



MARVAC CAMPER & RV SHOWS



Michigan Association of Recreation Vehicles and Campgrounds (MARVAC) 2012 Exhibitor Information

**Battle Creek
Camper & RV Show**
January 26-29, 2012
Kellogg Arena
In downtown Battle Creek

2011 attendance: 2,500
Member rates: 10x10 booth \$400
Non-member rates: 10x10 booth \$550
Included: side and back draperies, table, 2 chairs, electricity, exhibitor credentials for all personnel, security services and exhibitor kit

**46th Annual
Detroit Camper
& RV Show**
February 8-12, 2012
Suburban Collection Showplace
formerly Rock Financial Showplace
in Novi, Mich.

2011 attendance: 19,500
Member rates: 10x10 booth \$800
10x15 booth \$1,100
Non-member rates: 10x10 booth \$950
10x15 booth \$1,250
Included: side and back draperies, electricity, exhibitor credentials for all personnel, security services, and exhibitor kit

**35th Annual
Flint Camper
& RV Show**
March 15-18, 2012
Perani Arena & Event Center
Flint, Mich.

2011 attendance: 4,500
Member rates: 10x10 booth \$595
Non-member rates: 10x10 booth \$745
Included: side and back draperies, table, 2 chairs, electricity, exhibitor credentials for all personnel, security services, and exhibitor kit

**20th Annual
Northwest Michigan
Camper & RV Show**
March 30-April 1, 2012
Grand Traverse County Civic Center
in Traverse City, Mich.

2011 attendance: 2,500
Member rates: 10x10 booth \$310
Non-member rates: 10x10 booth \$460
Included: side and back draperies, table, 2 chairs, electricity, exhibitor credentials for all personnel, security services, and exhibitor kit

**23rd Annual
Fall Detroit Camper
& RV Show**
TBD
Suburban Collection Showplace
formerly Rock Financial Showplace
in Novi, Mich.

2011 attendance: 11,000
Member rates: 10x10 booth: \$700
10x15 booth: \$1,050
Non-member rates: 10x10 booth: \$850
10x15 booth: \$1,200
Included: side and back draperies, electricity, exhibitor credentials for all personnel, security services, and exhibitor kit

MARVAC Camper and RV Show Survey Information

Ad Strategies, 2009 & Michigan State University, 2006

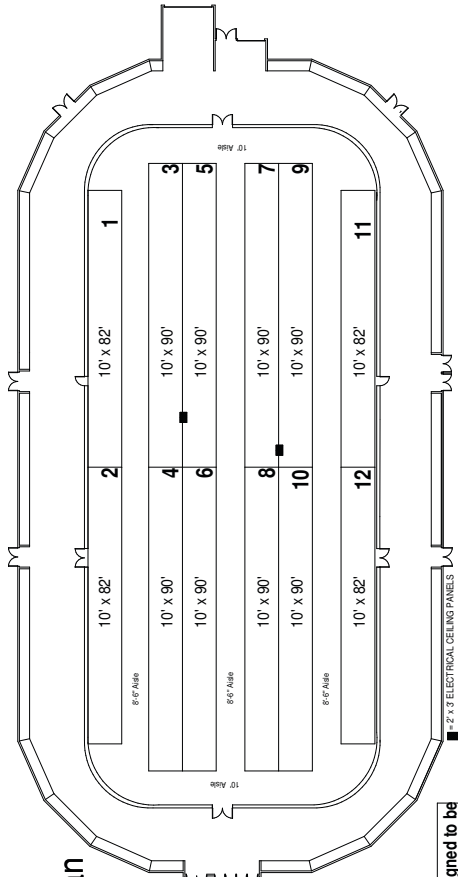
- 75.5% of attendees are 34-64 years of age
- 25.9% are retired
- 87.4% married
- Male 58.6%, Female 41.4%
- 75.7% had household income above \$50,000
- 50.25% of show participants own some type of RV
- 45% attend the show each year
- 26.4% first time show attendees

Contact: Bill Sheffer
Show Director, MARVAC
800/422-6478 or 517/349-8881
bsheffer@mmhrvca.org
Additional show information is available on MARVAC's Website, marvac.org.

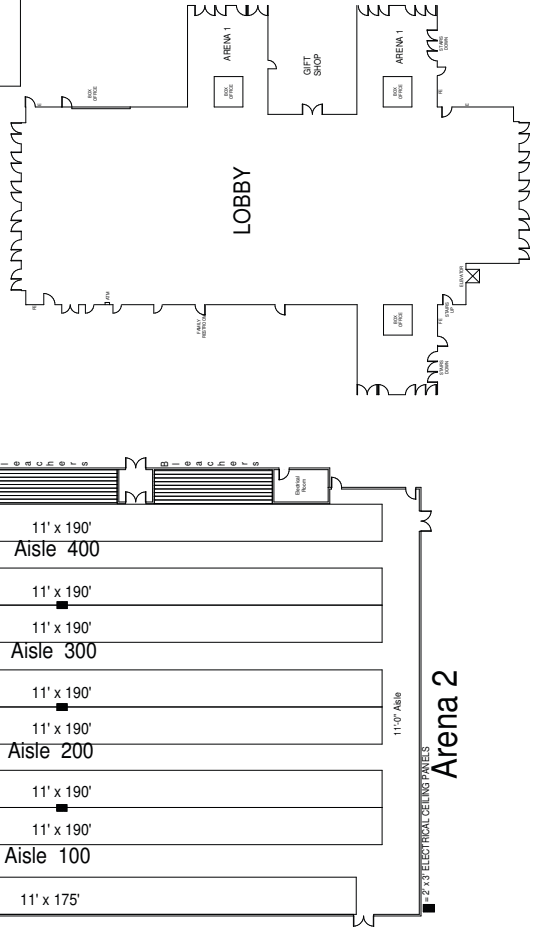
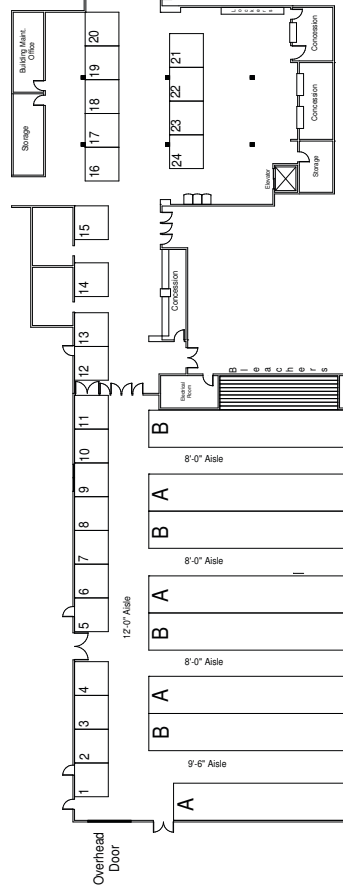
Flint Camper & RV Show 2012

March 15th - 18th

Perani Arena & Events Center - Flint, Michigan



This floorplan has been designed to be used exclusively by Art Craft Display, Inc and their clients. D. GOIN (12/9/11) (248)380-0843



Arena 2

2' x 2' ELECTRICAL CEILING PANELS

NORTHWEST MICHIGAN CAMPER & RV SHOW
HOWE ARENA-TRAVERSE CITY, MI

