

Join us in Charleston, SC!

# VENDOR INFORMATION



## 2019 Yogi Bear's Jellystone Park™ Trade Show at Symposium

Tuesday, Nov. 12<sup>th</sup> - Wednesday, Nov. 13<sup>th</sup>

- 🐾 **Register by Aug. 30 to be included in this year's Program Guide!**
- 🐾 Special Recognition Sponsorships Available -- includes free ad in program guide
- 🐾 Franchisees report this is their main buying show
- 🐾 Booth space is limited so make reservations early
- 🐾 Discounts for Early Bird Registration by March 1, 2019

YOGI BEAR and all related characters and elements © & ™ Hanna-Barbera. (s18)





**Leisure Systems, Inc.**  
502 TechneCenter Dr., Suite D  
Milford, OH 45150  
[www.jellystonefranchise.com](http://www.jellystonefranchise.com)

*Dear Vendors,*

It's that time of year and everyone is making plans for the upcoming trade show circuit. The 2018 Yogi Bear's Jellystone Park™ Trade Show was a huge success and only one booth short of a full house! We are anxious to make 2019 even better with your assistance. All indications are the camping industry should continue to be strong and the Jellystone Park franchise system looks to lead the industry in that growth; which in turn should increase purchases for you the vendors.

Thanks to everyone who participated in our past shows. The franchisees agree that *this is their main buying show*.

We will continue to work to make next year's trade show better and more valuable to you.

Looking forward to working with you in 2019!

Sincerely,  
*Dan Wolford*

**Dan Wolford**  
Leisure Systems, Inc.  
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**2019 Yogi Bear's Jellystone Park™ Camp-Resorts Trade Show at Symposium**  
**Tuesday, Nov. 12<sup>th</sup> - Wednesday, Nov. 13<sup>th</sup>**  
**Charleston Area Convention Center · Charleston, SC**

**Booth Space includes:**

- ◆ Pipe and draped booth space, name tags for booth attendees, and signage with your company name.  
**Does not include electricity, table, or chairs.**
- ◆ Tuesday social for two on the Trade Show floor.
- ◆ Wednesday lunch for two on the Trade Show floor.
- ◆ Listing in program guide. Registration must be received and paid by August 30, 2019 for inclusion in guide.
- ◆ Listing in franchisees' online vendor directory.

We will be on the first floor so this will make move-in easy. Please note that the Trade Show floor is not carpeted.

*Hurry...Booth space is limited!*  
*Traditionally we sell out of booth space.*

**Booth Fee:**

Size	Before Dec. 1, 2018	Before March 1, 2019	After March 1, 2019
8' x 10'	\$800	\$900	\$1,000
8' x 20'	\$1,600	\$1,700	\$1,800
8' x 30'	\$2,400	\$2,500	\$2,600
Cabin Space	\$2,000	\$2,100	\$2,200

**Education Fundraiser**

Vendors may donate items to raise money for educational events. Money raised will be used to sponsor CARE meetings at our spring conference, recreational training programs and funding of quality speakers for educational seminars. Each vendor donating an item will receive a ticket box for their booth. Please include a description of the donated item on your registration form. You may also send a descriptive flyer that we can copy and include in franchisees' welcome packet, as well as place at your booth.

A list of donated items and what booth the item is located at will be handed out at the LSI booth. Tickets will be sold at the LSI booth on Tuesday and Wednesday. Parks, vendors and all attendees may drop as many tickets as they want into donation boxes for the item they want to win. Drawings will begin on Wednesday at 3:00 pm and ticket holders must be present to win.

**Trade Show Vendor Social**

The Trade Show Vendor Social will be held in the Convention Center on Tuesday, Nov. 12, from 5:30 pm to 7:30 pm. (Booths must be set up by 4:00 pm on Tuesday.)



**Sponsorship Opportunities**

A Sponsorship allows your company to gain extra recognition above and beyond the Trade Show appearance.

**All Sponsorships Include:**

- ◆ Special recognition and thanks in the program guide
- ◆ Signage at the sponsored event
- ◆ Ad/article in pre-show and post-show franchisee newsletter, *The Jellystone Park Journal*
- ◆ Ad in program guide (see below for ad size)  
 All ads are full color. You must supply a press-ready ad.

Platinum Premier Sponsor*	.....full page
Boone Hall Opening Reception*	.....full page
Harbor Cruise*	.....full page
Awards Banquet*	.....full page
\$1,500 level	.....half page
\$1,000 level	..... quarter page

*\*In addition, these sponsorships include an invitation to the Banquet Dinner and Awards Presentation.*

- ◆ **Premier Sponsorships** Also includes an 8' x 10' booth space, recognition at every event during Symposium, a banner ad in the *Jellystone Park Journal* published during the following year (approximately twelve issues each year), a special notation next to the listing provided on the vendor page of the franchisee website, and a special thank you at the Symposium opening.

<b>Premier Sponsor</b> .....	Substantial Contribution
<b>Boone Hall Opening Reception</b> .....	(1) \$5,000 or (2) \$2,500
<b>Harbor Cruise</b> .....	(1) \$5,000 or (2) \$2,500
<b>Awards Banquet</b> .....	\$4,000
<b>Trade Show Vendor Social</b> (Tues. evening) .....	\$1,500
<b>Lunch</b> (Mon./Wed./Thurs.) .....	\$1,500/ea.
<b>Yogi Advisory Council Lunch</b> .....	\$1,000
<b>Beverage Service</b> .....	\$1,000
<b>Quarter Page Ad in Program Book</b> .....	\$500

**Promotional Opportunities**

If you participate in the Trade Show you will automatically be included in our **Franchisees' online preferred vendor directory** at no additional charge. This is a perfect way to be close at hand and in front of the franchisees. We can also post specials if you have them.

# 2019 Convention Center Vendor Schedule

## ***Tuesday, Nov. 12***

7:00 am - 4:00 pm ..... Vendor Set Up  
4:30 pm - 7:30 pm ..... Open Trade Show  
5:30 pm - 7:30 pm ..... Cocktail Party with  
Yogi Bear™ Franchisees

## ***Wednesday, Nov. 13***

9:00 am - 4:00 pm ..... Open Trade Show  
11:30 am - 1:00 pm ..... Lunch at Trade Show  
4:00 pm - 8:00 pm ..... Vendor Break Down  
and Move Out

## **Convention Center & Hotel Information**

The Trade Show will be held at the Charleston Area Convention Center in Charleston, SC. The show facilitator will provide a show packet outlining any additional items needed and information regarding incoming and outgoing freight.

Registration packets for vendors will be distributed at the convention center.

You are responsible for your hotel accommodations and will deal directly with the Embassy Suites. Event name is "Leisure Systems, Inc. Symposium 2019." Room rates range from \$152.00 - \$172.00\* and room block will open January 1, 2019. Hold is until October 1, 2019.

\*Free high speed internet is included.

### **Embassy Suites Charleston Area**

5055 International Blvd.  
North Charleston, SC 29418  
**1-800-EMBASSY**  
[www.embassysuites.com](http://www.embassysuites.com)



# 2019 Jellystone Park™ Trade Show Application

Please send completed form and payment to our offices no later than **by Aug. 30, 2019.**

(Submission instructions can be found on next page.)

**NOTE: This is a fill-in form. You may type in your responses prior to printing.**

## Information for Directory Listing

Company: \_\_\_\_\_

Website: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_

Trade Show Attendee Name(s) for Badges: \_\_\_\_\_

## Product(s) you will be promoting at the Trade Show

*This info will be used for the Vendor List which will be passed out to all attendees. It will also be listed on our website -- [www.jellystonefranchise.com](http://www.jellystonefranchise.com) -- for all of our franchisees. (Description is limited to no more than 200 characters.)*

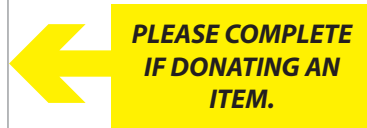
## Special Pricing or Promotion for Trade Show (if any)

*This info will be used for the Vendor List which will be passed out to all attendees.*

## Educational Fundraiser

Yes, I would like to donate the following.

Value: \$ \_\_\_\_\_



## 2019 Jellystone Park™ Trade Show Application (cont.)

*This is a fill-in form. You may type in your responses prior to printing.*

✓	Booth Space	Before 12/01/18	Before 03/01/19	After 03/01/19	Amount
	8' x 10' space	\$800	\$900	\$1,000	
	8' x 20' space	\$1,600	\$1,700	\$1,800	
	8' x 30' space	\$2,400	\$2,500	\$2,600	
	Cabin space*	\$2,000	\$2,100	\$2,200	
<b>Event Sponsorship</b> <i>Please list event and amount.</i> <i>Sponsorship includes program guide ad.</i>					
<b>Extra attendees _____ @ \$100/each</b> <i>(This covers the Vendor Social and Wednesday lunch.)</i>					
<b>Quarter Page Ad in Program Book (\$500)</b>					
<b>TOTAL</b>					\$

**PLEASE NOTE: No refunds will be issued after 09/15/2019.**

### Booth Selection

You can help select which booth you would like to be assigned to this year. Every effort will be made to give you one of your choices, however, there are no guarantees. **This is on a first paid, first assigned basis, so make sure you get your registration in quickly to increase your chances of obtaining your preferred space.**

The booth layout will be available after January 1, 2019.

**\* Truck drivers for cabins must stay in the area to ensure early departure on move out day.**

# 2019 Jellystone Park™ Trade Show

*NOTE: This is a fill-in form. You may type in your responses prior to printing.*

## Credit Card Payment Information

Name on Card: \_\_\_\_\_

Company: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

**Credit Card:**     Visa     MC

Account Number: \_\_\_\_\_

Card Expiration Date (MM/YY): \_\_\_\_\_ CVV (on back): \_\_\_\_\_

Authorized Amount: \$ \_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

*(If emailing form, please type in name.)*

***Please fill out both pages completely and submit via...***

**Mail:**        Attn: Accounting Department  
Leisure Systems Inc.  
502 TechneCenter Dr., Suite D  
Milford, OH 45150

**Fax:**        513-576-8670

**Email:**     [mbschutter@leisure-systems.com](mailto:mbschutter@leisure-systems.com)



**2019**  
**SYMPOSIUM**  
**CHARLESTON, SC**

**Unique  
Sponsorship  
Opportunity**  
**Available For  
Symposium 2019!**

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**Opening Reception  
Hosted at Boone Hall  
Plantation**

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**A NIGHT OUT ON A  
HARBOR CRUISE**

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**TWO**  
**\$5,000 Sponsorship**

**Opportunities  
Available**

**(This allows you to bring 4  
people to this event at no  
charge-inquire within)**

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**FOUR**  
**\$2,500 Sponsorship**

**Opportunities  
Available**

**(This allows you to bring 2  
people to the event at no  
charge-inquire within)**