packet Folder with Your Full Back Page Ad Inserted	<input type="checkbox"/> \$500
General Sponsorship (list desired amount)	<input type="checkbox"/> \$ _____

Payment method:	Amount:
Check # _____ (Made payable to PCOA)	Credit Card - _____ Visa _____ Master Card _____ Discover _____ AmEx
Card # _____ <small>(Please print clearly)</small>	Expiration Date _____ Security code # _____
Name on Card _____	
Billing Address: _____ Billing Zip _____	

2021 PCOA AUCTION

Don't forget to bring your items for the PCOA Auction to the Convention. The ever-popular Auction will be held on Tuesday evening, December 7, 2021. Auction items should have a value of at least \$50.00. In 2019, our last in-person convention, \$14,163.95 was raised. Proceeds, after administrative costs, are divided between PCOA Convention Educational Programs and PCOA Scholarship Fund, which funds members attending the National School of RV Park and Campground Management, as well as college courses and professional development.

★ Auction Suggestions

- ✓ Consider Grouping with other campgrounds for pooling of funds to purchase Larger Gifts.
- ✓ Please Refrain from Gift Cards as they rarely generate more than the face value
- ✓ Consider Shopping on Black Friday online or in person for GREAT DEALS; or CYBER Monday

Some ideas for items you might consider donating:

- A theme basket such as gardening, beauty items, pet supplies, etc.
- "Guy stuff" (tools, car care items)
- Items that are associated with the area of PA or another state in which your campground or business is located.
- Decorative items
- Homemade items such as quilts, throws, paintings, signs, etc.
- Electronics & software; books, CDs, DVDs
- Something with historical significance pertaining to PCOA
- Gift Certificates For Day Trips, OR Vendor Services, Vendor Goods



Be creative, be generous and be sure to BID at the PCOA Auction! Attach the form below to your donation and drop it off at the registration desk by 11:00 a.m. on Tuesday morning.

Auction Item: _____

Briefly Describe the Item: _____



My Donated Item(s) may be Divided up into multiple Sale Items: _____ YES, _____ NO

My Donated Item(s) may be used for: _____ Online/Silent Auction; _____ Live Auction (Auctioneer)

Item Value _____ Phone Number: (_____) _____

Donor Name/Campground or Company Name: _____

DO NOT WRITE BELOW THIS LINE

Inventory Control # _____ Winning Bidder # _____ High Bid Amount \$ _____