



ADVENTURE VAN EXPO

6th ANNUAL ADVENTURE VAN EXPO®



2023 Dates & Locations:

April 29-30	San Juan Capistrano, CA
May 13-14	Sonoma, CA
June 10-11	Cable, WI <i>Adventure Series</i>
June 17-18	Hood River, OR
July 8-9	Evergreen, CO
July 29-30	Topsfield, MA
September 2-3	Ogden, UT
September 16-17	Palisades Tahoe, CA <i>Adventure Series</i>
Sept. 30 - Oct. 1	Bend, OR
October 7-8	Chattanooga, TN
October 14-15	Big Bear, CA



2023

ABOUT THE EXPO

The Show:

The main attraction is the custom built adventure vans. These vehicles are mostly Mercedes Benz Sprinters, Ford Transits and Ram Promasters. At the show, you'll see the latest innovations in solar, sleeping spaces, lighting, off-road components, and much more. Everything you would want to see in a Class B RV.

In addition to Vans, the expo hosts Truck Campers, Travel Trailers, Roof-Top Tents, and other products an outdoor vehicle enthusiast would enjoy.

At the show, vehicles and booths are open house, with live music both day and night.

We have a top tier demographic attending the show who like to shop. Generally our shows are paid attendance, which reduces the number of tire kickers.

- National show with presence in the best van markets in the county.
- 6000 to 7,500+ Capacity per Weekend and Growing.
- Around 100 Vendors per Show.
- Great B2B Opportunities.
- Radio, Print, and Web Advertising.
- Robust Social Media.
- 43K+ IG followers, Posting daily.
- 20,000+ Person Email List.
- 25,000+ Monthly Web Traffic.
- Van Tours Available on YouTube.



BENEFIT TO THE COMMUNITY



How We Benefit the Lake Tahoe Region

Hiring 10 Members of the Community

In addition to our team (most of which are locals) we will be hiring 10 additional members of the community over the course of the event.

Free Music to the Public

Over the course of Friday, Saturday, and Sunday we will be hiring 5 local bands to play at the event.

Filling Hotel Rooms

A good portion of our guest make a weekend trip out of coming to one of our shows. Many do not yet have a van of their own and will be looking for lodging while traveling up for the show.

Driving Local Businesses

In addition to the show, visitors will be looking for other things to do while in the area. Eating at restaurants, shopping at the local boutiques, hiring guide services, etc.

Off Season Event

Drives tourism to the area in a time period after the peak summer visitation and before the winter starts.



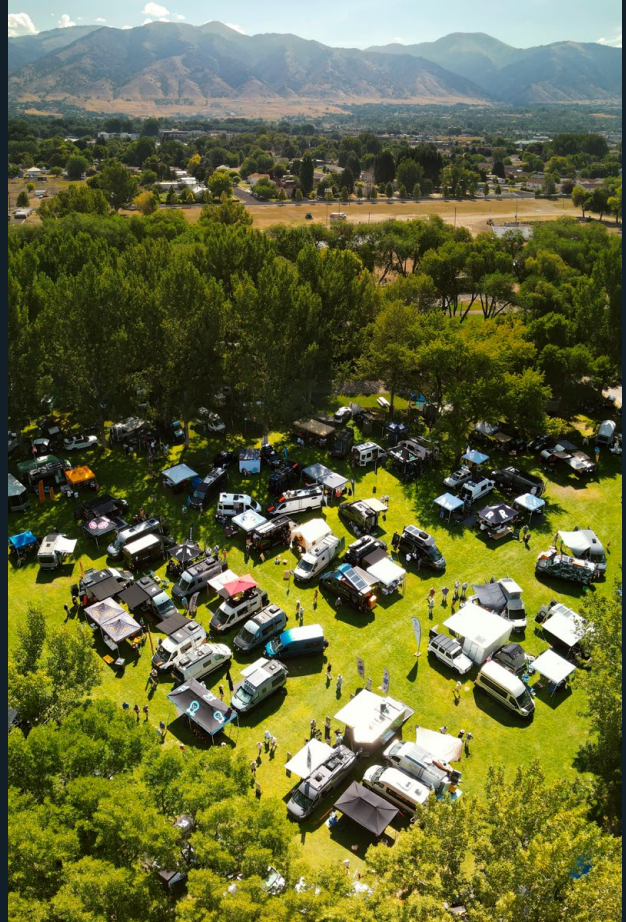
Supporting Local Businesses

There are a handful of local businesses that attend the show as a vendor. This is a great way for them to build awareness/ market themselves in their own geographic area.

Marketing to a Different Demographic

We have a digital audience of 43k+ social and 20k+ on our email list.

“ We have been very impressed with the quality and turnout of all of the shows that A.V.E. has put on. They have been well worth the time and we have gotten a lot of value out of them. - K. Gorham, Aluminess ”



Partial List of Sponsors:

- Mercedes Benz Sprinter
- Airstream
- Winnebago
- Tourig
- Van Compass
- Storyteller RV
- Benchmark Vehicles
- La Mesa RV
- Owl Van Engineering
- Quigley
- Aluminess
- Go Camp
- CA Tuned
- Four Wheel Camper
- Adventure Wagon
- Cake Bikes
- Vannon
- RB Components
- Sportsmobile
- Agile Offroad
- Flarespace

Demographics

