

# FCRV COMMERCIAL AND CAMPGROUND MEMBERS RECEIVE THESE MARKETING OPPORTUNITIES

- Special opportunities to exhibit at our international Campvention
- Discounts on advertising in the official publication, *Camping Today*
- Access to our members' addresses for direct marketing efforts
- Use of our logos and emblems on products
- Discount on ads in annual International Campvention Booklet

## 1. The Internet

FCRV maintains a homepage [www.fcrv.org](http://www.fcrv.org) on the world wide web. As a Commercial or Campground Member, your business will be listed under the Commercial tab and we will provide free links if you so desire.

## 2. Access to FCRV Member Mailing Lists

As a Commercial or Campground Member, you'll have exclusive access to our mailing list of all members. The list is available on pressure sensitive labels for your choice of national, regional or statewide mailings. It's one of the most effectively targeted marketing tools you can have and it's available at a low, cost-defraying price only to Commercial or Campground Members. In addition, you will receive a coupon for a one-time FREE use of up to 1,000 labels and we waive the processing fee

## 3. Free Announcements in *Camping Today*

FCRV's own national magazine, *Camping Today*, will announce the names and locations of the Commercial and Campground Members and members will be encouraged to patronize these businesses. These announcements mean valuable exposure and visibility for your business, its' products or services.

## 4. Discount on *Camping Today* Ad Rates

*Camping Today* reaches approximately 5,000 families with news from across the U.S. and Canada, product reviews, feature articles, trip information, campouts, and other events. As a Commercial or Campground Member, you can reach this vital market through the pages of *Camping Today* while receiving a 10% discount on any size ad you desire. *Camping Today* is published 6 times each year.

## 5. Your Ads can Pay for Your Membership

By scheduling a multiple-insertion advertising program in *Camping Today*, the discounts you receive as a Commercial or campground Member can pay the entire cost of your membership. For example, a Commercial Member who places a one-third page ad in five issues of *Camping Today* will receive \$200 in discounts, thereby saving \$100 more than the \$100 membership cost. And a Campground Member who places a one-sixth page ad in only four issues will receive \$112 in discounts--\$62 more than the cost of a \$50 Campground Membership.

## VIP Exhibitor Assignments

Depending upon your current exhibit criteria at the time of space assignments, FCRV Commercial and Campground Members receive preferential treatment in the assignment of exhibit space at our annual international Campvention. Campventions are attended by about 400 member families, plus numerous sales prospects from the host region. As a Commercial or campground Member, you'll have the best access possible to these attendees. Commercial and Campground Members receive a substantial discount on exhibit space.

## 7. Merchandising Aids

FCRV members visit RV dealerships, campgrounds and retail shows across the U.S. and Canada. To help them recognize you as an FCRV Commercial or Campground Member, we'll provide special point-of-purchase display materials for your use. These will designate you as a Commercial or Campground Member and will encourage FCRV members to pay special attention to your sales messages. Ad slicks of the FCRV logo will be available upon request.

## **8. Use of FCRV Logos and Emblems**

As a Commercial or Campground Member you will be granted the right to use any and all FCRV emblems and logos in the creation of marketable items within your product line. This authorization will continue for the entire duration of your membership.

## **9. Booth Rental Discounts**

As a Commercial Member you will receive a 5% discount from your booth rental space if you attend the Campvention and the Retiree Rally consecutively.

### **Your FCRV Contact:**

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