

EXHIBITOR MANUAL
for the
JACKSONVILLE FALL RV SHOW

October 2 – 5, 2025

Jacksonville Equestrian Center
13611 Normandy Boulevard
Jacksonville, FL 32221
Facility: 904-255-4254



Regional President, Jeff Lavalée – General RV Center
Cell: 904-210-8879

On-Site Show Manager:

Cole Costello, Regional Show Coordinator
Cell: 813-709-5376

Monday, September 29th – Monday, October 6th

Patty Flanagan, Show Director
Cell: 813-318-1487

Monday, September 29th – Monday, October 6th

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

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

As of 8/29/2025

SHOW INFORMATION

Show Hours: Thursday – Saturday 10:00 am – 5:00 pm
Sunday 10:00 am – 4:00 pm

Admission: \$ 10.00 – Adults Children 16 and under Free

Discounts / Coupons: Seniors: Thursday \$1.00 off
Military/1st Responder: All days \$1.00 off
Local Flavor: Buy One Get One

Parking: FREE

Directions: Exhibitors must have their exhibitor badge to enter through the exhibitor gates.

From the North: Take I-95 South to I-295 South, 14.5 miles to I-10 West, 4.8 miles to Chaffee Road, Exit # 351. Turn Right onto Chaffee Road, go 3 miles to Normandy Boulevard. Turn Right onto Normandy Boulevard and the Equestrian Center is approximately 4.3 miles on the Right.

From the South: Take I-95 North to I-295 North, 15.6 miles to 103rd Street, Exit # 16. Turn Left onto 103rd Street and go 7.8 miles to New World Avenue. Turn Right onto New World Avenue, go one block to Normandy Boulevard and turn Left. The Equestrian Center is approximately 1 mile on the Right.

From the West: Take I-10 East to Chaffee Road, Exit # 351. Turn Left onto Chaffee Road, go 3 miles to Normandy Boulevard. Turn Right onto Normandy Boulevard and the Equestrian Center is approximately 4.3 miles on the Right.

From the Ocala Area: Take US 27 North to US 301, approximately 22.5 miles. Turn Right onto US 301 North, go 51.3 miles to Normandy Boulevard. Turn Right onto Normandy Boulevard and the Equestrian Center is approximately 6.6 miles on the left.

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 & Suites
537 Chaffee Point Blvd.
Jacksonville, FL 32221
904-652-2782

Hampton Inn Jacksonville I-10 West
548 Chaffee Point Blvd.
Jacksonville, FL 32221
904-783-8277

Fairfield Inn & Suites
561 Chaffee Point Blvd.
Jacksonville, FL 32221
904-693-4400

Rates start at:

\$ 141.00/ night + tax

\$ 145.00/ night + tax

\$ 181.00/ night + tax

Exhibitor Camping:

Full hook-up available, contact Ana, anac@frvta.org, for reservations.

Rates start at: \$30.00/ night + 13.5% taxes

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. **(Any display and/or booth that is unmanned within the first/last 30 minutes of the show will be subject to a \$500.00 fine per occurrence).** If a exhibit has 3 occurrences the display will remain closed for the duration of the event. In the event of an emergency, running late, etc. please notify the On-Site Show Manager.

Credentials: Each person working the exhibit is required to have an Exhibitor Button. Exhibitors MUST have an exhibitor button in order to enter 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.

Parking: Outside exhibitors are asked to park on the Southeast side of the facility, South Campground Lot, and inside exhibitors are asked to park on the Northwest side of the facility. The inside arena will be loading and unloading **ONLY**. The only trailers permitted in the Arena are the ones parked behind your booth. All other trailers must be parked in Staging 2 (barns) or Exhibitor Parking 2 (northwest grass area). You will need to have your exhibitor button to enter through gate.

Payments: All final payments for show exhibition are due by Friday, September 26, 2025. Exhibitors will not be permitted to start setting displays and exhibit with an outstanding balance.

Security: There will be security beginning Monday, September 29th, including over-night.

Note: The building is closed each night at approximately 6:00 PM and will re-open at 8:00 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 aisles or another 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 in the Arena Building and on the Pavilion Pad. On board generators are allowed in the outside displays provided they do not exhaust into another exhibitor's display/booth. 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/Scooters/Electric Bikes: May be shown for display purposes **ONLY**. "Not For Sale" signs are permitted. Demo of units is prohibited.

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

Food/Concessions: Food will be available for purchase through Jacksonville Equestrian Center, the authorized concessionaire for the facility which has no affiliation with FRVTA. Open only during show hours.

Lost & Found: All items should be turned into Show Management located at the DJ booth.



**Lunch will be provided on Wednesday, October 1st
compliments of Region 6
This will be located in the South Concourse from 11:30 am – 1:30 pm**

Visit us @ FRVTA.ORG & Go RVing @ gorving.com

DEALERS

IMPORTANT SAFETY NOTICE:

All exhibitors need to make arrangements to lessen incidents within their 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, September 29th you may begin to drop off units. The facility will not accept any units prior to this date. Please use your campground area to the South side of the facility, behind the barns or the field on the North side of the building. Staging map is attached.

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

Move-In: Please refer to your company's scheduled time below. Show Management will contact your company if the ability to move-in sooner arises.

Tuesday, October 1st

8:00 AM	Campers Inn of Jacksonville	Space # 200
	Campers Inn of Jacksonville	Space # 220
	Blue Compass RV	Space # 310
	General RV Center	Space # 500
	General RV Center	Space # 510
12:00 PM	D & H Truck Camper Emporium	Space # 420
	RV Club USA	Space # 410
	Blue Compass RV	Space # 300

Wednesday, October 2nd

8:00 AM	Campers Inn of Jacksonville	Space # 320
	Campers Inn of Jacksonville	Space # 330
	Campers Inn Of Jacksonville	Space # 340
	General RV Center	Space # 400
	General RV Center	Space # 430
	General RV Center	Space # 600

Show Units: This is a NEW and USED RV product show ONLY (2018 and newer).

- A copy of the MSO or a used title signed over into dealership's name must be on hand for possible on-site DMV inspections.
- A sign with the dealership's name must be posted in display.

Demo Units: Two Demo units are allowed per dealership. The Demo lot is located in the South Campground Lot.

*Unit must be **DRIVEABLE** to qualify as a Demo Unit. *

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Off-Premises Permit: A completed copy of the off-premises permit must be on display at all times and a copy provided to the State Office prior to show opening.

Department of Motor Vehicles (DMV)

Attention: Ciara Wright
9550 Regency Square Blvd., Suite 100
Jacksonville, FL 32225

Phone: (904) 365-2681

Fax: (904) 723-2001

Email: DmvRegion3@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 for customers interested in returning to the show on another day. 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 the show ending at 4:00 PM on Sunday, October 5th 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, October 6th. Any units remaining after that time may be subject to a fine or towed by the facility at the owner's expense.

SUPPLIERS

Booth Specifications: Most booths are inside the Arena on hard packed dirt.

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. Note: If you have 2 or more booths, side rails will not be 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 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. Exhibitors must have Florida DOR Tax License on-site during show. Contact (850) 488-6800 or visit –

https://floridarevenue.com/taxes/taxesfees/Pages/annual_resale_certificate_sut.aspx

Move-In: Exhibitors may start moving in on Wednesday, October 1st from Noon - 6:00 PM. Any exhibitor will need to communicate with Ana if your exhibit will not be set on Wednesday, October 1st. Exhibitors **MUST** be fully set up by Thursday prior to show opening at 10:00 AM. Exhibitors may enter the show at 8:00 AM each day to prep/set-up booth.

Parking: The inside arena will be loading and unloading **ONLY**. The only trailers permitted in the Arena are the ones parked behind your booth. All other trailers must be parked in Staging 2 (barns) or Exhibitor Parking 2 (**northwest grass area**). All vehicles will need to park on Northwest side of the facility. You will need to have your exhibitor button to enter through gate.

Demo Units: Suppliers/vendors are **NOT** allowed to demonstrate or allow consumer(s) to operate ANY motorized or rideable unit outside of **THEIR** contracted exhibit space.

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, October 6th will result in a \$500.00 fine. All materials must be cleared from the building by Midnight.

Booth Assignments: Please see assignments on following page.

As of 08/22/2024

1. X	16. X	31. X
2. X	17. X	32. Edward Jones
3. X	18. X	33. X
4. X	19. X	34. Campers Inn
5. X	20. All American Gutter Protection	35. Campers Inn
6. Tressel	21. Bathfitter	36. Campers Inn
7. Tressel	22. Renewal by Andersen	37. X
8. X	23. Daiwa by USJclean	38. X
9. X	24. Daiwa by USJclean	39. X
10. X	25. X	40. X
11. USA Tradeshows	26. X	41. X
12. USA Tradeshows	27. X	42. X
13. X	28. X	43. X
14. X	29. Keystone Heights RV Resort	
15. X	30. Keystone Heights RV Resort	

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

MAPS

Staging:



Exhibitor Parking:

