

# **E-News to Publish Souvenir Program for Virtual Expo**

New Berlin, PA – For Immediate Release

Campground and RV Park e-News has once again been selected by the Producers of the Virtual Outdoor Hospitality Expo to publish the Souvenir Program for this year's event.

“There are a few new wrinkles to this year's program”, said Art Lieberman, the Expo's producer. “Besides having the complete contact information on each Sponsor and Exhibitor, the listing will contain a direct link to each booth. All the reader need do is to click on the name or logo of the participant and they will be transported directly into their booth. This will be the case for the two days the show runs live AND for the additional 60 days the Expo will be in the 'on demand' status. It's a little like 'Star Trek'”.

The link is due to the ability of VCopious, the company responsible for the Expo's software, to create an individual URL for each Sponsor and Exhibitor. This URL can also be placed on websites of the participating companies. After clicking on the link and entering the booth, attendees will be asked to log in to the booth if they have previously registered or to register at that time for the Expo. After checking out the particular exhibitor's wares, the reader will be able to go to any other location at the Expo including the Lobby, Exhibit Hall, Conference Room, Sponsor's Seminars, Resource Center or the Lounge.

“This is just another example of the flexibility available at a virtual event”, says Deanne Bower, the Expo's co-producer. “I continue to be amazed at the differences between a trade show conducted on the web and a physical show. We know who attended, how much time they spent at any booth or webinar, what materials they downloaded into their briefcases and if they wish to inform us, what suggestions they would make to improve the event. Also at a show conducted on the Internet, attendees may leave the event to attend to other matters and return hours, days or even weeks later”. Statistics from the first Virtual Expo bear this out. There were 1,447 total visits to the Expo last year, but only 497 attendees, 279 who were owners of outdoor hospitality businesses.

The publication of the Expo Souvenir Program was responsible for some of this attendance, which exceeded attendance of any previous show in the outdoor hospitality industry. Pre-registration e-mails that were sent out by the software, publicity in such publications as Campground and RV Park e-News, Campground Management, Park and Rec, RV Daily News and the participation of 7 trade associations including two from Canada accounted for most of the rest of the attendees for last year's Expo.

This year the Producers have joined both the Outdoor Hospitality Industry Association (OIA) and the National Ski Areas Association (NSAA) hoping to attract a greater variety of attendees to the event and broadening subjects of the educational webinars.

Advertising rates for the Souvenir Program are reasonable, especially considering the “shelf life” of the publication. Even if a company is not exhibiting at the Virtual Expo, the

Souvenir Program represents a unique opportunity, to present their product or service to nearly 11,000 recipients of the publication.

*The Virtual Outdoor Hospitality is 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).*