

# It's Down to the Nitty-Gritty for the Virtual Expo

New Berlin, PA – For Immediate Release

With the Virtual Outdoor Hospitality Expo only a week away, the Producers and the show's software provider, VCopious, is putting the finishing touches on the event.

Almost all the booths are now set-up and the Exhibitor's roster and webinar schedule is complete and the training sessions underway for Sponsors and Exhibitors alike. The producers are now adding details to the appearance of the Expo slated to begin on Thursday, November 10<sup>th</sup> at 12 noon, eastern time. The Expo has already pre-registered over 100 attendees, not including Expo personnel. Registration only started late last week so they expect record crowds this year.

“So much has changed from last year's event,” says Producer Art Lieberman “and most importantly VCopious has handled ALL of the software setup including actually utilizing data provided by exhibitors to arrange the appearance of all the booths. This freed Campground Expositions to advertise to potential attendees as never before”.

Last week, two final businesses, cabin and park model manufacturer, North Park Cabins and Park Models and Colortime Crafts and Markers joined the Expo's list of exhibitors at the deadline. North Park, ([www.northparkhomesandcabins.com](http://www.northparkhomesandcabins.com)) located in Minocqua, Wisconsin, started in 2003 and custom-builds park models. Their park models feature true home style construction with full 2x4 walls, premium window selections, and standard insulation packages allowing full season usage.

Colortime Craft and Markers, ([www.colortime.com](http://www.colortime.com)) markets a unique product: fabric markers which can be used to color in T-shirts, pillowcases, tote bags, back packs, bandanas or headwraps. These items can either be screen printed with a stock design from Colortime or your own custom design. Colortime is a frequent exhibitor at physical trade shows and has joined the virtual event for the first time.

“Truthfully, this year's Expo is far superior to last year's event and it's principally because of VCopious. At this time last year, the software wasn't even ready. Participants were phoning us every day seeking help in setting up their booths and placing files into them”, said Deanne Bower, the Expo's Co-Producer. “This year we're miles ahead of the game, concentrating on the little details that will enhance the user's experience in the software. We're getting calls from VCopious asking us what colors we want for the signs above the “entrance doors” to the various virtual rooms such as the Exhibit Hall, the Conference Room, etc.”

“Because we're now into details, which don't take any time, it has enabled us to schedule a “Press Party and Expo Preview” for all Exhibitors, the press and other invited guests which will be held on November 8<sup>th</sup>, 2 days before the Expo officially opens. This year, the booths are being created using some exhibitor's ideas with assistance from VCopious. For instance, exhibitor Yurts

of America's booth is an actual yurt, courtesy of some software manipulation by VCopious. Pelland Advertising's booth looks exactly like their booth at the many trade shows they have attended. Video files sparkle with interesting items on the screens in some of the booths."

The webinars being lined up include: Social Syncing: Cross Platform Content Marketing, Marketing to Rally Groups; Credit Cards: A Primer on Savings and Security; PCI Compliance and Software and Social Media. And, once again Evanne Schmardeur will present her RV Cooking Show, live from her own RV. Additionally, the Sponsors Webinars Room will allow Sponsors to do demonstration of their products and services to groups. All of these will be recorded and viewable for the entire 62 days the Expo is on the Web.

Registration is free at <http://register.outdoorhospitalityexpo.com>

*David Gorin & Associates Presents the **Virtual Outdoor Hospitality Expo II** is being produced by Art Lieberman and Deanne Bower of Campground Expositions. They can be reached at 877-901-EXPO (3976) or by e-mail at [campvirtualshow@yahoo.com](mailto:campvirtualshow@yahoo.com). The website of the Expo is [www.outdoorhospitalityexpo.com](http://www.outdoorhospitalityexpo.com).*