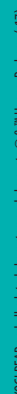


VENDOR INFORMATION



- 🐾 **Register by Oct. 1st 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 August 31st**



Leisure Systems, Inc.
502 TechneCenter Dr., Suite D
Milford, OH 45150
www.jellystonefranchise.com

Dear Vendors,

It's that time of year and everyone is making plans for the upcoming trade show circuit. The 2016 Yogi Bear's Jellystone Park™ Trade Show was a huge success and we are anxious to make 2017 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 *it is their main buying show*.

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

Looking forward to working with you in 2017!

Sincerely,

Dean H. Crawford

Dean H. Crawford

Executive Vice President, Leisure Systems, Inc.

dcrawford@leisure-systems.com

(ph) 513-831-2100 ext. 7801

800-626-3720 ext. 7801

(cell) 513-702-3132

(fax) 513-576-8670





2017 Yogi Bear's Jellystone Park™ Camp-Resorts Symposium & Trade Show

Tuesday, Nov. 7th - Wednesday, Nov. 8th
 Northern Kentucky Convention Center · Covington, Kentucky
 (across the Ohio River from Cincinnati, Ohio)

Booth Space includes:

- ⇒ Pipe and draped booth space, one skirted table, two chairs, name tags for booth attendees, and signage with your company name. **Does not include electricity.**
- ⇒ Wednesday lunch for two on the Trade Show floor
- ⇒ Listing in program guide. Registration must be received by October 1, 2017 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 carpeted.

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

Booth Fee:

	Before Aug. 31, 2017	After Aug. 31, 2017
Size		
8' x 10'	\$650	\$750
8' x 20'	\$1,150	\$1,250
8' x 30'	\$1,500	\$1,700

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. 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 there as well on Tuesday and Wednesday and parks will 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

There is going to be a Trade Show Vendor Social to be held in the Convention Center on Tuesday, 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:

- ⇒ Booth space (8' x 10')
- ⇒ 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
Awards Banquet*	full page
\$1,500 level	half page
\$1,000 level	quarter page

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

- ⇒ **Premier Sponsorships** also include recognition at every event during Symposium, a banner ad in the *Jellystone Park Journal* published during the following year (approximately ten 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 by LSI's COO, Rob Schutter.

Premier Sponsor	Substantial Contribution
Awards Banquet	\$2,500
Opening Reception (Mon. evening)	\$1,500
Trade Show Vendor Social (Tues. evening)	\$1,500
Lunch (Mon./Wed./Thurs.)	\$1,500/ea.
YAC Lunch (Mon.)	\$1,000
Beverage Service (Mon./Tues./Thurs.)	\$1,000/each
Quarter Page Ad in Program Book	\$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.

2017 Convention Center Vendor Schedule

Tuesday, Nov. 7

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. 8

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 Northern Kentucky Convention Center, Covington, Kentucky. The show facilitator, George E. Fern Company, will provide a show packet outlining any additional items needed and information regarding incoming and outgoing freight.

George E. Fern Company
645 Lynn St., Cincinnati, OH 45206
(ph) 513-333-7060 • (fax) 513-333-7067
hyellman@GeorgeFern.com

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 2017." Room rate is \$146.00* and room block hold is until October 10, 2017.

*Free High Speed Internet is included.

Embassy Suites RiverCenter
10 East RiverCenter Blvd.
Covington, KY 41011
(ph) 859-261-8400
(fax) 859-261-8486
1-800-EMBASSY
www.embassysuites.com

Directions:

From I-75 / I-71 south, take exit 192 (Covington 5th street).
Turn left on Madison. Hotel is on the right.



2017 Jellystone Park™ Trade Show Application

Please send completed form and payment to our offices **by Oct. 1st, 2017**. (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 -- 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: \$ _____

2017 Jellystone Park™ Trade Show Application (cont.)

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

✓	Booth Space	Before 08/31/17	After 08/31/17	Amount
	8' x 10' space	\$650	\$750	
	8' x 20' space	\$1,150	\$1,250	
	8' x 30' space*	\$1,500	\$1,700	
Event Sponsorship <i>Please list event and amount.</i> <i>Sponsorship includes program guide ad and an 8' x 10' booth space.</i>				
Quarter Page Ad in Program Book (\$500)				
TOTAL				\$

PLEASE NOTE: No refunds will be issued after 10/1/2017.

Booth Selection

You can help select which booth you would like to be assigned to this year. Please refer to the floor layout on the following page, and then list below your top three choices (in order of preference) for your booth space. List two or three consecutive booths if you have reserved an 8' x 20' or 8' x 30' space. 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.**

First Booth Choice: _____

Second Booth Choice: _____

Third Booth Choice: _____

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

2017 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): _____ Authorized Amount: \$ _____

Date: _____ Signature: _____
(If emailing form, please type in name.)

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

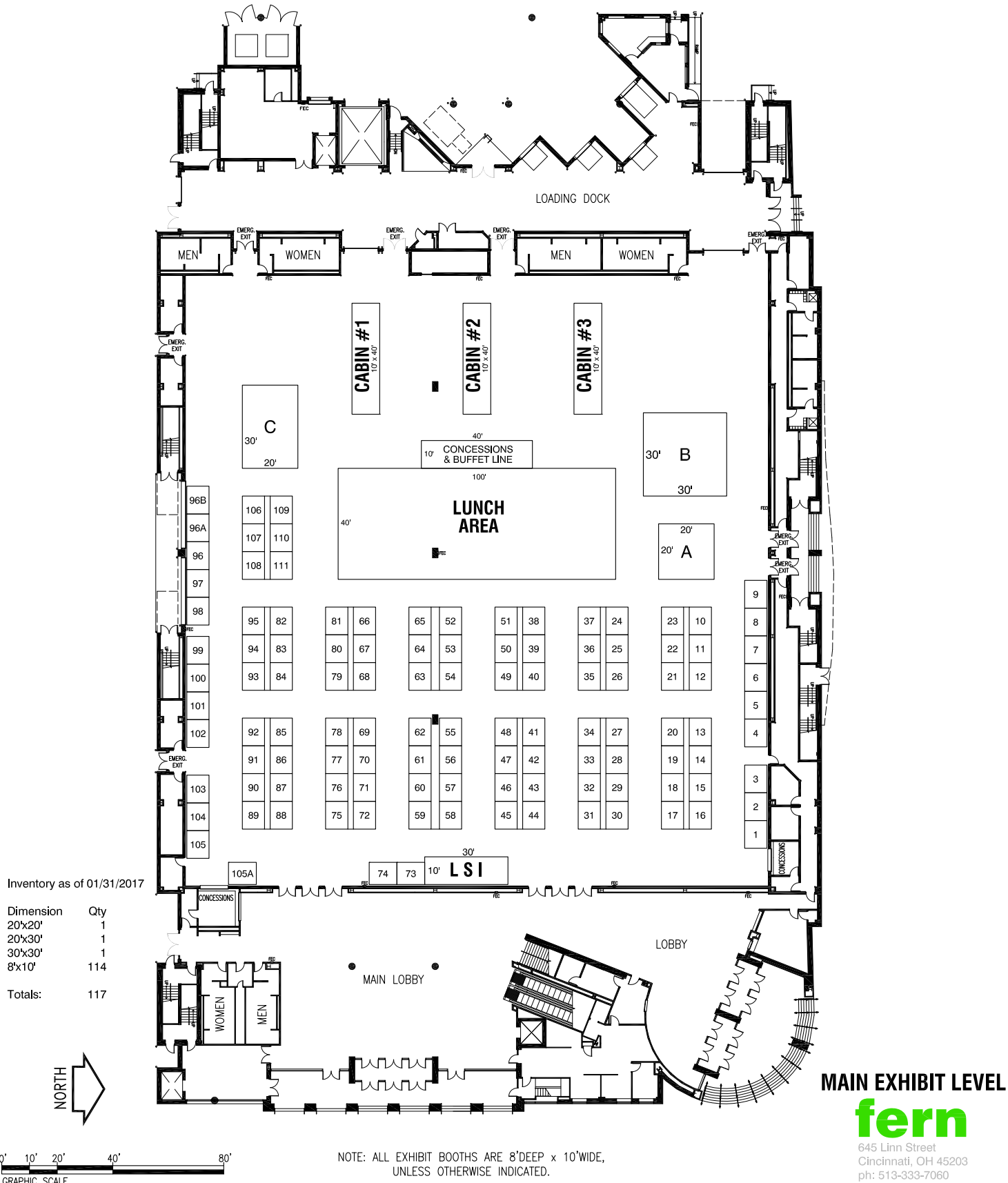
Mail: Attn: Accounting Department
Leisure Systems Inc.
502 TechneCenter Dr., Suite D
Milford, OH 45150

Fax: 513-576-8670

Email: mbschutter@leisure-systems.com

NORTHERN KENTUCKY CONVENTION CENTER

COVINGTON, KENTUCKY



LEISURE SYSTEMS ANNUAL SYMPOSIUM NOVEMBER 6 - 9, 2017