

FMCA'S 108TH INTERNATIONAL  
CONVENTION & RV EXPO

# Exhibitor Advertising Information

March 20-23, 2024

PIMA COUNTY FAIRGROUNDS • TUCSON, ARIZONA

**FMCA**  
*Your RVing Family*

# EXHIBITOR ADVERTISING



## EVENT PROGRAM ADVERTISING

Put your message in front of the registered attendees with an ad in the event program. Each attendee receives the program, which

lists all event functions. Currently running in *Family RVing* magazine? We can place your ad within the pages of the program, or send us an ad of your choice. Please refer to the Program Advertising Contract for complete information. The deadline for this event guide is December 15, 2023. The program also will be available prior to the event in digital format on FMCA.com. Full sponsorship of the digital edition of the Event Guide is available for your skyscraper ad, your company video, your company logo – call for details. The total cost for digital sponsorship is \$1,500.



## CONVENTION ATTENDEE E-MAIL CAMPAIGN

A limited number of e-mail campaign slots are available for exhibiting companies to reach event attendees. Announce a new product, request that folks sign up early for a service you are performing, or extend a company greeting – FMCA can assist you with a targeted e-mail campaign. The cost for this service is \$500. Give us a call



## WELCOME BAG PARTICIPATION

Want to make sure folks know your company location at the “Fiesta Del Sol” event? Every registered convention attendee receives a Welcome Bag upon arrival. Consider placing information or promotional items from your company in that bag. Use this opportunity to let folks know about special promotions, giveaways, booth location, new products, your latest floor plans, and other details that will draw customers to your display. Help us fill the bag with swag! What can you include? Pencils, pens, flashlights, key chains, first aid kits, sunglasses, hand sanitizer, lip balm, notepads, USB chargers or adapters, sample packets . . . the possibilities are endless. Complete the form and return to FMCA.



## FAMILY RVING MAGAZINE BONUS CIRCULATION INFORMATION (PRINT & DIGITAL)

*Family RVing*'s February issue will be bonus circulated at the Tucson event. Be sure to stay visible by placing your ad in this show issue. The print edition is also available in digital format. Many options to highlight your company's participation at this event are possible – skyscraper ads, videos, and your company logo. Take advantage over your competition! Full sponsorship of the digital edition is available! The total digital package is \$1,500.

# WELCOME BAG

## GET YOUR COMPANY NAME OUT EARLY

Consider having attendees who have registered for FMCA's 108th International Convention & RV Expo receive your information about special promotions, giveaways, booth location, new products, new RVs, your latest floor plan, and other details that will attract these customers to your display.

### How It Works . . .

- Sponsors or those who purchase an advertisement in the official event program are eligible to place one promotional item in the Welcome Bag for free!
- Companies may place a promotional piece of value (product sample, tchotchke, logo piece, or coupon flier for purchases at the display) for free. Any other advertisement flier can be placed in the bag for a \$500 fee. All items must be approved by FMCA prior to acceptance. FMCA must receive your insertion (up to 2,000 to be adjusted as we near the deadline) no later than February 23, 2024.
- Fliers cannot be larger than 8½" x 11" in size; paper stock cannot be heavier than 65 lb. cover stock. Professionally printed pieces only. No copier-generated pieces.
- If you would like FMCA to produce the flier, information and artwork must be received by February 9, 2024.
- If you wish to place product samples, please contact us and let us know what you would like to have included.
- If you wish to have FMCA print your flier, the fee is \$450 and FMCA must receive your finished flier by February 16, 2024.



## INTERESTED IN WELCOME BAG INSERTS?

Please complete the information below and we will help you bring added exposure to your exhibit.

**Fax to: Tina Henry at 513-474-2332 or e-mail: [thenry@fmca.com](mailto:thenry@fmca.com).**

- ☐ **YES!** Contact me for more information about placing a flier in the Welcome Bag.
- ☐ **YES!** Contact me for more information about placing a product sample/promo item in the Welcome Bag.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_ BEST TIME TO CALL \_\_\_\_\_

FAX NUMBER \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

### PLEASE CHECK ONE:

- ☐ Our company will provide the materials
- ☐ We want FMCA to create the flier
- ☐ We want FMCA to print the flier

# SPONSORSHIP PROGRAM

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## BECOME A SPONSOR!

Imagine having your company name as the sponsor of one or more of the opportunities listed.

FMCA is committed to helping you target your advertising and marketing dollars to thousands of RV owners in the most economical way.

### EVENT SPONSOR

For more information about this opportunity, please contact Tina Henry at [thenry@fmca.com](mailto:thenry@fmca.com) or 800-543-3622 ext. 254

### SUPER SPONSOR (GREATER THAN \$6,000)

#### Super Star Sponsorships Include:

- Coffee Hour, Evening Entertainment, Main Stage, or combinations of 5, 4, 3, 2, or 1 Star opportunities.
- Complimentary 2-foot-by-8-foot Sponsorship Banner displayed on the grounds to identify your sponsorship. (\$115 value)
- Complimentary full-page color ad in the convention program. (\$1,060 value)
- Complimentary full-page color sponsor ad in the convention program. (\$1,060 value)
- Ten reserved parking spaces as close as possible to your exhibit area.
- Complimentary Welcome Bag insertion. (\$500 value)
- Your company name in the convention newsletter.
- Preferred reserved seating during an evening entertainment performance (up to 30 people).

- Complimentary listing with your logo on the sponsorship page on FMCA.com. (\$150 value)
- Sponsorship listing in the Convention Program.
- Complimentary listing with your logo on the sponsorship page on FMCA.com (\$150 value).
- Sponsorship listing in the Convention Program.

### 5 star SPONSOR

(\$5,000 TO \$5,999)

#### Five Star Sponsorships Include:

- Trams, Event Program Guide, Welcome Bags, or combinations of 4, 3, 2, or 1 Star opportunities.
- Complimentary 2-foot-by-8-foot Sponsorship Banner displayed on the grounds to identify your sponsorship. (\$115 value)
- Complimentary full-page color ad in the convention program. (\$1,060 value)
- Complimentary full-page color sponsor ad in the convention program. (\$1,060 value)
- Five reserved parking spaces as close as possible to your exhibit area.
- Complimentary Welcome Bag insertion. (\$500 value)
- Your company name in the convention newsletter.
- Preferred reserved seating during an evening entertainment performance (up to 20 people).
- Complimentary listing with your logo on the sponsorship page on FMCA.com. (\$150 value)
- Sponsorship listing in the Convention Program.

### 4 star SPONSOR

(\$4,000 TO \$4,999)

#### Four Star Sponsorships Include:

- Family Entrance Welcome Banners, RV Display Welcome Banners, Exhibit Building(s) Sponsor Banners, Evening Entertainment Facility, or combinations of 3, 2, and 1 Star opportunities.
- Complimentary 2-foot-by-8-foot Sponsorship Banner displayed on the grounds to identify your sponsorship. (\$115 value)
- Complimentary 1/2-page color sponsor ad in the convention program. (\$970 value)
- Four reserved parking spaces as close as possible



# SPONSORSHIP PROGRAM

to your exhibit area.

- Complimentary Welcome Bag insertion. (\$500 value)
- Your company name in the convention newsletter.
- Preferred reserved seating during an evening entertainment performance (up to 12 people).
- Complimentary listing with your logo on the sponsorship page on FMCA.com. (\$150 value)
- Sponsorship listing in the Convention Program

## 3<sup>star</sup> SPONSOR

(\$3,000 TO \$3,999)

### Three Star Sponsorships Include:

- Trams Transfer Station Banner, Fun & Games, Ice Cream Social, Supplemental Map, Aisle Sign sponsor, or combinations of 2 and 1 Star opportunities.
- Complimentary 2-foot-by-8-foot Sponsorship Banner displayed on the grounds to identify your sponsorship. (\$115 value)
- Complimentary 1/3-page color sponsor ad in the convention program. (\$790 value)
- Three reserved parking spaces as close as possible to your exhibit area.
- Complimentary Welcome Bag insertion. (\$500 value)
- Your company name in the convention newsletter.
- Preferred reserved seating during an evening entertainment performance (up to 8 people).
- Complimentary listing with your logo on the sponsorship page on FMCA.com. (\$150 value)
- Sponsorship listing in the Convention Program

## 2<sup>star</sup> SPONSOR

(\$2,000 TO \$2,999)

### Two Star Sponsorships Include:

- Exhibitor Lounge(s), Ladies' Luncheon, Information Center, Daily Newsletter, or combinations of 1 star opportunities.
- Complimentary 2-foot-by-8-foot Sponsorship Banner displayed on the grounds to identify your sponsorship. (\$115 value)
- Complimentary 1/3-page color ad in the convention program announcing your sponsored event. (\$700 value)
- Two reserved parking spaces as close as possible to your exhibit area.

- Complimentary Welcome Bag insertion. (\$500 value)
- Your company name in the convention newsletter.
- Preferred reserved seating during an evening entertainment performance (up to 6 people).
- Complimentary listing with your logo on the sponsorship page on FMCA.com. (\$150 value)
- Sponsorship listing in the Convention Program.

## 1<sup>star</sup> SPONSOR

(\$1,000 TO \$1,999)

### One Star Sponsorships Include:

- Seminar Building Banner Sponsor, Lanyard Sponsor, and Local Daily Newspaper.
- Complimentary 2-foot-by-8-foot Sponsorship Banner displayed on the grounds to identify your sponsorship. (\$115 value)
- One reserved parking space as close as possible to your exhibit area.
- Complimentary Welcome Bag insertion. (\$500 value)
- Your company name in the convention newsletter.
- Preferred reserved seating during an evening entertainment performance (up to 4 people).
- Complimentary listing with your logo on the sponsorship page on FMCA.com. (\$150 value)
- Sponsorship listing in the Convention Program.

**The examples listed are a sampling of the opportunities available in order to receive valuable recognition by thousands of RV enthusiasts.**

# INTERESTED, OR HAVE YOUR OWN IDEAS?

**Call FMCA at 800-543-3622**

# EVENT PROGRAM, PRINT & DIGITAL ADVERTISING

## PUT YOUR MESSAGE IN FRONT OF THE REGISTERED EVENT ATTENDEES WITH AN AD IN THE EVENT PROGRAM

Each attendee receives the program, which lists all event functions. Currently running in *Family RVing* magazine? We can place your ad within the pages of the program or send us an ad of your choice. All ads appear in the digital version of the convention program.

**Need creative help?** In-house graphic design services are available at reasonable rates; call for details (800) 543-3622 ext. 254.

The deadline for this event guide is December 15, 2023.



## DRIVE YOUR MESSAGE HOME IN PRINT AND DIGITAL FORMAT

### Get Exposed In The Bonus Circulation Issue of *Family RVing* magazine's February issue.

*Family RVing*'s February 2024 issue is the International Convention issue and will feature information about event activities that will take place during the "Fiesta Del Sol" convention in Tucson, Arizona. If you plan to exhibit at this FMCA event, invite attendees to your booth through this bonus circulation issue, which will be distributed at the convention as well as via the mail and digitally as usual to FMCA readers.

The deadline to reserve ad space is December 15, 2023.

Call now for powerful sales opportunities and more information about reaching this audience of dedicated RV enthusiasts.



Increase your exposure and display traffic by showcasing your products and services in the event program. Call today to reserve your space.

Tina Henry, Event Sales Rep & Coordinator  
800-543-3622 x 254, [thenry@fmca.com](mailto:thenry@fmca.com)

## ADVERTISING REPRESENTATIVES

### East/Southeast

Tom Buttrick

917-421-9051 • [t.buttrick@jgeco.com](mailto:t.buttrick@jgeco.com)

Ilyssa Somer

917-421-9055 • [i.somer@jgeco.com](mailto:i.somer@jgeco.com)

### Midwest/Texas

Kristene Richardson

312-348-1206 • [k.richardson@jgeco.com](mailto:k.richardson@jgeco.com)

### West

Kim McGraw

213-596-7215 • [k.mcgraw@jgeco.com](mailto:k.mcgraw@jgeco.com)

### Family RVing

8291 Clough Pike • Cincinnati, OH 45244

Phone: 800.543.3622 or 513.474.3622

Fax: 800.543.4717 or 513.474.2332

Email: [advertising@fmca.com](mailto:advertising@fmca.com)

# ADVERTISING CONTRACT

## ADVERTISER

COMPANY

CONTACT

ADDRESS

PHONE

FAX

E-MAIL

## PLEASE CHECK APPROPRIATE BOX FOR COLOR AND AD SIZE

AD SIZE	WIDTH	X	HEIGHT	AD RATE B&W	AD RATE 4C
2-Page Spread*	15.25"	x	9.8125"	<input type="radio"/> \$ 1120.00	<input type="radio"/> \$ 2120.00
Cover Ad Page*	8.5"	x	11"	<input type="radio"/> \$ 616.00	<input type="radio"/> \$ 1166.00
Full Page*	7"	x	9.8125"	<input type="radio"/> \$ 560.00	<input type="radio"/> \$ 1060.00
2/3 Page Vertical	4.5625"	x	9.8125"	<input type="radio"/> \$ 500.00	<input type="radio"/> \$ 1000.00
1/2 Page Horizontal	7"	x	4.5625"	<input type="radio"/> \$ 470.00	<input type="radio"/> \$ 970.00
1/3 Page Vertical	2.1875"	x	9.8125"	<input type="radio"/> \$ 380.00	<input type="radio"/> \$ 880.00
1/3 Page Horizontal	7"	x	3.1875"	<input type="radio"/> \$ 380.00	<input type="radio"/> \$ 880.00
1/3 Page Square	4.5625"		4.5625"	<input type="radio"/> \$ 380.00	<input type="radio"/> \$ 880.00
1/4 Page Horizontal	7"	x	2.375"	<input type="radio"/> \$ 290.00	<input type="radio"/> \$ 790.00
1/4 Page Square	4.5625"	x	3.75"	<input type="radio"/> \$ 290.00	<input type="radio"/> \$ 790.00
1/6 Page Vertical	2.1875"	x	4.5625"	<input type="radio"/> \$ 200.00	<input type="radio"/> \$ 700.00
1/6 Page Horizontal	4.5625"	x	2.375"	<input type="radio"/> \$ 200.00	<input type="radio"/> \$ 700.00

\*See details on next page.

## AD COPY PICK UP

Please indicate from which issue of *FRV* magazine you would like your ad repeated in the program. (Only 1/3h, 1/3s, 1/4h, 1/4s, 1/6v, and 1/6h ads can be picked up).

## SPECIAL POSITION

### 10% Above Ad Rate

Call for availability before listing special position requested in the space below.

## PAYMENT

### All Ads Must Be Paid In Advance

Check enclosed in the amount of \$ \_\_\_\_\_ made payable to FMC, Inc.

Charge with credit card by calling 513-474-3622 or 800-543-3622.

## PLEASE SIGN AND DATE IN THE SPACES BELOW

We, the advertiser, agree to furnish advertising copy prior to **December 15, 2023. All ads must be paid in advance.** Publication of ads received after December 15, 2023, cannot be guaranteed.

We agree to furnish digital files. See electronic requirements on reverse side. For production or deadline assistance, call 800-543-3622.

### TERMS: ALL ADS MUST BE PAID IN ADVANCE OF PUBLICATION.

**No agency commission.** Cancellation of program ad must be made in writing and is not acceptable after December 15, 2023.

**MECHANICAL REQUIREMENTS:** Keep all pertinent information 3/8" (.375") away from edge of the ad on all sides. Full page ads do NOT bleed.

**COPY REQUIREMENTS:** Advertiser assumes full liability for all ad content, including text and illustrations of advertisements printed, and assumes responsibility for any claims arising against publisher, and agrees to pay publisher for any expense or loss suffered by reason of such claims. All copy subject to publisher's approval.

FMCA is hereby authorized to insert \_\_\_\_\_ page(s) of advertising to run in \_\_\_\_\_ format in the 2024 FMCA event program guide.

Ads printed in *Family RVing* magazine also can be used. If you would like FMCA to use a current *Family RVing* magazine ad, please indicate the issue month that your ad most recently appeared

COMPANY

SIGNED BY AUTHORIZED REPRESENTATIVE

TITLE

PRINT NAME

SIGNED BY AUTHORIZED FMC REPRESENTATIVE

DATE

# EVENT PROGRAM PRINT SPECIFICATIONS

## Please Adhere To The Following Guidelines For Supplying Event Program Ads

If there are any questions, please call (800) 543-3622, ext. 254.

### PRINT SPECS

**Trim Size:** 8.5" x 11"      **Max Ink Density:** 260  
**Live Area:** 7" x 9.8125"      **Printing Process:** Digital Printing  
**Bleed:** No Bleeds      **Binding:** Saddle Stitched

### REQUIRED FILE FORMAT

#### PDF/X1-A

- Files should conform to standard web offset press (SWOP) guidelines.
- All ads should be built at 100% of the reproduction size.
- All high-resolution images and fonts must be embedded.
- All required trapping should be done prior to creating the file.
- We cannot accept ads or PDFs created in Microsoft Publisher, Microsoft PowerPoint, Microsoft Word, or Pages.

### ACCEPTED SOFTWARE PROGRAMS

InDesign CC (indd); Adobe Illustrator CC (ai or eps); Adobe Photoshop CC (psd; jpg; tiff). Please submit all fonts, artwork, and images used when not submitting a PDF. **We cannot accept ads or PDFs created in Microsoft Publisher, Microsoft PowerPoint, or Microsoft Word.** Conversion of files not meeting our software requirements are subject to additional charges for production.

### INK DENSITY/TOTAL AREA COVERAGE (TAC) Maximum Density/Coverage 260%.

Before submitting your ad, please check the ink density/total area coverage (TAC). If the total ink density in your ad exceeds 260%, it will be adjusted by FMCA. If FMCA is unable to adjust it, you will be asked to do so and submit a new ad.

### RESOLUTION

All color and grayscale photos should be high resolution (300 dpi). Resolution of monochromatic images should be 1200 dpi.

### RICH BLACK

Please use a rich black (40C/20M/ 20Y/100K) when using large areas of black. Avoid using rich black in text under 15 pt.

### COLORS

All RGB, LAB, and spot colors must be converted to process color (CMYK). All art and images should be grayscale (BW) for

black and white ads. Note: Any non-process colors included in submitted files will be converted to CMYK or BW. Conversion process may compromise the integrity of the ad. FMCA is not responsible for color variances.

### GENERAL RULES

Reverse type on a four-color black background that is smaller than 10 pt and any solid type smaller than 6 pt cannot be guaranteed in terms of registration and readability.

### COVER ADS

**Build file to the trim size – 8.5" x 11" and add .125" bleed to all 4 sides.** Keep all pertinent matter .375" away from the trim.

### FULL PAGE ADS

**Build file to the live area size – 7" x 9.8125".** All pertinent information should be .375" away from the edge of the ad. Full Page Ads will NOT BLEED.

### FULL PAGE SPREAD ADS

**Build file to live area size – 15.25" x 9.8125".** All pertinent matter should be .375" away from the trim. Live matter on facing pages should be no closer than 0.25" to center fold on either side of the gutter – 0.5" total for both pages. Full Page Spread Ads will NOT BLEED.

### FILE NAMES

Label files with your company name, FMCA 108th, and file format: Company Name\_FMCA108th.pdf

### AD MATERIAL SUBMISSIONS

**Submit Your File Via Email To Tina Henry:**  
[thenry@fmca.com](mailto:thenry@fmca.com)

**Email file limitation is 50MB. Please call for instructions for sending larger file sizes. Do not compress files.**

Please be sure to include the advertiser name, ad size, issue date, and contact info for designer/client/agency when submitting your file.

Some color variance is usual and should be expected. FMCA cannot be responsible for any color or position variation if advertiser does not adhere to the above specifications.

Any necessary adjustments/changes to your digital file will result in additional production charges.

### Need Creative Help?

In-house graphic design services are available at reasonable rates; call for details (800) 543-3622 ext. 254.