

Space Sales on the Rise at the PA RV & Camping Show

Camp Hill, PA--- “RVs will once again be rolling into PA,” Rebecca Lenington, PA RV & Camping Association Executive Vice President, stated at the 42nd Annual Show Drawing for America’s Largest RV and Camping Show. The Show Drawing, held on Tuesday, May 4th at the Hershey Lodge, gives manufacturer and booth vendor representatives the opportunity to draw for their company’s location in the show.

With 52 manufacturers and 91 booth vendors represented, space sales rocketed past the 2009 Show Drawing. “We have sold 119% more space by the 2010 Show Drawing than we did at the 2009 drawing,” Lenington states. “It’s just more proof that the RV industry continues to gain strength.”

The PA RV & Camping Show incorporates both Industry and Public Days to create a true hybrid show. During industry days there is no waiting in lines to talk to manufacturer representatives making it one of Hershey’s best kept secret. “It’s a great way to talk to customers one-on-one and provides good quality time to talk with others in the industry,” Lori Morrow of Keller Marine and RV says.

“The Hershey Show is what we use to introduce our products. Dealers that come are the first to see them,” John Soard of Fairmont Park Trailers says. “We usually also have strong retail days as well. The show has the largest display of park trailers. If people are serious about park trailers, Hershey is the place to be.”

“A tremendous base of our customers, both dealers and consumers, are in the East Coast and the products we sell should be represented at Hershey,” Jeff Thomas of Newmar says.

First time exhibitor Natalie Cassarella of Sundance Vacations explains her reasons for exhibiting in the show, “People behind the trade aspect of the show are also our target market. Lots of our vendors are from the Harrisburg area and our products are of value to them so we decided to be a part of the show.”

“The exposure for any company at the Hershey show is outstanding and you reap the rewards all year long. It’s great for us because we service both dealers and consumers making Hershey’s hybrid show a great match for our target market,” Vicki Loesch of Tobin Associates says.

Public Days also provide many benefits to exhibitors. Kevin Horoky of Keystone RV Company says, “The PA RV & Camping Show provides good exposure for companies in the RV industry. It gives retail customers the chance to see all classes from pop ups to diesel products.”

The PA RV & Camping Show also provides quality education events for attendees and exhibitors. This year Industry Days have taken on a new format. The early morning breakfasts have been replaced with luncheons featuring high profile speakers and a celebrity meet and greet. Each Industry Day will offer a refreshing break from 11:30AM – 1:00PM so that exhibitors and attendees can attend the luncheons and benefit from the valuable seminars.

“I am looking forward to the changes made to the industry days’ program. We are excited have Scott McKain who has spoken to Fortune 500 companies and will provide an important message that is relevant to all aspects of the RV industry. Randy Sobel is returning with a valuable message that relates to all show exhibitors and attendees on how to thrive in this new market,” Show Chairman Dan Saltzgeber says.

The Industry Days Education Format:

- Randy Sobel's Market Update: *Selling Effectively in Today's New Market - Communicate at the highest level with your customers and private appointments for manufacturers and dealers to get motivated for retail days*
- Scott McKain: *The Collapse of Distinction: How to Differentiate Yourself in a Crowded Marketplace*
- Mean Joe Greene: *Celebrity Meet & Greet*
- Grayson Schwepfinger: *How to Covert Calls to Appointment and Telephone Etiquette*
- Bill Garpow: *How to Obtain Federal Loans to Finance Park Trailers as Rentals*
- Barb Darkes & Don Busey: *PA Compliance Seminars*
- Suzanne Mark: *Customer SeRVice*
- Gary Bunzer: *The Attitude of Troubleshooting and Packaging the Service Department*

This year's free industry party has also been updated. Enjoy everyone's favorite Hersheypark® rides and picnic dinner enhanced by the light hearted music of *Copper Sky* for the ultimate networking experience and the best part is that the event is over by 6:30PM.

“We're looking forward to another stellar year,” Lenington says. “We're just getting started with space sales, and our focus groups tell us the improvements to our industry format are just what dealers and campground owners look for in the total trade package. And, on the lighter side, the new table games at Hollywood Casino won't hurt either.”

The Annual PA RV & Camping Show, which is sponsored by the Pennsylvania RV and Camping Association, will take place at the *Giant Center*SM in Hershey, PA from September 13 – 19, 2010. For more information visit www.largestRVshow.com.

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