

EXHIBITOR MANUAL
for the
OCALA RV SHOW

March 6 – March 9, 2025

Florida Horse Park
11008 South Highway 475
Ocala, FL 34480
Facility: 352-307-6699



Regional President, Jamie Jorgensen – Campers Inn of Leesburg

On-Site Show Managers:

Monday, March 3rd – Monday, March 10th
Patty Flanagan, Show Director
Cell: 813-318-1487

Monday, March 3rd – Monday, March 10th
Cole Costello, Regional Show Coordinator
Cell: 813-709-5376

Please take time to carefully review these materials as they can save you time and money and help you make your experience more profitable and enjoyable. Please share this with all personnel working exhibit at the show.

Florida RV Trade Association
5407 Boran Place, Tampa FL 33610
Phone: (813) 741-0488 · www.frvta.org

SHOW INFORMATION

Show Hours: Thursday – Saturday 9AM – 5PM Sunday 10AM – 4PM

Admission: \$5 – Adults; Children 16 and under Free

Discounts: BOGO – All consumers (Thursday 3/6/25 only)
\$2 off – Seniors (Friday 3/7/25 only)
\$2 off – Military / 1st Responders (All Days)
\$1 off – Campground & RV Resort Coupon (All Days)

Parking: Free for Public

Directions: for GPS use County Road 475

From I-75:

Take Exit 341, County Road 484 and head East. Continue on County Road 484 for about 2 miles. Take a Left onto South Highway 475, continue for approximately 2.2 miles. The Florida Horse Park is on the left-hand side.

From 441 S (Ocala):

Take US Highway 441 S, turn Right at SW 1st (at BP station). Go under the RR trestle, then take a slight Right at the 3-Way stop at SE 3rd. SE 3rd becomes US Highway 475. Continue on SE 3rd/US Highway 475 for approximately 7 miles. The entrance to the Florida Horse Park is on your Right.

From SR 200 (Ocala):

Take 27th Ave South. (turn in between Starbucks and Burger King) Continue on 27th Ave/ US Highway 475A for approximately 6.5 miles. Make a slight turn to the Left at SW 107th Place/ US Highway 475B. When 107th Place/ 475B dead-ends, turn Right. The entrance to the Florida Horse Park is on your Right.

SHOW SERVICES

Shipping & Decorator:

*Refer to appropriate order forms on website.

Expositions, Etc. by Chene Inc

Mailing: PO Box 22978
St. Petersburg, FL 33742
727-577-1168

Shipping: 4740 126th Avenue North, Suite A
Clearwater, FL 33762

Accommodations:

Holiday Inn

3600 Southwest 38th Ave
Ocala, FL 34474
352-629-9500

Rates start at:

\$169.00 /night + tax

La Quinta Inn & Suites

3530 SW 36th Ave
Ocala, FL 34474
352-861-1137

\$133.00/ night + tax

Hampton Inn

2075 SW US Highway 484
Ocala, FL 34473
352-347-1600

\$155.00/ night + tax

Exhibitor Camping:

Florida Horse Park

11008 South Highway 475
Ocala, FL 34480
30 & 50 amp hook-ups available

Contact Ana; anac@frvta.org

Rate: \$35.00/ night (tax included)

Ocala RV Camp Resort

3200 SW 38th Ave
Ocala, FL 34474
352-237-2138

www.rvcampocala.com

Rate: \$55.00/ night (tax incl.)

Rules & General Information

Each exhibit must have a representative in attendance, their booth or display manned and RV units opened during all specified show hours. In the case of an emergency, running late, etc. please notify the On-Site Show Manager.

Credentials: Each person working at the exhibit is required to have an Exhibitor Button. Exhibitors MUST have an exhibitor button in order to enter through the ticket gates without a charge. Be sure to request these buttons in advance via the website. Buttons will be available for pick-up on Move-in day. They will be given to your authorized rep or be in your display/booth. Additional buttons may be available at the Show Office. Dealers are allotted a maximum of 35 buttons, regardless of exhibit space size. Suppliers are allotted a maximum of 10 buttons. Exhibitors may purchase additional buttons at a cost of \$1.00 per. Exhibitor buttons may be returned on the last day to Show Manager or box provided.

Parking: Exhibitors are to park on the Northeast side of the parking lot past the porta-lets.

Payments: All final payments for show exhibition are due prior to the first day of move-in. Exhibitors will not be permitted to exhibit with any outstanding balance.

Security: There will be security beginning Monday, March 3rd, including overnight.

Note: Gates will close by approx. 6 PM each night and open at 8 AM. Be sure to place all personal belongings in a secure area.

Safety/Aisles: All products and display materials (such as tables, plants, chairs, signs, etc.) must be confined to the actual limits of your assigned area. No units or any part of unit (steps, slide-outs mirrors and tail pipes) may extend into the main aisles or other exhibitor's display. Avoid having unit entries on the main aisles.

Sound/Music: As per BMI and ASCAP regulations, the use of copyrighted music is prohibited. The use of microphones and/or speakers must be kept at acceptable levels so as not to disturb other exhibitors.

Electric/Generators: Electric is only available for purchase within the Supplier Tent.

On board generators are **not** permitted to be running on any unit during show hours. Office trailers on the outer perimeter are allowed to use a generator with a Genturi system, and the Whisper Quiet will be the only generators allowed, provided that they do not exhaust into another exhibitor's display/booth.

1st Offense: Warning by Show Management

2nd Offense: \$1,000.00 fine imposed

3rd Offense: Closure of Display. No removal of units will be allowed.

ATVs/Golf Carts: May be shown for display purposes ONLY. No For Sale signs are permitted.

Animals: Wild or exotic animals are not allowed in the display space/booth.

Food/Concessions: Food will be available for purchase through the Ocala Shriner's Club, Traditions BBQ, Kona Ice, and The Frothy Bit all of which have no affiliation with FRVTA. Open during show hours only.

Lost & Found: All items should be turned into Show Management.

DEALERS

IMPORTANT SAFETY NOTICE:

All exhibitors need to make arrangements to lessen incidents within your displays. Such arrangements should include but are not limited to:

- All exhibit space (inside or outside) must maintain a 6-foot unobstructed aisle between units, to include but not limited to steps, slide-outs, signage, etc.
- Anti-slip strips or coverings on the entrance/exit and interior steps
- Ensure all steps are dry
- Slide-outs and 5th wheel hitches covered to help prevent head injuries i.e., fun noodle, pipe insulation, plants, signage
- All space between units not considered an aisleway be secured i.e., plants, signage/roped off
- All carpeting or floor coverings secured i.e., tape, nails, vehicle tires, signage
- Any wiring of any type covered or secured. Wiring under carpet/floor coverings clearly marked i.e., caution tape or safety cones
- "Watch Your Step"/HOLD HANDRAIL (if applicable) signage

Staging: Starting Monday, March 3rd you may begin to drop off units. Please use the East side of the property.

*The appropriate RVIA seal must be carried on all show units, prior to being moved into show display.

Exhibit Space: All exhibit space (inside or outside) must maintain a 6-foot unobstructed aisle between units, to include but not limited to steps, slide-outs and signage, etc.

Move-In: Please refer to your company's scheduled time below.

Monday, March 3rd

1:00 PM

Space # 220 A to Z RV Supercenter

Space # 250 Optimum RV

Tuesday, March 4th

8:00 AM

Space # 200 Sunshine State RV

Space # 240 Nature Coast RV

Space # 230 Como RV

12:00 PM

Space # 100 Campers Inn

Space # 120 Campers Inn

Space # 160 General RV Center

Space # 170 Optimum RV

Show Units: This is a new RV product show. Only current model year (2024) or newer will be permitted for display.

* A copy of the MSO must be on hand for possible on-site DMV inspections.

* A sign with dealership's name must be posted in display.

Demo Units: Two Demo units are allowed per dealership. The Demo lot is located on the northwest side of the facility at the "Y" in the road at the back of the show.

Off- Premises Permit: Dealer must provide a copy to State Office prior to show opening. A completed form must be available on-site.

Department of Motor Vehicles (DMV)

Regional Administrator: Lisa McNeal

Processes: Camitra Hagin

318 SE 25th Ave.

Ocala, FL 34471

Phone: (352) 512-6782

Fax: (352) 732-1459

E-mail: DmvRegion2@flhsmv.gov

Bee Back Passes: Upon move-in or first day of show, each Dealer, (authorized rep from company), will receive 25 “Bee Back” passes. These passes are to be used by customers interested in returning to the show on another day to discuss a sale and/or purchase. Please provide your company name on the “Bee Back” as the customer will need to present the pass at ticket gate for entrance. If you require additional passes, please see Show Manager.

Move-Out: Any movement prior to show ending at 4:00 PM on Sunday, March 9th will result in a \$500.00 fine. Exhibitors may begin to move-out once Show Management has given the all clear. All units must be completely off the facility grounds by 5:00 PM on Monday, March 10th. Any units remaining after that time may be subject to a fine or towed by the facility at owner’s expense.

SUPPLIERS

Booth Specifications: Booths are located in a large tent on grass.

Each booth is a standard 10' x 10' with 8' high draped back wall and 3' high draped side rails to separate your space from adjoining booths. * Exception, booths 1, 10, 11, and 21 are 10ft. in frontage and 8 ft. in depth. *

Note: If you have 2 or more booths, side rails are not used in between spaces. Each booth is furnished with one 6' skirted table and 2 chairs, and one identification sign 7" x 44" with the contracted company name. No exhibit shall exceed 3' in height for the first 7' and no signs, flags or banners shall be taller than a total of 20'.

Solicitation: No distribution of any literature, giveaways, or presentations outside of your assigned booth area.

Sales Tax License: Each exhibitor is required to collect sales tax at a rate of 7.5%. Exhibitors must have Florida DOR Tax License on-site during the show.

Contact (800) 352-3671 or visit www.myflorida.com/dor/taxes/annual_resale_certificate_sut.html

Move-In: Exhibitors may start moving in on Wednesday, March 5th from Noon - 6:00 PM. If your company is unable to move-in by 6:00 PM, you will need to contact Ana. Exhibitors **MUST** be fully set-up by Thursday prior to show opening at 9:00 AM. Exhibitors may enter show by 8:00 AM each day to prep/set-up booth.

Move-Out: Exhibitors may begin to break-down their booths once the show ends. Any movement prior to the show ending at 4:00 PM on Sunday, March 9th may result in a \$500.00 fine. All materials must be cleared out that night by 8:00 PM.

Booth Assignments: as of 2/18/2025

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|---------------------------------|-----------------------------|
| 1. Al's TV Antenna & Satellite | 16. Camping Signs |
| 2. Passport America | 17. Cutco |
| 3. Sweet Citrus Acres RV Resort | 18. Whimcycle Trail RV Park |
| 4. RV Home Inspection & Repair | 19. Renewal by Andersen |
| 5. Americas Mailbox | 20. Newby Management |
| 6. Keystone Heights RV Resort | 21. RVRoof.com |
| 7. Keystone Heights RV Resort | 22. MDEssence |
| 8. E-Cool of Florida | 23. Cellular Sales |
| 9. E-Cool of Florida | 24. Cellular Sales |
| 10. Cricket Mini Golf Carts | 25. Truma |
| 11. Cricket Mini Golf Carts | 26. Euroshine USA |
| 12. South East RV Solutions | 27. Euroshine USA |
| 13. Max PR 35 Pain Relief | 28. PPL Motorhomes |
| 14. USA Trade Show | 29. PPL Motorhomes |
| 15. USA Trade Show | |

Note: Booth assignments are subject to change on-site by Show Management.