

**EXHIBITOR MANUAL**  
for the  
**OCALA RV SHOW**

February 29 – March 3, 2024

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



**Regional President, Jamie Jorgensen – Lazydays RV of the Villages**

On-Site Show Managers:

Monday, February 26<sup>th</sup> – Monday, March 4<sup>th</sup>  
*Patty Flanagan, Show Coordinator*  
*Cell: 813-318-1487*

Monday, February 26<sup>th</sup> – Monday, March 4<sup>th</sup>  
*Tammy Lull, Regional Show Coordinator*  
*Cell: 813-679-2620*

***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**  
10510 Gibsonton Drive, Riverview FL 33578  
Phone: (813) 741-0488 • Fax: (813) 741-0688 • [www.frvta.org](http://www.frvta.org)

## SHOW INFORMATION

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

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

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 27<sup>th</sup> Ave. (turn in between Starbucks and Burger King) South. 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 107<sup>th</sup> 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 126<sup>th</sup> Avenue North, Suite A  
Clearwater, FL 33762

### **Accommodations:**

#### **Holiday Inn**

3600 Southwest 38<sup>th</sup> Avenue  
Ocala, FL 34474  
352-629-9500

Rates start at:

\$164.22 /night + tax

#### **La Quinta Inn & Suites**

3530 SW 36<sup>th</sup> Ave  
Ocala, FL 34474  
352-861-1137

\$149.00/ 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 at the State Office  
Rate: \$25.00/ night (tax included)

#### **Ocala RV Camp Resort**

3200 SW 38<sup>th</sup> Ave  
Ocala, FL 34474  
352-237-2138  
[www.rvcampocala.com](http://www.rvcampocala.com)  
Rate: \$55.00/ night (tax incl.)

### **Electric:**

Only available in the Supplier Tent via generator.

## 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 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 into 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 Show Office. Dealers are allotted a maximum of 20 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, February 27<sup>th</sup>, 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.

**Generators:** 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.

1<sup>st</sup> Offense: Warning by Show Management

2<sup>nd</sup> Offense: \$1,000.00 fine imposed

3<sup>rd</sup> 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 and Kona Ice has 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:

- Anti-slip strips or coverings on the entrance/exit and interior steps
- Ensure all steps are dry
- Slide-outs and 5<sup>th</sup> 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, February 26<sup>th</sup> 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, February 26<sup>th</sup>**

1:00 PM

*Space # 220* Sunshine State RV

*Space # 250* Optimum RV

#### **Tuesday, February 27<sup>th</sup>**

8:00 AM

*Space # 200* Nature Coast RV

*Space # 240* Village RV

*Space # 270* A to Z Supercenter

12:00 PM

*Space # 110* Campers Inn

*Space # 120* Lazydays RV

*Space # 160* General RV Center

*Space # 170* Optimum RV

#### **Wednesday, February 28<sup>th</sup>**

8:00 AM

*Space # 165* Como RV

*Space # 190* PPL Motorhomes

**Show Units:** This is a new RV product show. Only current model year (2023) or newer will be permitted for display.

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

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

**Demo Units: No demo units allowed.**

**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 25<sup>th</sup> Ave.

Ocala, FL 34471

Phone: (352) 512-6782

Fax: (352) 732-1459

E-mail: [DmvRegion2@flhsmv.gov](mailto: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 for 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 3<sup>rd</sup> will result in a \$500 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 4<sup>th</sup>. 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.

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 percent of 7%. 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](http://www.myflorida.com/dor/taxes/annual_resale_certificate_sut.html)

**Move-In:** Exhibitors may start moving in on Wednesday, February 28<sup>th</sup> from Noon - 6:00 PM.

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 3<sup>rd</sup> may result in a \$500 fine. All materials must be cleared out that night by 8:00 pm.

- |                                 |                                |
|---------------------------------|--------------------------------|
| 1. Deep Sleep Solutions         | 16. Travel Resorts of America  |
| 2. Camping Signs                | 17. Travel Resorts of America  |
| 3. RVRoof.com                   | 18. Moonshine Creek Campground |
| 4. Cellular Sales               | 19. Kracken Adventure Bikes    |
| 5. Cellular Sales               | 20. Kracken Adventure Bikes    |
| 6. Keystone Heights RV Resort   | 21. Natural Outdoor Supplies   |
| 7. Keystone Heights RV Resort   | 22. Passport America           |
| 8. Euroshine USA                | 23. RV Life                    |
| 9. Euroshine USA                | 24. Cricket Mini Golf Carts    |
| 10. Truma                       | 25. Cricket Mini Golf Carts    |
| 11. Al's TV Antenna & Satellite | 26. Cricket Mini Golf Carts    |
| 12. Cutco                       | 27. Cricket Mini Golf Carts    |
| 13. Sunshine Village            | 28. PPL Motorhomes             |
| 14. Safe T Plus                 | 29. PPL Motorhomes             |
| 15. FL/AL RV Park Association   |                                |

\*Booths 12 – 21 do not have Electric Hook-Up

\*Booths 1-11 & 22-29 are for purchased Electric Hook-Up

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