

Brochure Distribution: 2027 RV & Camping Shows

This year 140,000 copies of the Maine Camping Guide will be distributed at various RV shows through MECOA, NCA @ the Tampa Florida Show, Maine Tourism Association, CTM Distribution, Getaways on Display Distribution, Anderson's Brochure Distribution, Hannaford Supermarket Distribution & the Kennebunk rest area plazas North and South, and New England Tourism in Canada.

Representation of Maine Campgrounds at these carefully chosen RV show locations is an extremely **valuable and effective** marketing piece for MECOA campgrounds.

We continue to upgrade our show presence. The partnership arrangement MECOA has with the Maine Office of Tourism allows us to take state and regional information to four major shows and is extremely well received by the public, adding significant value to the MECOA distribution program. The booth looks fantastic and people love it!

MECOA will hand out thousands of copies of the Maine Camping Guide to the general public and RV dealers along with member brochures at these 6 carefully chosen shows.

If you already participate in this distribution program you understand the significant value of this type of service. If you are not currently a participant, **I would strongly urge you to participate in the coming year.**

The demand for print literature is not dead, this program works! Brochures, Maps & Travel Guides are the #1 In-Market Influence. 72% of consumers use printed visitor brochures, maps, and guides to plan and navigate their trips. For tourism businesses, this underscores the ongoing value of print in capturing visitor interest and directing them to local experiences, attractions, and services.

MECOA plans to participate in 6 or more RV shows distributing member brochures, the Maine Camping Guide, and state and regional literature.

The REGISTRATION FORM is on the reverse side along with a list of anticipated shows for 2027.



Montreal Canada RV Show

**"The Maine booth always looks fantastic & folks love it"
"People see "Maine" and they just have to stop by"
--Kathy Dyer, MECOA Executive Director**



Springfield RV Show

**"The Maine Camping Guide is by far the most requested camping directory at all the shows."
--Kathy Dyer, MECOA Executive Director**



Boston RV Show

**"Boston is one of MECOA's most well received shows"
--Kathy Dyer, MECOA Executive Director**

Shows MECOA plans to participate in for 2027

Auburn, ME (MECOA)	April 3-4	Hartford, CT OR	Jan 29-31
Bedford, NH	March 12-14	Mohegan Sun, CT	March 12-14
Boston, MA	January 14-17		
Springfield, MA	February 12-15	Montreal Canada	March 4-7

2027 MECOA Brochure Distribution Registration Form



Montreal, Canada RV Show Booth



Vacationland RV & Camping Show

9 x 4 Standard Brochure or Rack Card
\$400.00 for up to 1800 pieces

Extra Large Brochure
\$700.00 for up to 1800 pieces

During the RV show months, (winter and early spring,) camping enthusiasts are very eager to make their camping reservations. Many of them choose their camping destination right at the shows.

Get your name out there and be prepared to receive early reservations and new customers! This is a very economical way for your property to stand out amongst the crowd and receive early reservations and new customers.

You may also choose individual shows to participate in. Send us 300 brochures for each show – Cost: **\$100.00 per show.**

As an additional benefit, any brochures remaining will be distributed to the RV Dealers across Maine for display in their racks. Guaranteed Distribution.



Registration form and brochures must be mailed or delivered by appointment to the MECOA office by December 1, 2026

SHIP TO: LAURA JOSLYN, 170 SEWALL ST, AUGUSTA ME 04330 - Phone (207) 782-5874, Fax (207) 782-4497. Please provide MECOA with shipping / tracking information.

Campground Name:

Total Amount Remitted: **\$400** or **\$700** or \$ _____

☐ MasterCard ☐ Visa ☐ American Express ☐ Discover

☐ Check Enclosed (Payable to MECOA)

Card Number:

Exp. Date:

3-Digit Sec Code:

Billing Address & Zip Code:

Signature:

Date: