

<http://live.outdoorhospitalityexpo.com>

Your Gateway to the 2011 Virtual Outdoor Hospitality Expo

New Berlin, PA – For Immediate Release

Beginning this Thursday, November 10th and continuing on the following day, 11/11/11, the 2nd International Virtual Outdoor Hospitality Expo will be LIVE on the Internet beginning at 12 Noon, Eastern Time, each day. The Expo will feature sponsor's and exhibitor's booths, educational webinars, product and service demonstrations, a resource library and a chat lounge. As noted many times, attending or viewing all these places and events is totally FREE to attendees. After Friday, the Expo will still be available for viewing for an additional 60 days into 2012. All of the booths will still be accessible and the seminars will be viewable since they will have been recorded.

Nearly 40,000 notices have been sent out to 15,000 owners of campgrounds, marinas, ski lodges, golfing resorts, dude ranches and paddleboat and canoeing facilities. Also receiving invitations are members of the press, trade associations and governmental agencies who participate in the outdoor hospitality industry. Over 3,300 prospective attendees have been sent notices announcing that they have been pre-registered and a user name and password have been provided to them to enter the Expo. Record attendance for ANY trade show in the outdoor hospitality industry is anticipated at this year's event.

A schedule of the conference speakers and their subject matter will be posted on the website of the virtual show at www.outdoorhospitalityexpo.com and in the 2011 Souvenir Directory, produced by Campground and RV Park e-News, which will be e-mailed to everyone today. The Directory will also be available in the lobby of the Expo for downloading.

This year, exhibitors whose websites have a webpage where prospective buyers may purchase items or services, will have a "buy it now" button in their virtual booth. Exhibitors, the press and other invited guests have already viewed the Expo at the party conducted on Tuesday. The tour was conducted by Elizabeth Davenport of VCopious, the software provider for the Expo. The company will also have personnel on hand at the event to deal with any technical issues that might arise. All other information may be obtained at the "help desk" which is in booth D5.

It is expected that attendees will enjoy attending the Expo and exploring the software this year. The average time generally spent at a virtual expo is approximately 102 minutes according to figures available from industry sources. "We expect to exceed that time", says Producer Art Lieberman, "since this year the software is extremely 'user friendly' and attendees will want to watch a free educational seminar or two and view all the booths and chat with sponsors, exhibitors, speakers and even each other,"

Exhibitors will have accurate information about attendees since the reporting facilities for the event will be accessible to them. When an attendee enters their booth, exhibitors will see a “business card” of the attendee which is assembled from the registration information. The person-to-person contact will be informative for both parties.

After the live portion of the Expo is over, exhibitors will have access to information about all of the attendance statistics including people, length of visit, which webinars were attended etc. An extraordinary amount of information is obtained from a virtual show which is not possible from a physical event.

Once again, the producers are grateful to the members of the Advisory Board of the Expo. David Gorin for his sage advice, particularly in the marketing of the event, Deb Kohls who once again presided over the webinars, Evanne Schmarcker our press agent and publicist, Jim Ganley who gave us advice and contributed his opinions on many issues and Norm Boucher, who gave us a view of the Expo from a retailers point of view. Without these people taking time from their own businesses to assist in the production of the Expo, there would not have been an Expo II.

Finally, the producers would like to further salute David Gorin. David, after having participated in last year’s event, decided to devote himself wholly to this year’s Expo. He committed his funds, his time and a huge amount of effort into the success of the show. If the Expo does succeed, much of the credit belongs to David Gorin.

See you all on Thursday. Click the link above, register NOW, and go to the site after 12 noon on Thursday and join the 21st Century celebration of technology.

*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. The website of the Expo is www.outdoorhospitalityexpo.com.*