

2017 FMCA SOUTHEAST AREA RALLY

"SEA LANDS IN LAKELAND"

FEBRUARY 2-5, 2017

To All Our Commercial Vendors:

Plans are underway for the 34th Annual FMCA Southeast Area Rally to be held February 2-5, 2017 at Sun 'n Fun in Lakeland, Florida. This facility is located adjacent to Lakeland Linder Regional Airport.

Indoor exhibit/vendor booths: Vendors will be able to enter the fairgrounds on Monday, January 30th, after 9:00 AM. Set up will start on Tuesday, January 31st and must be completed by 4:30 PM on Wednesday, February 1st. You must vacate the premises by 12:00 PM on Monday, February 6th. The inside vendor spaces are 10 x 10 with backdrop and side rails provided. The prices for the booths are: \$262.50 tax included for a 10 x 10 space – \$294.25 tax included for a corner booth. Outside vendor space will be \$217.75 tax included. Outside vendors may provide their own tents/shelters providing they fit the allotted outside spaces. Vendors needing electricity beyond the usual lighting will be able to purchase those services or if you need to lease furniture, linens, etc. you can submit those requests to: **Allstar Convention Services, 176 Bettis Academy Rd, Graniteville, SC 29829 phone number: 803/649-5402.**

Food Vendors: There will be limited space for food vendors. After receiving applications we will send confirmation to the vendors we are able to accommodate.

Display Coaches: The Coach Display area will be adjacent to the vendor buildings with good access and visibility for the participants. The cost for Coach Display and Demo Vehicles will be:

1-5 display coaches - \$200.00 each

6-10 display coaches - \$175.00 each

11 and up display coaches - \$150.00 each

Please note that we are **REQUIRED** to have your **PROOF OF INSURANCE, HOLD HARMLESS FORM** and copy of your **FLORIDA SALES TAX CERTIFICATE** on file before we can admit you to the Rally.

A VENDOR DINNER IS PLANNED FOR WEDNESDAY, FEBRUARY 1ST FROM 5-6:30 PM. PLEASE PLAN TO ATTEND.

SPONSORSHIP:

- GOLD STAR SPONSOR: \$2000-\$3000** Includes complementary one page B & W ad in program book – 3 reserved parking spaces – up to 8 reserved seats for entertainment.
- SILVER STAR SPONSOR: \$1000-\$1,900** Includes complementary half page B & W ad in program book – 2 reserved parking spaces – up to 6 reserved seats for entertainment
- BRONZE STAR SPONSOR: \$500-\$999** Includes complementary quarter page ad in program book – 1 reserved parking space – up to 4 reserved

All sponsors will have: Company logo on the web page during the rally – complementary sponsorship banner displayed on grounds during rally.

We invite you to advertise in our rally program book. All prices are listed on the registration form. **ALL ADS MUST BE SUBMITTED PRINT READY AND MUST ARRIVE NO LATER THAN OCTOBER 31, 2016 TO THE FMCA office in Cincinnati.**

To have your company information in the program book, we must have signed contracts back by October 31st, 2016. Contracts received after the cutoff date will be listed on the supplemental list that will be placed in the goody bags.

Our Commercial Vendors are very important to us and we invite you to participate in our 2017 Rally.

Sincerely,

Jim Duncan, National VP Southeast Area of FMCA

Should you have any questions regarding the Vendor area, please feel free to contact:

Commercial Coordinator

Carol Buck
Senior VP, Southeast Area
ruscarb@netzero.com
352/222-0036

Vendor Captain

Jerry Gregg
jlgregg@juno.com
256/651-7924

SOUTHEAST AREA RALLY (SEA)

2017 EXHIBITOR REGISTRATION

Lakeland, Florida
February 2-5, 2017



Company Name			Date	
Contact Name			FMCA Member Number	
Address				
			Cell	
City		State	Zip	
Phone		Fax		
E-mail				
Web Page (to be in program booklet)				

FOR OFFICE USE ONLY

CERTIFICATE OF LIABILITY INSURANCE REQUIRED WITH REGISTRATION

Each exhibitor must carry his own all risk insurance on his property and must be covered by a comprehensive general liability insurance policy providing limits of at least \$1,000,000 combined bodily injury and property damage per each occurrence.

INDOOR Display Space Approx. 10' x 10' (backdrop and side rails included)	\$262.50	#	Total \$
INDOOR CORNER Display Space Approx. 10' x 10' (backdrop and side rails included)	\$294.25	#	Total \$
OUTSIDE VENDOR Approx. 12' x 15' per booth	\$217.75	#	Total \$
List of products and/or food to be sold: <i>(Required – Please be specific)</i>			
COACH DISPLAY VEHICLES (per unit up to 5 units) Are you interested in Coach of the Day? ___ Yes ___ No	\$200.00	#	Total \$
COACH DISPLAY VEHICLES (per unit 6-10 units)	\$175.00	#	Total \$
COACH DISPLAY VEHICLES (per unit 11 units and up)	\$150.00	\$	Total \$
List Coach Make(s)/Model(s): <i>(Required – Please be specific)</i>			
Camping with 30 Amp Generator Electric	\$270.00	#	Total \$
Handicap with 30 Amp Generator Electric	\$270.00	#	Total \$
Dry Camping	\$105.00	#	Total \$

AREA RALLY PROGRAM ADVERTISING: Ad Copy Deadline Date – October 31, 2016. Mail print ready or electronic ad copy to: Southeast Area Rally c/o FMCA, 8291 Clough Pike, Cincinnati, OH 45244; or rallyprogram@fmca.com. Publication of ads received after the deadline date cannot be guaranteed. All ads are printed black on white or in color.

Premium Advertising (circle one) Front Cover Back Cover	\$625.00	Total \$
(Circle One) Inside Front Cover Inside Back Cover	\$575.00	Total \$
Back of Centerfold Map (2 page spread)	\$1,300.00	Total \$
Full color Full Page Ad (7.875" x 10.5" high)	\$475.00	Total \$
Half Page Color Ad (7" x 4.5625" high)	\$299.00	Total \$
Quarter Page Color Ad (7" x 2.375" high)	\$249.00	Total \$
Full page Black & White Ad (7.875" x 10.5" high)	\$185.00	Total \$
Half Page Black & White Ad (7" x 4.5625" high)	\$105.00	Total \$
Quarter Page Black & White Ad (7" x 2.375" high)	\$ 75.00	Total \$

SPONSORSHIP LEVELS -

Bronze Star Sponsor	\$500 - \$999	Total \$
Silver Star Sponsor	\$1,000 - \$1,999	Total \$
Gold Star Sponsor	\$2,000 - \$3,000	Total \$

NAME BADGES (Please print clearly - 6 badges per booth)

(1)	(4)
(2)	(5)
(3)	(6)

Number of people attending dinner on February 1, 2017, from 5:00 – 6:30 PM:

PAYMENT INFORMATION: Make check payable to *FMC, Inc.*

Mail to: SEA (Southeast Area Rally) c/o FMCA, 8291 Clough Pike, Cincinnati, OH 45244

Fax to: 513-474-2332 or 800-543-4717

Credit Card Information: **Discover MasterCard Visa American Express**

Card Number: _____ Expiration: _____ CCID: _____

CC Cardholder: _____ CC Billing Address: _____

CC Billing City, State, Zip: _____ Signature: _____

Events Department: 513-474-3622 or 800-543-3622 ext. 254-----Fax to: 513-474-2332 or 800-543-4717

Carol Buck
Commercial Coordinator,
Senior VP, SE Area
Co-Rally Chairman
352-222-0036
ruscarb@netzero.com

Jerry Gregg
Vendor captain
jlgregg@juno.com
256-651-7924

Thank you

FMCA Southeast Area

Presents

“SEA LANDS IN LAKELAND”

Hold Harmless & Insurance Requirements

Company Name: _____

Address: _____

City, State & Zip: _____

_____ (hereafter referred to as “the Company”) agrees to indemnify and hold FMCA, it’s representatives and employees, harmless against any and all claims (except for FMCA’S sole negligence) demands, damages, costs and expenses (including attorney fees for the defense thereof) arising from the conduct or management of (the company’s) business at Sun n’ Fun, Lakeland, Florida, during the Southeast Area rally, scheduled for February 2-5, 2017.

INSURANCE

Each commercial exhibitor and service contractor must be covered by a Comprehensive General Liability Insurance policy providing limits of a least \$1,000,000 combined limit for bodily injury and property damage per occurrence including products/completed operations coverage. Neither the facility of FMCA, nor any of its service contractors will be responsible for loss or damage to any property of commercial exhibitors or service contractors while in transit or on the event site. **Commercial exhibitors and service contractors must carry their own insurance at their own expense and provide an insurance certificate to FMCA containing FMCA as additional insured.** Failure by FMCA to request or review certificate of insurance shall not be deemed to constitute a waiver of FMCA’s right or exhibitor’s contractor’s obligation hereunder.

_____ Insurance Certificate Attached _____ Insurance Certificate to be mailed/faxed/e-mailed

Signed By: _____

Title: _____ Date: _____

FMCA Southeast Area

Present

“SEA LANDS IN LAKELAND”

February 2-5, 2017

SEMINAR REQUEST

TITLE OF SEMINAR: _____

OUTLINE OF SEMINAR: _____

Attach additional sheets if needed

A microphone and sound system will be installed in all seminar areas; **you must provide any additional equipment necessary for your presentation.**

SEMINAR REQUESTED BY:

Company Name: _____

Contact Person: _____

Address: _____

City, State & Zip: _____

Telephone:(_____) _____ FAX:(_____) _____

E-mail Address: _____

An e-mail confirmation of seminar(s) will be mailed after October 31, 2016

SEMINAR CONFIRMATION:

Location: _____

Date & Time: _____

FMCA Southeast Area

Presents

"SEA LANDS IN LAKELAND"

February 2-5, 2017

DOOR PRIZE DONATION

Door prizes will be offered to rally participants

IF YOU ARE INTERESTED IN FURNISHING A DOOR PRIZE, PLEASE COMPLETE AND RETURN BY 10/31/16

COMPANY NAME: _____

ADDRESS: _____

CITY, STATE & ZIP: _____

TELEPHONE:(_____) _____ fax(_____) _____

DESCRIPTION OF
DONATION:

Door Prizes can be hand delivered upon arrival or shipped to the grounds (to arrive after 1/29/17)

Sun' n Fun Fly-In, Inc.
4175 Medulla Rd
Lakeland, FL 33811
863/644-2431

FMCA Southeast Area

presents

“SEA LANDS IN LAKELAND”

February 2-5, 2017

RALLY PROGRAM **ADVERTISING GUIDE**

ALL ADS MUST BE RECEIVED BY 10/31/16

SOFTWARE PROGRAMS ACCEPTED:

ADOBE PHOTOSHOP CS,
ADOBE ILLUSTRATOR CS,
ADOBE INDESIGN CS,
ADOBE ACROBAT PDF

Unfortunately, we cannot accept ads created in the following software: Microsoft Publisher, Microsoft PowerPoint, and Microsoft Word.

However, if the file is converted to a PDF that meets all other requirements, it is acceptable.

Note to Freehand and Corel Draw Users: No native files accepted. Files must be exported to Adobe Illustrator format and all text/fonts converted to paths/curves/outlines. Submit and save file as both and Adobe Illustrator (ai) and EPS format.

Storage Devices Accepted: CD, DVD OR EMAILED
Graphic Formats Accepted: EPS, TIFF, PDF, JPEG OR GIF.

Resolution/Art/Photo: All ads should be built at 100% of the reproduction size and sent ready to open; do not compress. All scanned images should be no less than 300 DPI, and line art should be no less than 600 DPI. Scans that do not meet the resolution specifications will not reproduce well in the book and advertiser assumes responsibility.

Fonts: All digital ads require both screen and printer fonts. PLEASE INCLUDE ALL FONTS WITH YOUR JOB. All fonts used in the master document and all imported files must be supplied. Unfurnished fonts will be substituted, which may cause formatting

changes. The publisher will not be responsible for ads in which font substitutions must be made. Postscript type 1 fonts provide the best results.

PC USERS: PC fonts cannot be converted to MAC platform; therefore, font substitutions will be made for fonts that have not been converted to paths/outlines/curves. The publisher cannot be responsible for ads in which font substitutions must be made.

Color: Color images must be converted to process CMYK. Unless otherwise specified on the insertion order, all RGB, Pantone and Spot colors will be converted to process. CMYK format and we are not responsible for color variance. All art should be gray-scale or processed CMYK.

Hard Copy/Proofs: Before you submit your digital ad, please check all graphic elements and fonts and complete a successful output to your {Postscript laser printer. A press proof (SWOP) made from final file is required for color ads. For black and white ads, a laser printout of the ad is suitable.

Keep ½" away from edge on all sides for variation in trim.

ADVERTISING RATES FOR PREMIUM SPACE ADS:

Front cover \$625.00 Back Cover \$625.00
Inside Front Cover \$575.00
Inside Back Cover - Last Page \$575.00
Back of Centerfold map (2 page spread) \$1,300.00

FULL COLOR ADS

Full Page \$475 Half Page \$299 Quarter Page \$249

BLACK AND WHITE ADS

Inside Space – Sizes are approximate
Full Page \$185.00 (7.875" x 10.5" high)
Half Page \$105.00 (7" x 4.5625" high)
Quarter Page \$75.00 (7" x 2.375" high)

FMCA Southeast Area

presents

'SEA LANDS IN LAKELAND'

RALLY PROGRAM – ADVERTISING REQUEST

THIS PAGE MUST BE COMPLETED & RETURNED WITH AD-COPY AND PAYMENT BY 10/31/16

COMPANY NAME _____

CONTACT NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE NUMBER _____ FAX _____

E-MAIL _____

Please Indicate Ad Placement (*please circle the location of your ad, if applicable*)

Premium Advertising (circle one) Front Cover Back Cover	\$625.00	Total \$
(Circle One) Inside Front Cover Inside Back Cover	\$575.00	Total \$
Back of Centerfold Map (2 page spread)	\$1,300.00	Total \$
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Quarter Page Black & White Ad (7" x 2.375" high)	\$ 75.00	Total \$

Check Enclosed \$ _____

Credit Card: Visa _____ MasterCard _____ Discover _____ American Express _____

Name on Card: _____

Card # _____ Exp. Date _____ CVV _____

Billing Address for card _____

If you are not registered as a vendor, complete this form and submit with your AD copy and payment by 10/31/16 to: Southeast Area Rally c/o FMCA

8291 Clough Pike – Cincinnati, OH 45244