



Go Where the Tourists Are!

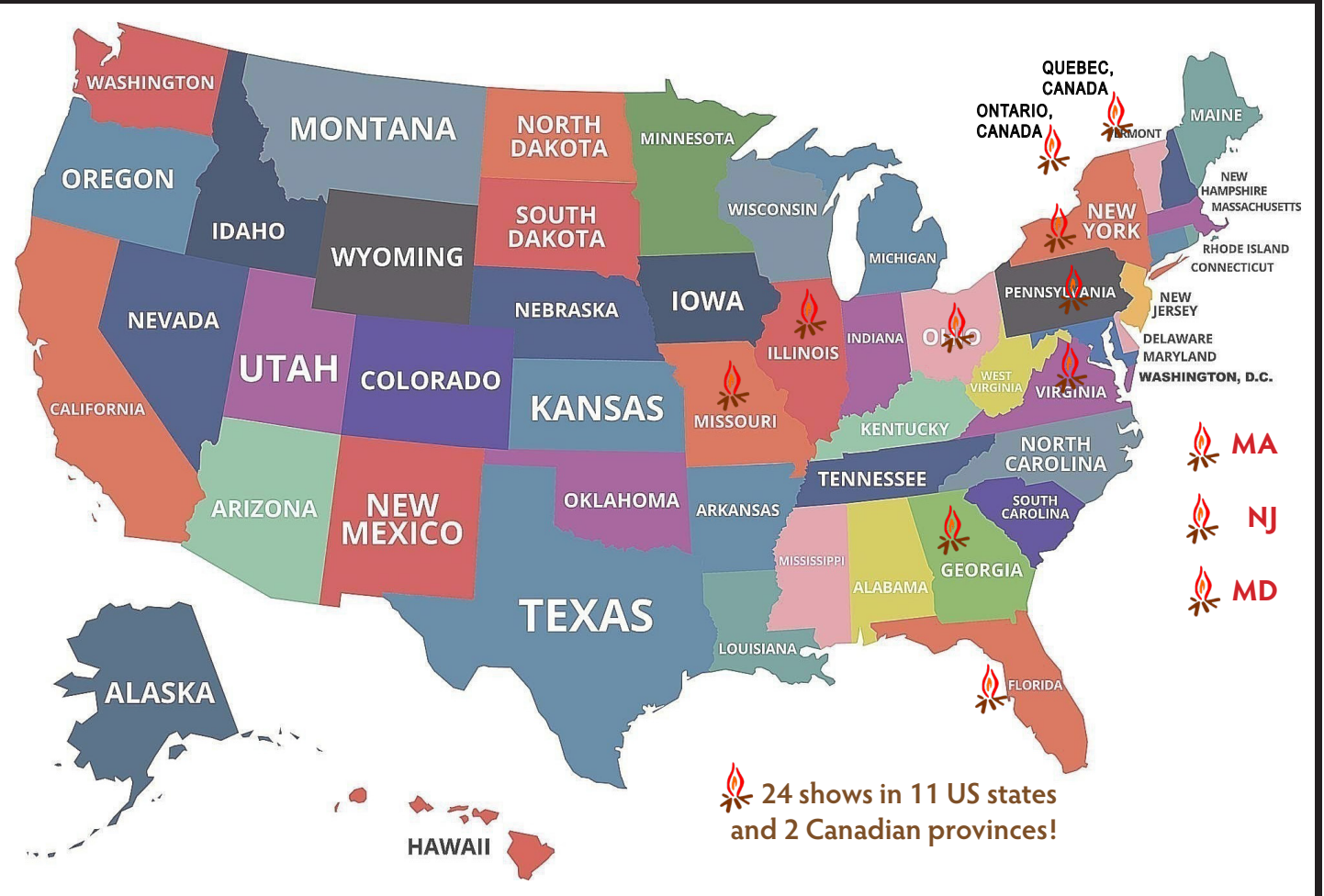


2025

...a service of



# RV & Consumer Shows Schedule



24 shows in 11 US states and 2 Canadian provinces!

[MerchantryTourism.com](http://MerchantryTourism.com)

Ph: (585) 506-6788

[info@merchantrytourism.com](mailto:info@merchantrytourism.com)

[@andersonsbrochuredistributionservice](https://www.facebook.com/andersonsbrochuredistributionservice)

# We are:

Merchantry Tourism, LLC<sup>TM</sup>



Including:

Anderson's Brochure Distribution Service.

- Marketing & PR services.
- Design projects.
- Association management.
- Consultation services.
- Speaking engagements.

Serving the outdoor hospitality and tourism industries across the US and beyond.

Lisa and Don Bennett, Jr.  
Owners/Operators



Mail to: 1 Grove St., Suite 103-B, Pittsford, NY 14534

Email to: info@merchantrytourism.com www.merchantrytourism.com

Phone: (585) 506-6788

Anderson's Brochure Distribution Service, now a service of Merchantry Tourism, LLC, was originally founded in 1981 with a simple goal - to provide a professional and cost effective way to get your marketing materials to the public. Over the years, the methods have evolved to meet the changing times, but we have never lost sight of that original goal. Lisa and Don Bennett, Jr., along with their sons Winston and Mason and a professional staff are dedicated to upholding the Anderson's tradition of quality and reliable service throughout our ever expanding markets and services.

You have many options for spending your marketing dollars, and you want to spend them wisely. That is why we offer a wide array of options aimed at capturing the attention of the largest audience possible. Our service is designed to effectively and efficiently place your literature in front of **2,000,000+** people annually that are eagerly searching for new travel destinations and travel related products.

We can also assist you with design and printing services for your rack cards, brochures and magazines.

## Only Anderson's:

- Uses display racks that shows your entire brochure.
- Displays your brochure by region and state.
- Is staffed by friendly, helpful, experienced campers.
- Provides you with an annual show report.
- Works with hundreds of customers to reach millions of travelers!

## Participation information:

- Complete the order form and send it to us via mail, email, or fax. Be sure to calculate the total cost and quantity you'll be sending.
- Ship your brochure to our warehouse (address at top of page), where they will be packed for the shows.

## WE NEED YOUR BROCHURES AT OUR WAREHOUSE BY DECEMBER 15th!

*If there is a delay in getting your brochures printed, let us know. We can work with you on this issue to ensure you're racked at all shows you select.*

## Key Dates/Deadlines:

- 11/1/24: Deadline for Design-Print-Show Package Special
- 11/15/24: Deadline for Full Program Discount (enroll/pay)
- 12/15/24: Literature needs to be at the Anderson's warehouse
- 1/4/25: Show Season kicks off at the PA Farm Show



*It's a family affair!*  
Lisa and Don Bennett, Jr. and their sons are hands-on in all facets of the business, including inventory management, and customer service at shows.



*We're always in the thick of the action! Anderson's display racks are easy to access no matter how busy it is, and your brochures are very visible. Between dealer bags and bags we provide, attendees feel comfortable walking away with the brochures and travel guides to inspire their next adventure.*

## 2025 Show Customer Notes:

Form & Payment Sent (date): \_\_\_/\_\_\_/\_\_\_

Brochures Sent (date): \_\_\_/\_\_\_/\_\_\_

Number of Shows: \_\_\_\_\_

Total Cost: \$ \_\_\_\_\_


Total Brochures: \_\_\_\_\_

**We carefully select shows that provide our customers with maximum exposure and quality distribution. Our booths are staffed by qualified and courteous professionals. Get noticed with ANDERSON'S at these high volume events:**

<p><b>PA FARM SHOW</b> Harrisburg, PA (JAN) <i>8 day event. The largest indoor agricultural exposition under one roof in the US. Hosted almost 600K attendees in 2024.</i></p>	<p><b>OHIO RV SUPERSHOW</b> Cleveland, OH (JAN) <i>A huge 5 day show occupying the entire revamped I-X Center. Draws over 30K attendees to see and buy 450+ RVs on display from 11 NE Ohio dealers.</i></p>	<p><b>LEHIGH VALLEY RV &amp; CAMPGROUNDS SHOW</b> Allentown, PA (JAN) <i>Families attending consider this event a long-standing tradition at an affordable price. 3 day show.</i></p>	<p><b>PITTSBURGH RV SHOW</b> Pittsburgh, PA (JAN) <i>A draw for Western PA &amp; NY, and eastern OH, welcoming over 30K attendees to the 9 day show held in downtown Pittsburgh.</i></p>
<p><b>FLORIDA RV SUPERSHOW</b> Tampa, FL (JAN) <i>Over 71K people attended the 5 day show with car lines around the block! We regularly and quickly clean out of all our stock at this snowbird bonanza.</i></p>	<p><b>ATLANTA CAMPING &amp; RV SHOW,</b> Atlanta, GA (JAN) <i>One of the biggest RV dealer shows in the Southeast. 4 day show, where we join fellow exhibitors offering ideas on short and long-trip destinations, campgrounds, etc.</i></p>	<p><b>FT. MYERS RV SHOW</b> Ft. Myers, FL (JAN) <i>10K locals and snowbirds pack this show hosted by the Florida RV Trade Assoc. Great prospects for both southern and northern destinations and parks. 4 days.</i></p>	<p><b>GARDEN STATE RV &amp; CAMPING SHOW,</b> Edison, NJ (JAN) <i>This 3-day show attracts families looking to purchase their first RV, upgrade their current RV, and explore new camping &amp; travel adventures.</i></p>
<p><b>NEW ENGLAND RV SUPERSHOW</b> Boston, MA (JAN) <i>Previously the Boston RV &amp; Camping Expo, this renamed show is under new management. Averages about 25K attendees.</i></p>	<p><b>NEW CHICAGO RV SHOW</b> Chicago, IL (JAN) <i>Held at the Renaissance Schaumburg Conv. Ctr. Average attendance is 11.5K, with an average age of 44 and disposable income of \$87K.</i></p>	<p><b>NEW RICHMOND RV SHOW</b> Richmond, VA (JAN) <i>This is Virginia's longest running RV Show, held at the Richmond Raceway Complex, averaging about 15,000 attendees.</i></p>	<p><b>NEW ST. LOUIS RV TRAVEL SHOW</b> St. Louis, MO (FEB) <i>Presented by the Midwest Gateway RV Dealers Assoc. for over 4 decades. We look forward to our first foray into Missouri and the mid-west!</i></p>
<p><b>TORONTO SPRING RV SHOW &amp; SALE,</b> Toronto, Canada (FEB) <i>"The Big RV Show" is held in the Toronto suburbs, drawing people with 4 days of RVs, accessories, destination info, contests, giveaways, seminars, and live entertainment.</i></p>	<p><b>SPRINGFIELD RV, CAMPING AND OUTDOOR SHOW</b> West Springfield, MA (FEB) <i>4 days over Presidents' weekend, 3 buildings, and averaging 35K attendees from across New England &amp; New York.</i></p>	<p><b>NORTHEAST RV SHOW</b> Suffern, NY (FEB) <i>4 days over Presidents' Weekend, drawing attendees from the metro NYC area, NJ, New England, upstate NY, and PA.</i></p>	<p><b>MARYLAND RV SHOW</b> Timonium, MD (FEB) <i>This is the state's biggest showcase of newest RVs in every price range, plus outdoor sporting and camping equipment.</i></p>
<p><b>MONTREAL RV SHOW</b> Montreal, Canada (MAR) <i>Over 50K Canadians attend this 4 day show. Popular asks are for snowbird destinations and stops in between, plus mid-west destinations.</i></p>	<p><b>GREATER PHILADELPHIA RV SHOW,</b> Oaks, PA (MAR) <i>4 day show targeting markets in eastern PA, New Jersey, and Maryland, looking for travel destinations in all directions.</i></p>	<p><b>CNY RV AND CAMPING SHOW</b> Syracuse, NY (MAR) <i>Winter cabin fever brings attendees from across New York State and beyond for 4 days of 9 dealers in 5 buildings, plus scores of vendors including parks and destinations.</i></p>	<p><b>YORK RV SHOW</b> York, PA (MAR) <i>Over 60 vendors join RV dealers at this 3-day show that boasts enthusiastic crowds. Hosted by the PA Campground Owners Association.</i></p>
<p><b>THE GREAT ALLENTOWN FAIR</b> Allentown, PA (AUG) <i>This fair usually attracts around 200K attendees annually, and our booth is typically picked clean by event's end. 6 days.</i></p>	<p><b>THE GREAT NEW YORK STATE FAIR,</b> Syracuse, NY (AUG) <i>This is a big one! It can average about 1 million visitors annually, and we get many requests for info about destinations, fishing, hiking, biking, culinary travel and more. 13 days.</i></p>	<p><b>AMERICA'S LARGEST RV SHOW</b> Hershey, PA (SEPT) <i>This popular 5 day show draws its annual 60K visitors from across the US &amp; Canada. We have a prime location at the entrance to the arena for this indoor/outdoor show.</i></p>	<p><b>NEW OC RV SHOW</b> Ocean City, MD (OCT) <i>This is a fast growing show and promoters anticipate having upwards of 12,000 or more attend.</i></p>

**NEW** = new addition to our shows roster

<p><b>Select shows a la carte, or enroll in all 24 shows. Discount available for full program only.</b></p>	<p><b>Rackcard</b></p>	<p><b>Magazine</b></p>
<p><b>Full 2025 Program Enrollment (See order form for a la carte pricing &amp; quantities):</b></p>	<p><b>\$3,225</b></p>	<p><b>\$4,485</b></p>

<p> <b>Make one shipment to our warehouse, and we'll do all the rest! We'll even furnish you with an annual show report!</b></p>	<p><b>Discount option applied to full program only (24 shows).</b></p>		
	<p><b>Full Program Discount</b></p>	<p><b>Rackcard</b></p>	<p><b>Magazine</b></p>
<p>Enroll and pay by 11/15/2024:</p>	<p>\$2,400</p>	<p>\$3,400</p>	

**Design-Print-Show Package Special**

Bundle your design and print needs with our shows program. We'll help you design and print 5,000 rack cards, plus enroll you in the full 2025 Anderson's shows program at the early bird rate, for a package rate of only \$3,000. Request the package upgrade by 11/1/24 to lock in pricing and ensure lead time to produce rack cards. **Cannot be combined with early bird or other discounting.** Select the enrollment option on the form (other side)

# Sign me up!

**"THANK YOU!"**  
 Lisa and Don Bennett, Jr.  
 Owners/Operators



# 2025 Distribution Enrollment Form

**Mail to:** 1 Grove St., Suite 103-B, Pittsford, NY 14534  
**Email to:** info@merchantrytourism.com www.merchantrytourism.com  
**Phone:** (585) 506-6788

LOCATION	MONTH	QUANTITY PER SHOW	RACKCARD RATE (\$)	SELECT (x)	MAGAZINE RATE (\$)	SELECT (x)
PA FARM SHOW (Harrisburg, PA) .....	JAN	165	\$145	_____	\$200	_____
OHIO RV SUPERSHOW (Cleveland, OH) .....	JAN	225	\$155	_____	\$200	_____
LEHIGH VALLEY RV & CAMPGROUNDS SHOW (Allentown, PA) ...	JAN	150	\$100	_____	\$140	_____
PITTSBURGH RV SHOW (Pittsburgh, PA) .....	JAN	200	\$190	_____	\$230	_____
FLORIDA RV SUPERSHOW (Tampa, FL) .....	JAN	300	\$195	_____	\$250	_____
ATLANTA CAMPING & RV SHOW (Atlanta, GA) .....	JAN	200	\$115	_____	\$155	_____
Ft. MYERS RV SHOW (Fort Myers, FL).....	JAN	150	\$100	_____	\$140	_____
GARDEN STATE RV & CAMPING SHOW (Edison, NJ) .....	JAN	175	\$140	_____	\$180	_____
NEW ENGLAND RV SUPERSHOW (Boston, MA) .....	JAN	165	\$110	_____	\$180	_____
<b>NEW</b> CHICAGO RV SHOW (Chicago, IL) .....	JAN	165	\$115	_____	\$155	_____
<b>NEW</b> RICHMOND RV SHOW (Richmond, VA).....	JAN	150	\$110	_____	\$150	_____
<b>NEW</b> ST. LOUIS RV TRAVEL SHOW (St. Louis, MO).....	FEB	165	\$115	_____	\$155	_____
TORONTO SPRING RV SHOW & SALE (Toronto, Ont, Canada).....	FEB	220	\$140	_____	\$200	_____
SPRINGFIELD RV, CAMPING & OUTDOOR SHOW (Springfield, MA	FEB	220	\$140	_____	\$200	_____
NORTHEAST RV SHOW (Suffern, NY) .....	FEB	150	\$100	_____	\$150	_____
MARYLAND RV SHOW (Timonium, MD).....	FEB	175	\$145	_____	\$210	_____
MONTREAL RV SHOW (Montreal, Quebec, Canada) .....	MAR	300	\$140	_____	\$205	_____
GREATER PHILADELPHIA RV SHOW (Oaks, PA) .....	MAR	175	\$100	_____	\$155	_____
CNY RV AND CAMPING SHOW (Syracuse, NY) .....	MAR	150	\$100	_____	\$140	_____
YORK RV SHOW (York, PA) .....	MAR	150	\$100	_____	\$125	_____
THE GREAT ALLENTOWN FAIR (Allentown, PA).....	AUG	150	\$100	_____	\$150	_____
THE GREAT NEW YORK STATE FAIR (Syracuse, NY) .....	AUG	300	\$250	_____	\$395	_____
AMERICA'S LARGEST RV SHOW (Hershey, PA) .....	SEPT	300	\$195	_____	\$235	_____
<b>NEW</b> OC RV SHOW (Ocean City, MD).....	OCT	150	\$125	_____	\$185	_____

Select shows a la carte, or enroll in all 24 shows.  
 Complete your contact details below.

<b>FULL PROGRAM:</b>	4650 pieces	Rackcard \$3,225	_____ (24 shows)	Magazine \$4,485	_____ (24 shows)
<b>PARTIAL PROGRAM:</b>	_____ (# pieces)	\$ _____	_____ (# shows)	\$ _____	_____ (# shows)

**RACKCARD** = Brochures or Rack Cards no larger than approx 4"x9"  
**MAGAZINE** = Any literature with dimensions larger than rackcard size  
 Not sure? Just ask! We'll be happy to help.

**Please Print:**

**COMPANY:** \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

LANDLINE: \_\_\_\_\_ CELL: \_\_\_\_\_

EMAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

Discount option applied to full program only (24 shows).

**Full Program Discount**                      **Rackcard Magazine**  
 Enroll and pay by 11/15/2024:                      \$2,400    \$3,400

**Full Program Price:**                      \$ \_\_\_\_\_  
 (Insert full program rate or time sensitive discount from above)

OR

**Partial Program Price:**                      \$ \_\_\_\_\_  
 (Add up all selected show rates. No additional discounts)

OR

**Design-Print-Show Package:**                      \$ \_\_\_\_\_  
 (Rack card design/print; 24 shows: \$3,000. Deadline 11/1/24 to ensure lead time before racking at the 2025 shows. No additional discounts).

**TOTAL DUE \$** \_\_\_\_\_

**Make checks payable to: Anderson's Brochure Distribution**