



2015 Enhanced Official Supplier Program

Save Time, Save Money

Save time and money by doing all your marketing planning for the year all at once and save on administration costs too! Plus, you are guaranteed a spot at events that often sell out.

CampEx and Convention: Get your product/service in front of campgrounds from all across Ontario. Convention brings them all together in one location for a several days of education, training and networking. This trade show allows you to showcase and sell your products and services.

Date: November 15-18, 2015 at Caesars Windsor

Regional Meetings Trade Shows: Each spring we host regional meetings across the province to bring the members together prior to the start of the camping season. Each meeting features a market place where campground owners make their spring purchases. You will see members at the regional meetings that you don't often see at Convention. Coordinate product deliveries at each meeting and get more value!

Dates:

Monday, April 13 – Sudbury

Tuesday, April 14 – Barrie

Thursday, April 16 – Rideau Acres Campground, Kingston

Tuesday, April 21 – Stratford

Wednesday, April 22 – Thursday, April 23 – Great Wolf Lodge, Niagara Falls (no exhibits but all suppliers invited to attend)

Website: www.campinginontario.ca attracts campers, campground members and official suppliers. Our site also features a Supplier section that visitors and our members can search for products and services. Daily visitors during peak season reach 3,400 with an average of 6 minutes on each page and almost 75% new visitors.

Buyer's Guide: The annual Buyer's Guide is published in early spring. A survey conducted by Camping In Ontario revealed that 81% of members refer to the Buyer's Guide whenever they are looking to make a purchase for their campground. Stand out from other suppliers by enhancing your complimentary listing with an ad or logo.

Publication deadline: February 22, 2015





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"Update" Newsletter: *Update* is the official newsletter of Camping In Ontario. It is published four times per year and is delivered to all campgrounds and suppliers. The newsletter is produced and delivered electronically to all stakeholders in full colour with approximately 25% going in print. Ads promoting your product and services will get directly to your targeted market. Twice a year, a listing of all of our Official Suppliers is included.

Publication Dates: March 16, 2015 (ads/articles due February 27, 2015)
 June 15, 2015 (ads/articles due May 29, 2015)
 September 15, 2015 (ads/articles due August 31, 2015)
 December 15, 2015 (ads/articles due November 30, 2015)

Directory: *Camping in Ontario* remains THE definitive campground directory in Ontario. 170,000 copies are produced and distributed each year. The average shelf life of each issue of *Camping in Ontario* is three years. Copies of *Camping in Ontario* are distributed through many different and effective channels, including: twelve RV and Camping consumer shows in Ontario, Quebec, Alberta and the US, as well as through the Ontario Tourism Information Centres, local chambers of commerce, RV dealerships, campgrounds and more. E-versions are also posted on the website home page for download.

"Forum": *Forum* is published every other Tuesday all year long. This is an exchange of ideas and solutions between campground owners. The e-exchange is moderated by Camping In Ontario staff.





Camping
In Ontario

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Sponsoring Executive Partner \$8,000 – Only 2 Available

Value Proposition

One year Official Supplier plus Enhanced Listing *value \$365+\$101*

Hotlink your Website from company logo or button advertisement on association website [Trailers For Sale](#) page for one year (on right) *value \$1,530*

One, ½ page full colour advertisement in the 2016 *Camping in Ontario* directory *value \$3,137*

One full page colour advertisement in 4 issues of *Update* with the opportunity to submit a 400 word article in one issue of the newsletter in 2015 (topic to be confirmed with editor) *value \$1,550*

Twelve week sponsorship of the Forum (bi-weekly e-newsletter) includes logo and link (12 week period to be confirmed with editor) *value \$2,400*

One full page colour advertisement on an inside or back cover of 2015 Buyer's Guide *value \$765*

One booth at the 2015 CampEx plus two full Convention attendees. Booth to be located in prime location or selected by partner *value \$1,400*

Sponsorship of one dinner at Convention with all associated ROI including 2 full page colour advertisements in program *value \$2,240*

One exhibit at 4 Spring Regional Meetings in 2015 plus a full page advertisement in program *value \$755*

First right of refusal for 2016 Sponsoring Executive Partner level

Total Value Over \$14,000





Strategic Partner \$5,230

Value Proposition	
One year Official Supplier plus Enhanced Listing <i>value \$365+\$101</i>	
Hotlink your Website from company logo or button advertisement on association website Trailers For Sale page for one year (on right) <i>value \$1,530</i>	
One, ¼ page 4 colour ad in the 2016 <i>Camping in Ontario</i> directory <i>value \$1,400</i>	
One full page colour advertisement in 4 issues of <i>Update</i> with the opportunity to submit a 400 word article in one issue of the newsletter in 2015 (topic to be confirmed with editor) <i>value \$1,550</i>	
Eight week sponsorship of the Forum (bi-weekly e-newsletter) includes logo and link (8 week period to be confirmed with editor) <i>value \$1,600</i>	
One booth at the 2015 CampEx plus two full Convention attendees. Booth to be located in prime location or selected by partner <i>value \$1,400</i>	
One ½ page B&W advertisement in the 2015 Buyer's Guide <i>value \$153</i>	
One exhibit at 4 Spring Regional Meetings in 2015 plus full page ad in programs <i>value \$755</i>	
First right of refusal for 2016 Strategic Partner level	
	Total Value Over \$8,800

Marketing Partner \$1,780

Value Proposition	
One year Official Supplier plus Enhanced Listing <i>value \$365+\$101</i>	
One full page B&W advertisement in the 2015 Buyer's Guide <i>value \$287</i>	
One ½ page colour advertisement in 1 issue of <i>Update</i> <i>value \$205</i>	
One booth at the 2015 CampEx <i>value \$580</i>	
One exhibit at 4 Spring Regional Meetings in 2015 plus a 1/2 page advertisement in programs <i>value \$685</i>	
	Total Value Over \$2,200





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Contributing Partner \$1,045

Value Proposition	
One year Official Supplier plus Enhanced Listing	<i>value \$365+\$101</i>
One ½ page B&W advertisement in the 2015 Buyer's Guide	<i>value \$153</i>
One booth at the 2015 CampEx <u>or</u> One exhibit at 4 Spring Regional Meetings in 2015 plus a ¼ page advertisement in program	<i>value \$580</i>
Total Value \$1,200	

Official Supplier \$365

Value Proposition	
One year Official Supplier	
<ul style="list-style-type: none"> • Advertising and marketing opportunities on a pay-as-you go basis • Basic listing in Buyer's Guide and on website • Access to select benefits • Access to member section of website • Access to campground member list 	

Region Official Supplier \$153

Value Proposition	
One year Region Official Supplier (only 1 region may be selected)	
<ul style="list-style-type: none"> • Basic listing in Buyer's Guide and on website • Access to select benefits • Access to member section of website • Access to specific region campground member list 	





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First Name		Last Name	
Title			
Company Name			
Address			
City	Province	Postal Code	
Phone	Fax	Email	

Partnership Requested:

- Sponsoring Executive
- Strategic
- Marketing
- Contributing
- Supplier (**please note** that logo/weblink is additional)
- Region (please select region) _____

Amount \$ _____

#R107800187 HST 13% \$ _____

Amount Enclosed \$ _____

Payment Method

- Cheque (payable to Ontario Private Campground Association)
- Please invoice (can be billed quarterly for Strategic Partner level and above)

The undersigned is fully authorized to commit the above noted to all terms and conditions of this contract. An unsigned contract will be returned.

Signature: _____

PLEASE FAX TO 1-877-905-2714 or email to Guida directly at
gwilliamson@campinginontario.ca

