

# 2021 Powersports and Outdoors Show

October 29-31, 2021



**SPONSORSHIP BROCHURE**







## **SPONSORSHIP AND EXHIBITOR OPPORTUNITIES 30TH (SORT OF) ANNUAL PENNSYLVANIA POWERSPORTS AND OUTDOORS SHOW**

With snowmobiles, motorcycles, ATVs, boats, travel, clothing, gear and accessories, trailers, a used sled corral, and vintage powersports showroom all under one roof, the 30th Annual Pennsylvania Powersports and Outdoors Show is not to be missed. The 2021 show, to be held Oct. 29 - 31, includes 70,000 sq. ft. of exhibition space in the heart of the Lebanon Valley at the Lebanon Valley Exposition Center & Fairgrounds.

Show hours are Friday, Oct 29: 5-9 p.m.;  
Saturday, Oct 30: 9 a.m. – 5 p.m.;  
Sunday, Oct. 31: 10 a.m. – 4 p.m.

Exhibitor set up is October 29 from 8 a.m. to 4 p.m.

Contact us: 717-461-7761  
[papowersportsshow@pasnow.org](mailto:papowersportsshow@pasnow.org)



# SPONSORSHIP AND EXHIBITOR OPPORTUNITIES 30TH ANNUAL PENNSYLVANIA POWERSPORTS AND OUTDOORS SHOW



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# SPONSORSHIP OPPORTUNITIES 30TH ANNUAL PENNSYLVANIA POWERSPORTS AND OUTDOORS SHOW

## PLATINUM

- \$10,000+
- Free exhibit space – please contact us to discuss your needs.
- Logo and sponsor credit in all print advertising, social media, email blasts, print materials, website, cover of the show program, and welcome signs at the show.
- A full-page ad in the show program.
- A free ad in the Keystone Snowmobiler.
- One year rotating website banner ad on [www.pasnow.org](http://www.pasnow.org) (\$1,500 value)!
- 25 VIP passes for your customers/staff.

## SILVER

- \$3,000
- 20'x20' exhibit space
- Logo and sponsor credit in print advertising, social media, email blasts, website, cover of the show program, and welcome signs at the show.
- A half page ad in the show program.
- Website banner ad on [www.pasnow.org](http://www.pasnow.org) for three months of your choice
- 15 VIP passes for your customers/staff.

## GOLD

- \$5,000
- 20'x40' exhibit space
- Logo and sponsor credit in print advertising, social media, email blasts, website, cover of the show program, and welcome signs at the show.
- A full-page ad in the show program.
- One year rotating website banner ad on [www.pasnow.org](http://www.pasnow.org) (\$1,500 value)!
- 20 VIP passes for your customers/staff.

## BRONZE

- \$1,500
- 10'x20' exhibit space
- Logo and sponsor credit in print advertising, social media, email blasts, website, cover of the show program, and welcome signs at the show.
- A quarter page ad in the show program.
- Website banner ad on [www.pasnow.org](http://www.pasnow.org) for three months of your choice
- 10 VIP passes for your customers/staff.

# MORE SPONSORSHIP OPPORTUNITIES

## SAFETY SPONSOR

PSSA provides a free full day Safety Training Class at the Powersports Show. This popular class is attended by 30 to 40 children and adults and upon completion students earn a Snowmobile Safety Certificate.

Sponsorship includes:

- \$500 (one available)
- Logo and sponsor credit in print advertising, social media, email blasts, website, cover of the show program, and welcome signs at the show.
- A quarter page ad in the show program.
- Sponsorship recognition on PSSA's safety class web page which promotes safety classes throughout Pennsylvania
- 2 VIP passes for your customers/staff.

## HOSPITALITY SUITE SPONSOR

Say "thank you" to the volunteers and vendors who make the Powersports Show possible! The Hospitality Suite provides refreshments for the duration of the show for all volunteers and vendors.

- \$600 (one available)
- Logo and sponsor credit in print advertising, social media, email blasts, website, cover of the show program, and welcome signs at the show.
- Opportunity to display signage in the Hospitality room.
- A quarter page ad in the show program.
- 2 VIP passes for your customers/staff.







# EXHIBITOR OPPORTUNITIES

## EXHIBIT SPACE INCLUDES:

- (1) 8' long table, covered and skirted (by request only)
- (2) chairs (by request only)
- Exhibitor badges
- Listing on the PSSA website
- Listing in the show program
- Social media advertising
- Free parking
- VIP passes (see chart for quantity)

SHOW EXHIBITOR RATES ARE AS FOLLOWS: :

| Booth Type                            | Early Bird Rates – Before Aug 31 |                     | After Sept 1   | VIP Passes |
|---------------------------------------|----------------------------------|---------------------|----------------|------------|
|                                       |                                  | Cash/Check Discount |                |            |
| 10 x 10                               | \$415                            | \$400               | \$440          | 2          |
| 10 x 20                               | \$725                            | \$700               | \$770          | 2          |
| 10 x 30                               | \$1,035                          | \$1,000             | \$1,100        | 4          |
| 10 x 40 / 20 x 20                     | \$1,090                          | \$1,050             | \$1,265        | 4          |
| 20 x 30                               | \$1,550                          | \$1,500             | \$1,650        | 6          |
| 30 x 30                               | \$1,750                          | \$1,700             | \$1,870        | 6          |
| 1,000 sq ft +                         | \$1.80 / sq ft                   | \$1.75 / sq ft      | \$1.93 / sq ft | 6          |
| Club displays<br>(PSSA Chapters Only) | \$100                            |                     |                | 2          |
| Custom layouts                        | Call for pricing                 |                     |                |            |

Electric: \$75 for the weekend.

Please reserve your space now by returning the Sponsor and Exhibitor Application with your check or credit card payment information and Exhibitor Contract.

Space is limited and assigned on a first- come, first-serve basis.

# 2021-2022 ADVERTISING OPPORTUNITIES:

INCREASE YOUR VISIBILITY AT THE 30TH ANNUAL PENNSYLVANIA POWERSPORTS SHOW WITH AN ADVERTISEMENT IN THE SHOW PROGRAM OR REACH THOUSANDS OF POTENTIAL CUSTOMERS ALL YEAR LONG WITH PSSA WEBSITE ADVERTISING.

## SHOW PROGRAM ADVERTISING

Show program to include schedule of events, show map, vendor list and company descriptions, sponsor advertisements and exhibitor advertisements. Thousands of copies will be distributed over the course of the show. Don't miss your chance to promote show specials, upcoming open houses or holiday promotions in this valuable guide! Orders must be received by Sept. 1, 2021. Ads due Sept. 15, 2021.

For ad specifications visit:  
<http://www.pasnow.org/ads>

### SHOW PROGRAM ADVERTISING

Full page ad  
\$350

Half page ad  
\$180

Quarter page ad  
\$100

### FULL YEAR WEB ADVERTISING

Home page banner ad  
(rotating)  
\$1,500

Webcams page ad  
\$1,000

Regional Club page ad  
\$350

### PSSA WEBSITE STATISTICS

- 38,000 annual user visits
- 58,000 yearly sessions
- Webcams page - 43,000 page views
- Homepage - 19,000 page views
- Facebook followers -

## PSSA WEBSITE ADVERTISING

Get your brand in front of snowmobilers with PSSA's new website advertising opportunities! PSSA's website [www.pasnow.org](http://www.pasnow.org) is the premier destination website for snowmobiling in Pennsylvania. The website features trail maps, webcams, safety classes, local snowmobile clubs and more. Space is limited – act now before these opportunities sell out!

Website advertisements run annually July 1 to June 30, so act now to secure your spot!

For ad specification visit:  
<http://www.pasnow.org/ads>

# Sponsor and Exhibitor Application

## 2021 Pennsylvania Powersports & Outdoor Show

Company \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Website \_\_\_\_\_

Company Description for Show Program (Limit: 100 words)

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Sponsorship (circle):

Platinum

Gold

Silver

Bronze

Safety Class

Booth Size Requested: \_\_\_\_\_ Electricity (YES or NO): \_\_\_\_\_

Sponsorship or Exhibit Fee

\$ \_\_\_\_\_

*(invoice available upon request)*

Exhibitor Booth Electric @ \$75

\$ \_\_\_\_\_

*Advertising Options:*

Full Page Program Advertisement @ \$350

\$ \_\_\_\_\_

Half Page Program Advertisement @ \$180

\$ \_\_\_\_\_

Quarter Page Program Advertisement @ \$100

\$ \_\_\_\_\_

PSSA Website Homepage Banner Advertising @ \$1,500

\$ \_\_\_\_\_

PSSA Website Webcams Page Block Advertising @ \$1,000

\$ \_\_\_\_\_

PSSA Website Regional Clubs Page Block Advertising @ \$350

\$ \_\_\_\_\_

**TOTAL**

\$ \_\_\_\_\_

Please return form to PA Powersports Show, 42 W Main St, Palmyra, PA 17078.  
 Please make check payable to "PSSA" or complete the credit card authorization form.



## 2021 Pennsylvania Powersports & Outdoor Show Exhibitor Contract, Rules & Regulations

1. **SET-UP AND TEAR DOWN:** Exhibit space will be accessible to exhibitors for erecting displays on October 29 from 9 a.m. to 4 p.m. Final preparation must be completed by 4:45 p.m. on Friday, October 29. Exhibitors must use only the entrances designated for set-up. Removal and packing may not commence until after 4 p.m. on Sunday, Oct. 31. Displays must be removed by Sunday, October 31. Each exhibitor must name at least one individual to be the exhibitor's authorized agent for installation, operation and removal of the exhibit. No part of the exhibit may be removed after set up except with written permission from show management. A \$250.00 penalty fee will be charged for any exhibit that is removed before the final tear down time.
2. **LOCATION / DATES:** The Pennsylvania State Snowmobile Association, hereafter referred to as PSSA, and its agents, reserve the right to determine an exhibitor's final location, the location of the Show and the dates of a show. The location of assigned space may be changed by the management to prevent congestion; avoid confusion in firm names; solve competitive conditions; or to benefit the overall production of the show.
3. **SUBLETTING:** An exhibitor may not share or sublet any portion of their booth space with another company.
4. **FIRE HAZARD:** All exhibit and booth materials must be flame proof and otherwise must comply with federal, state and local fire laws, insurance underwriting requirements and other applicable site regulations. All packing containers, excelsior and similar materials are to be removed from the exhibition area upon completion of set-up and prior to the opening of the show. Exhibitors are restricted to the use of materials that would pass a fire inspection.
5. **LOUD SPEAKERS AND SOUND DISPLAYS:** Loud speakers and loud sound displays are prohibited; exhibitors must receive advance permission from show management to exhibit any type of sound display.
6. **NON-CONFORMING EXHIBITS:** PSSA and its agents reserve the right to refuse any exhibitor that does not, in show management's judgment, conform to the general theme of the show.
7. **SOLICITATION:** Exhibitors are prohibited from soliciting business in the aisles or in other exhibitor booth areas. Samples, pamphlets, publications and catalogs, etc. may only be distributed by exhibitors from within the confines of their own booth area. Exhibitors must obtain prior permission from the show management to conduct any other type of promotional activities during show hours.
8. **MISCELLANEOUS:**
  - (a) Serving or consumption of alcoholic beverages by exhibitors in any part of the show premises is prohibited.
  - (b) Booths should be attended by the exhibitor during all show hours, in their own best interest.
  - (c) Vehicles must enter through the designated areas and must have protection on the floor under the engine and keep a minimum amount of gasoline.
  - (d) Absolutely nothing may be taped or otherwise adhered to facility fixtures, walls, floors or columns.
  - (e) Electrical cords may not be run along facility floor in customer traffic walkways.
  - (f) Facility floor wax finishes are easily damaged. Exhibitor is responsible for damage to facility floor caused by dragging of displays across the floor, driving vehicles across the floor or use of sprays that may damage the finish of the floor.
  - (g) Solicitation must be confined to the exhibitor's booth space; soliciting in the aisles or any other area of the show is prohibited.
9. **SIGNS AND NOTICES:** All signs and notices shall be professionally presented and any sign or notice which does not conform to the above shall be removed immediately.
10. **SECURITY AND LIMITATIONS OF LIABILITY:** Exhibitor agrees that PSSA and its agents shall incur no liability and/or responsibility for injury that may occur to an exhibitor or his employees, nor for the safety of any exhibit against theft, fires, accident or any other cause of loss or damage. If an exhibitor damages the building, he shall reimburse the owners of the building for the cost of repairing the damage. PSSA and its agents shall cooperate fully at all times but shall not be responsible for (a) damage to exhibitors property, lost shipments either coming in or going out, moving costs; or (b) any damage loss, delays, etc. Any damage to transported property is solely exhibitor's responsibility. In light of the above, we recommend that exhibitors purchase adequate insurance coverage against these risks and on equipment and exhibits with their regular insurance carrier.
11. **BREACH OF CONTRACT:** If an exhibitor with a signed contract cancels for any reason, other than COVID-19 mitigation efforts or disaster emergency orders, they shall be held liable for the full amount of the booth cost. They shall also forfeit all monies that have been paid to reserve the space and be liable for the full cost of the space. The exhibitor will also be liable for all costs incurred by management in consideration of the exhibitor including, but not limited to tables, coverings, chairs, signage and exhibitors listings in advertising placed on behalf of the exhibitor. **NO REFUNDS WILL BE ISSUED.**
12. **PUBLIC HEALTH ORDERS:** Exhibitor agrees to comply with all COVID-19 mitigation orders or disaster declarations in place at the time of the show. Failure to comply will result in Exhibitor breach of contract as outlined in #11 and removal from the show.

13. **CANCELLATION:** In the event that a show is not held for any reason and rescheduled within the same calendar year, PSSA and its agents will transfer all monies paid for exhibit space rental to the rescheduled show. In the event that any show is not held for any reason and is never to occur, PSSA and its agents will issue a refund for all monies paid for exhibit space rental.

14. **UNETHICAL CONDUCT:** Unethical conduct or any infraction of the rules by the exhibitor, his agents or employees will subject the exhibitor to exclusion from the exhibitor area. In the event of such exclusion it is agreed that no refund shall be made to the exhibitor and PSSA and its agents shall not be liable for any damages or expenses incurred by the exhibitor as a result of such exclusion.

15. **DISPUTE RESOLUTION:** Any and all matters, questions and or topics not specifically discussed or addressed in the foregoing rules and regulations shall be subject to the decision of show management, whose decision shall be final.

16. **AGREEMENT TO TERMS:** By erection of exhibit, exhibitor expressly consents to and accepts the foregoing rules and regulations and represents that full compliance therewith has been made by exhibitor. I understand that I have contracted for exhibit space by signing this contract. The undersigned represents that he / she is fully authorized to execute and complete this contract and agrees to the rules and regulations above.

Authorized Signature\_\_\_\_\_

Print Name\_\_\_\_\_

Business / Organization\_\_\_\_\_

Date\_\_\_\_\_

Please return signed contract with application to Pennsylvania Powersports Show, 42 W Main St, Palmyra, PA 17078



## 2021 Pennsylvania Powersports & Outdoor Show Electrical Service Order Form

Please return order form with application.

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone Number \_\_\_\_\_ Email \_\_\_\_\_

### Service Required

| Quantity | Description Advance             | Rate | Late Fee | Amount Due |
|----------|---------------------------------|------|----------|------------|
| _____    | Up to 20 Amps Single Phase 120V | \$75 | \$100    | _____      |

Please contact the show managers at [papowersportsshow@pasnow.org](mailto:papowersportsshow@pasnow.org) or 717-461-7761 with any special instructions or additional electrical requirements.

### Electric Condition & Regulations

1. All equipment, regardless of source of power, must comply with all national, state and local safety codes.
2. Unless specially authorized, no one other than Lebanon Valley Exposition Center staff shall make electrical connections.
3. All equipment must be properly tagged and wired with complete information as to type of current, voltage, phase cycle, horsepower, etc.
4. All material and equipment furnished by the Lebanon Valley Exposition Center shall remain the Center's property and shall be removed only by the Center at the conclusion of the show.
5. Electrical power for lights and displays may be turned on one hour prior to show opening time and off at show closing time daily. Usage beyond these times may result in additional charges.
6. Charges will be assessed for any damage to the Lebanon Valley Exposition Center's property or equipment.

Please sign below authorizing the approval of the above electrical service request.

Signature \_\_\_\_\_

Date \_\_\_\_\_

## Pennsylvania Powersports & Outdoor Show Credit Card Authorization

|  |                 |
|--|-----------------|
| Sponsorship or Exhibit Fee                                 | \$ _____        |
| Exhibitor Booth Electric @ \$75                            | \$ _____        |
| <i>Advertising Options:</i>                                |                 |
| Full Page Program Advertisement @ \$350                    | \$ _____        |
| Half Page Program Advertisement @ \$180                    | \$ _____        |
| Quarter Page Program Advertisement @ \$100                 | \$ _____        |
| PSSA Website Homepage Banner Advertising @ \$1,500         | \$ _____        |
| PSSA Website Webcams Page Block Advertising @ \$1,000      | \$ _____        |
| PSSA Website Regional Clubs Page Block Advertising @ \$350 | \$ _____        |
| <b>TOTAL</b>   | <b>\$ _____</b> |

I agree to have PSSA charge my \_\_\_ Mastercard \_\_\_ Visa

Amount of charge \$ \_\_\_\_\_

Account # \_\_\_\_\_

Expiration Date \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Billing address \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_