

Go RVing Dealer Program 2010:

Position Your Dealership for Success

The Go RVing Dealer tie-in program is back and ready to help your dealership have a successful year in 2010. Based on dealer input, Go RVing has assembled a powerful, user-friendly, electronic consumer lead distribution system. This optional program also gives dealers, state dealer associations, and their agencies options to use material connected to the national campaign. *Here are the highlights:*

Electronic Consumer Lead Distribution

Go RVing Dealers signed up for the tie-in program are able to access Go RVing leads 24-hours-a-day, seven-days-a-week via the internet. The electronic lead format means you can merge into mailing labels and other word processing documents. Whenever possible, leads are identified to help you target market to those prospects closest to a buying decision.

Go RVing Banner

Dealers will also receive a large Go RVing banner (42" X 72"), ideal for display at the dealership, shows, and special events.

Go RVing Print Ad-Builder with Affordability Messages

Go RVing Dealers and their agencies have unlimited access to an online ad-builder that will allow them to create and customize ads with Go RVing photos and themes. Once assembled, the ads are available for download on to a computer disk or for e-mailing to a printer or media outlet, saving everyone time and money.

Digital RV Pictures in the Image Bank on GoRVing.com

Go RVing Dealers signed up for the program have access to multiple high resolution images of consumers enjoying a variety of RV products to use in advertising, yellow pages ads, websites, and other promotional materials.

You can, after all, put a price on happiness.
URNS OUT IT'S VERY REASONABLE.



Buying a little more quality time isn't as expensive as you think. In an RV, you can spend a little and do a lot. Therein lies the beauty. And there are almost as many different RV choices as possible uses. So whether you're exploring faraway places or just visiting the nearest lake, you'll find that the value of RVing goes far beyond dollars and cents. **WHAT WILL YOU DISCOVER? Go RVing.**

ABC RV
 1111 Main Street
 Anywhere, USA
 555-555-5555

Go RVing Direct Mail-Builder

Go RVing Dealers and their agencies can customize direct mail with Go RVing photos and themes using the direct mail-builder. The direct mail-builder is easy to use and includes suggested letters, themes, and visuals.



INDUSTRY ONLY

Welcome to the Go RVing Marketing Toolkit

Empowering advertising campaigns for the RVing community. Your decision to invest in marketing for the RV industry is an essential step in increasing consumer base and increasing profitability. Whether you're an RV dealer, campground operator or travel agent, we've got you covered.

Here, we have assembled a valuable library of timely and relevant data, tools and templates to aid in your marketing and advertising efforts. We've also provided you with a comprehensive list of services and products that you can use to help you succeed in the RV industry.

- Industry Data** - Research on the RVing market.
- Leads** - High quality consumer leads for your RVing business.
- Direct Mail** - Customized direct mail pieces for your RVing business.
- Image Bank** - A large, convenient source of images and logos, available for use in your print, online, email, and other advertising materials.
- Print Campaign** - Information on the Go RVing national print and promotional campaigns, including the Go RVing 25th Anniversary.
- Events** - Tools and tips designed to help you succeed with your advertising and marketing efforts.

Online Resource Guide

Go RVing Dealers also have access to a special website with an online resource guide with information on marketing and advertising tips to enhance consumer outreach efforts.

Get on Board for Go RVing 2010! Return This Form TODAY!

Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

E-Mail: _____ Dealer Website: _____

PAYMENT METHOD

Please enroll _____ dealership(s) at \$225 each. Make checks payable to **RVDA**.

Check here if you want leads delivered via U.S. mail

CARD TYPE: VISA MC AMEX

Name on Credit Card: _____ Expires: _____

Card Number: _____ Security Code: _____

Card Holder Signature: _____

Fax form to RVDA at (703) 359-0152 or mail to: RVDA, 3930 University Dr. Fairfax, VA, 22030

For more information visit www.rvda.org or send an e-mail to info@rvda.org

To give dealers maximum flexibility, the Go RVing Dealer Program also features a menu of other promotional items. These items are available separately.