

# TACOMA FALL RV SHOW®

PRESENTED BY



OCTOBER 3 – 6, 2024

TACOMA DOME • TACOMA, WA

[TACOMAFALLRVSHOW.COM](http://TACOMAFALLRVSHOW.COM)

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JANUARY 23 – 26, 2025

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## SPONSORSHIP OPPORTUNITIES

**\$650** TRADING POST  
PREMIUM LISTING  
per show

Business name, logo, website link, or phone number, video, Instagram and/or Facebook link, and up to 400 characters for a profile on both the Tacoma Fall RV Show and Tacoma RV Show Exhibitor pages and also at the O'Loughlin Trade Shows online Trading Post website.

[SSTRADINGPOST.COM](http://SSTRADINGPOST.COM)



Example listing

**\$1,000** 300x250 TILE AD ON  
SHOW HOMEPAGE  
per show

Website traffic for the Tacoma Fall RV Show and Tacoma RV Show averages 45,000+ pageviews annually. Six month duration.

Limited website advertising opportunity - only three positions available - can be linked to desired URL.

Ad Specs:

- jpeg, png or gif files
- 300x250 pixels
- File size 50k, 72 dpi

**\$3,500** SHOW GUIDE  
SPONSOR  
per show

Put your company's name and logo in every attendees hands. You'll make a lasting impression by being the official show guide sponsor to all show attendees as they enter and walk the aisles. This is a turnkey promotion. OTS will design and print the show guide and include your show logo prominently through the guide.

Sponsorship includes:

- 10x10 booth space, includes pipe and drape only.
- Link and logo on either [tacomafallrvshow.com](http://tacomafallrvshow.com) or [tacomarvshow.com](http://tacomarvshow.com)
- Two Social media posts on each platform, Instagram and Facebook.

**\$20,000** PARKING LOT  
SPONSOR  
per show

The Tacoma Fall RV Show and the Tacoma RV Show is looking to get your brand in front of everyone who comes to the show. Welcome signage at the parking kiosks along with providing FREE parking to the thousands of attendees. Your brand will be a hero - everyone loves FREE parking!

Sponsorship includes:

- Link and logo on either the [tacomafallrvshow.com](http://tacomafallrvshow.com) or the [tacomarvshow.com](http://tacomarvshow.com) website
- Inclusion in all marketing mentioning parking-Broadcast, Print, PR Reasons to Attend, Web, Social - "FREE parking everyday of the show courtesy of ....."
- Value: Over \$50,000
- 10 x 10 booth space which includes pipe and drape, tables, chairs, carpet and electrical.
- Banners provided by the sponsor for placement indoor and outdoors.
- Two Social media posts on each platform, Instagram and Facebook.
- Two eblast mentions.
- PR Reasons to attend.
- Free WiFi.
- Five Master Passes to the show.



# WE BRING THE BUYERS

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2023 Tacoma Fall RV Show

**42,289,303**

Total 2023 Media Impressions  
based on Adults 35+  
(Traditional, Digital and Social Media)

**6-8,000**

Average  
Attendance

### Reasons to Exhibit

- Tacoma RV shows are the most productive shows in the area.
- No where can you see more people in four-days.
- Free Social Media inclusion to support exhibitors at the show.
- Participating in these RV Shows is more relevant with inventories returning to pre-pandemic and competitive environment.
- Space is limited with high dealer/exhibitor demand.



Targeted marketing campaign to reach those buyers in the  
**SEATTLE-TACOMA DMA**

### 2024 Survey Results

- **82%** attendees are between 25-65 years of age.
- **\$135,000** average HHI.
- **71%** are looking for accessories.
- **68%** will finance.
- **43%** plan to buy an RV within the year.



2024 Tacoma RV Show

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**38,394,819**

Total 2023 Media Impressions  
based on Adults 35+  
(Traditional, Digital and Social Media)

**8-10,000**

Average  
Attendance