10th Annual

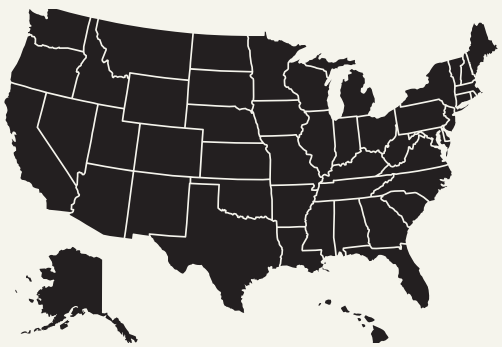
ADVENTURE VAN EXPO®

SHOW SPONSORSHIP & ADVERTISING OPPORTUNITIES



2027 DATES & LOCATIONS

San Juan Capistrano, CA	May 1-2
Loveland, CO	June 5-6
Hood River, OR	June 19-20
Bozeman, MT	August 14-15
Palisades Tahoe, CA	September 11-12
Enumclaw, WA	September 18-19
Burlington, VT	October 9-10



Preliminary schedule. Dates subject to change.

ABOUT THE EXPO

THE SHOW

The main attraction is the custom built adventure vans. These vehicles are mostly Mercedes Benz Sprinters, Ford Transits and Ram Promasters. At the show, you'll see the latest innovations in solar, sleeping spaces, lighting, o-road components, and much more. Everything you would want to see in a Class B RV.

In addition to Vans, the expo hosts Truck Campers, Travel Trailers, Roof-Top Tents, and other products an outdoor vehicle enthusiast would enjoy.

At the show, vehicles and booths are open house, with live music both day and night.

We have a top tier demographic attending the show who like to shop. Generally our shows are paid attendance, which reduces the number of tire kickers.

- National show with presence in the best van markets in the county
- 3,000 to 7,500+ capacity per weekend and growing
- Around 100 vendors per show
- Great B2B opportunities. radio, print, and web advertising
- Robust social media
- 63k+ ig followers, posting daily
- 40,000 email subscribers
- 25,000+ monthly web traffic
- Van tours available on youtube

"We have been very impressed with the quality and turnout of all of the shows that A.V.E. has put on. They have been well worth the time and we have gotten a lot of value out of them.

- K. Gorham, Aluminess

DEMOGRAPHICS

AGE



INCOME





PARTIAL LIST OF EXHIBITORS

Canyon Adventure Vans
Airstream
RRE Global
Tourig
Van Compass
Benchmark Vehicles
Van Made Gear
Owl Van Engineering
Sandy Vans
Grit Overland
Field Van
CA Tuned
Four Wheel Camper
Adventure Wagon
Rossmonster
Vannon
Roambuilt
Sportsmobile
Agile Offroad
Remote Van
Camper Van HQ
Rogue Vans
Truck House
Noovolife
Outside Van





EXPO SPONSORSHIP OPPORTUNITIES

Join us for another great season! If you're interested in coming in as a sponsor, there are 5 main Tier levels to choose from, as well as 2 exclusive top spots. Check out the table on the following page to help choose the package that is right for your business. If something isn't on the list that you would like to see, let us know!

Most AVE shows will have a host spot, one or two double Title booths and we break down from there as follows: Title/Gold/Silver/Bronze, 10x10 booth (no vehicle). Highest tier spaces will get the choice spots which will be high traffic by location or next to other busy exhibitors.

RATES

1. **Host:** (varies on market conditions) best location custom sizes avail. 4 vans+
2. **Title:** $2500 (25x50) end caps where possible 2-3 van
3. **Gold:** $2000 (25x40) 2 van
4. **Silver:** $1000 (25x30) 1 van
5. **Bronze:** $800 (25x30) 1 van
6. **Tent:** $250 (10x10') *if not selling products, $500 if selling products.
   No van.

LEVEL	TITLE *$2,500 (limit 8)*	GOLD *$2,000*	SILVER *$1,000*	BRONZE *$800*	TENT *$250 - $500*
Site dimentions in feet	25x50	25x40	24x30	25x30	10x10
1 Van	X	X	X	X	
2 Vans	X	X			
					+$300 per extra van (limit 2)
Camping	X	X	X	X	
Instagram Carousel Inclusion			X	X	
1 Social media post FB/IG	X	X	X		
2 Social media posts FB/IG	X				
Logo on website	X	X	X	X	
Discounted email blocks	X	X	X		
Logo link in newsletter	X				

GENERAL SHOW LAYOUT



Main Entrance

SPECIFICATIONS

Most booths run 25' deep to accommodate a 144 wheelbase van and run long. We add an additional 10' of frontage for $300 max 3. We price by the dimensions and # of vans so there's no confusion. You supply everything that goes in the booth.

ODDS AND ENDS

I. DISCOUNTS/CREDIT

We can knock 10% for 3+ shows at the bronze to gold levels, or ask for a quote. We handle refunds by show credit good for a year.

II. INSURANCE

We have an agreement to sign and you will need commercial liability insurance to cover your vehicle and booth space.

PHYSICAL PRINT SOURCEBOOK

As you may know, our expo attracts adventure enthusiasts, outdoor lovers, and industry professionals from all around. To enhance the overall experience for attendees, we have created a captivating sourcebook/magazine that will serve as a guide to the event and a keepsake for all those who attend.

These will be FREE for guests as they enter the show venue.

This will be a 5.5 x 8.5 inch Digest.

We'd like to offer you the opportunity to place an advertisement in the sourcebook!



HERE'S WHY YOU SHOULD SEIZE THIS UNIQUE ADVERTISING OPPORTUNITY

REACH YOUR TARGET AUDIENCE

With thousands of attendees per show, the 2027 sourcebook will reach attendees as they enter the venue, putting your brand in front of an audience that shops for adventure vehicles and gear.

HIGH-QUALITY DESIGN

Our team is committed to creating a visually appealing and professionally designed sourcebook/magazine that will showcase your products and services in the best light possible.

LONG-LASTING EXPOSURE

Unlike traditional advertising methods, the sourcebook/magazine serves as a tangible keepsake that attendees are likely to hold onto and revisit, providing your brand with long-lasting exposure beyond the event. Remain top-of-mind after the expo when our attendees return home and start planning large purchases.

TANGIBLE

As you may know, it's not uncommon for the purchaser of a 6-figure adventure van to be fairly older. Some in this age category are not online often, so all digital marketing efforts are in vain to this demographic. The sourcebook is an opportunity to hedge your marketing dollars against a digital campaign and get in front of those harder to reach clienteles.

THESE PRINT ADS ARE ALSO DIGITAL

In addition to physical print copies at the show, the sourcebook will be accessible on the homepage of AdventureVanExpo.com. Our website recorded 170k+ pageviews in 2023. Readers can click your ad to visit your website.

NO COST INCLUSION:

If you're not interested in placing an ad, your business will receive a no-cost inclusion with your business name, category, and website. Provided you sign up for at least one show prior to the final due date of this sourcebook.

GOALS

- Print copies in the hands of 1,000s of attendees
- 200,000 digital views

To help reach these numbers, this sourcebook will be:

- Included in 5 emails to our 40,000 subscribers
- Included in 10 social media posts across the season to 48k+ followers
- Embedded on the Adventure Van Expo website

ADVERTISING SPOTS AVAILABLE

ADVERTISEMENTS

Ads can range from a simple design featuring your logo on top of an image to more complex layouts showcasing multiple products. As long as you can fit everything in while maintaining legibility, simply choose an ad size, provide the content, and we'll take care of the rest!

- 2 Page Spread $1,000
- Full Page $600
- Half Page $410
- Quarter Page $275

Price Increase after April 1st +35%

FRONT & BACK COVER

Get the cover and be the first impression! Plus, be seen by everyone who interacts with the sourcebook, whether they read the whole thing or not.

Obviously there can only be one front and back cover. So, we'll have a selection process if multiple vendors would like to claim that spot.

- Front Cover $3,000
- Back Cover $2,000

SIZING

- 2 Page Spread 11x8.5" Landscape
- Full Page 5.5x8.5" Portrait
- Half Page 5.5x4.25" Landscape
- Quarter Page 2.75x4.25" Portrait



FAQ

Can I include deals/promos in my ad?

Of course! However, once the deal is printed, it is set in stone and must remain active throughout all of 2027.

I'd like to be included but I don't have a graphic designer to make an ad.

Let us know. With enough lead time, we may be able to help create the ad, or set you up with another designer.

Can I make changes after I have sent the final copy?

Once the book is sent to the printer, no changes can be made. If you need to make a change after the creative content is due, a late fee of $150 will be added to the cost of the ad.

THE FINE PRINT

If less than 12 vendors place an ad in this sourcebook, or the costs of printing cannot be covered, the physical printed sourcebook will be canceled. The digital book will continue and half of your deposit will be returned.

2027 DEADLINES

Ad booking & artwork
Dates to be announced

April 1
Sourcebook ad prices increase

May 1-2
Season opener in
San Juan Capistrano, CA



EMAIL CAMPAIGN ADVERTISING

LET US HELP ACHIEVE YOUR MARKETING GOALS!

As a vendor in the Adventure Van Expo, we would like to offer you the opportunity to advertise in our Email Campaign! By advertising in our campaign, your company will be exposed to a highly engaged and targeted audience. (More stats on them below.)

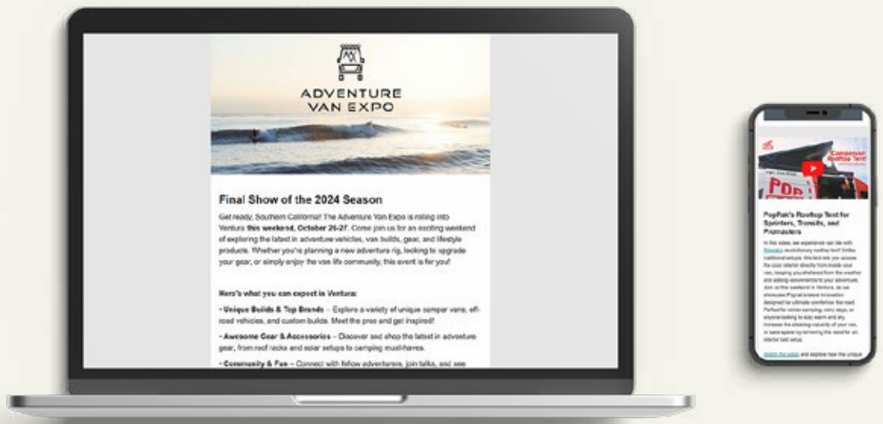
This is a space designed to help your marketing goals. There are plenty of content options to choose from for distribution. Some examples of what you could do:

- Introduce your business
- Give a recap of your time at the expo
- Give a preview of your booth
- Link to a video
- Showcase a new product

We have plenty of more emails coming up throughout the rest of the year. Send us a message soon so we can ensure a spot for you in this campaign!

PRICING

- Single Email Block $250
- Dedicated Email $1,200



PAST EMAIL CAMPAIGNS





WE'D LOVE TO HAVE YOU JOIN US AT THE ADVENTURE VAN EXPO

As we gear up for another season of showing of the best of the best in the outdoor adventure van industry, we invite you to join us as a sponsor. Our show promises a unique opportunity to connect with an active audience who's passionate about outdoor vehicles and exploration. With a top-tier demographic, tons of show promotion, and great B2B networking, your business is sure to receive unparalleled value as a part of the show.

If you're ready to elevate your brand in the world of adventure vehicles, contact us today to explore the possibilities. Let's embark on this exciting journey together and make the upcoming season an unforgettable experience for all.

CONTACT

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