

48TH ANNUAL



SPRINGTRADEEXPO

Ocean City Hotel-Motel-Restaurant Association



CONNECT
SHOWCASE
SELL

MARCH 6 & 7, 2022
OCEAN CITY, MARYLAND

OCEANCITYTRADEEXPO.COM
INQUIRE@OCVISITOR.COM
410.289.6733

48TH ANNUAL



SPRINGTRADEEXPO
Ocean City Hotel-Motel-Restaurant Association

CONNECT SHOWCASE SELL



The Ocean City Spring Trade Expo is the largest hospitality industry gathering in the Mid-Atlantic. Devoted to bringing together industry buyers and sellers since 1974, the Trade Expo offers your company the opportunity to make hundreds of sales calls in just two days. Showcasing your products and services allows attendees one-stop shopping, sourcing and sampling in a fun atmosphere. The Trade Expo was founded and continues to be produced by the Ocean City Hotel-Motel-Restaurant Association, a non-profit who exists to unite the industry through advocacy, education and partnerships.

Ocean City
TRADE EXPO
MARCH 6 & 7, 2022



www.OceanCityTradeExpo.com
facebook.com/OCTradeExpo



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EXHIBITOR BENEFITS

NETWORK

easy access to industry buyers & sellers in a fun atmosphere will maximize your exposure

BE SEEN

this is THE PLACE to be seen – come out of winter hibernation

SHOWCASE

display, demonstrate and discuss your products and services with potential buyers all under one-roof in two days

CONNECT

meet face-to-face, connect with old customers and learn of possible new relationships and partnerships

OVER 350

exhibiting companies filling 400+ exhibit booths

NEW FOR 2022

Convention Center expansion – the ENTIRE Expo will be on the Lower Level

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WHO ATTENDS?

MAXIMIZE YOUR EXPOSURE
TO REACH THE ENTIRE
HOSPITALITY INDUSTRY.

*We do everything we can to
make sure the right customers
attend our Expo!*

DIRECT MAIL – close to 10,000 pieces
direct mailed to our extensive list of
industry businesses

RELATIONSHIPS – leveraging our tourism
relationships to hit regional businesses
with direct invitations from their tourism
leaders

E-MARKETING – a series of e-blasts and
social media posts showcasing the
planned events and reasons to attend

ADVERTISING – trade publications, local
print and live radio interviews with
excellent coverage

PUBLIC RELATIONS – numerous inter-
views with trade and local media to
highlight the Expo

Attendees from
all over
Maryland,
Delaware, &
Virginia.

Industries in
attendance
include:

HOTELS
MOTELS
B&B'S

MANAGEMENT
COMPANIES
RESTAURANTS
BARS
NIGHTCLUBS

COFFEE SHOPS
ICE CREAM SHOPS
GOLF COURSES
CASINOS
HOSPITALS
SCHOOLS
UNIVERSITIES

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EXHIBIT SPACE DETAILS

YOUR 10' WIDE X 10' DEEP BOOTH SPACE INCLUDES:

- Pipe & Drape 8 ft tall in back, 3 ft on sides
- One UN-draped 6 ft. x 30" high x 30" wide table
- One trash receptacle
- One 110-volt outlet up to 500 watts
- One sign (8" tall x 20" length) to hang at back of booth (be sure to fill out order form)
- Listing in Expo Program Guide in the Alpha and Category pages
- Listing and link on the Expo website, OceanCityTradeExpo.com – company name, phone number and your website link
- Wi-fi throughout the Convention Center



First right of refusal goes to those exhibitors who exhibited the previous year until September 30th and then all booths open for sale. No booth assignments will be made without a deposit or contract.

ADDITIONAL OPTIONAL FEES:

ADDITIONAL BOOTH SERVICES

Carpet, additional electric, table draping, dedicated wifi, freight handling, forklift, labor – all can be ordered through the Exhibitor Services Form. See Convention Center contact information below.

LEAD RETRIEVAL

TS Leads and Tom Schleisman are the Expo-approved vendor for this – order through Lead Retrieval Order Form.

EXPO PROGRAM GUIDE ADVERTISING

OC Today produces this piece for the Expo and ads can be purchased through the Advertising Form.

NON-UNION CONVENTION CENTER - BRING YOUR OWN HAND CART



Roland E. Powell Convention Center
4001 Coastal Hwy. | Ocean City, MD 21842



Phone: 410.289.8311
Fax: 410.289.0058

EXHIBITOR TESTIMONIALS

"Thank you for doing a wonderful job year after year!! I can proudly say that my company has grown directly because of the outstanding job you do...thank you again."

George
President, George's Water Ice

"Your team did an amazing job. We couldn't be happier with the contacts we made, thank you!"

Rick
Owner, DE Sauce

"Great show, nice job all around!"

Jim
VP of Sales, Acme Paper

"I want to thank you and your team for effort you put into the Expo this year. The event was well run and I appreciate strict attendance policies. Thank you again."

Mike
VP Noovis

View the Floor Plan

Reserve Your Exhibit Space

**Need more info?
Contact Susan Jones**

**410-289-6733
susanjones@ocvisitor.com**

SPONSORSHIP OPPORTUNITIES



DIGITAL SIGNAGE - \$250 (ONLY 4 SPOTS AVAILABLE)

Advertise your company's 4-color logo and booth number on digital signs placed at registration areas and lobby. Sponsors will be highlighted in 3-second intervals followed by show announcements. All announcements will loop throughout both days of the show.

EVENT PROGRAM TABLE - \$250

Full color logo and booth number printed on an 8.5 x 11" flyer displayed in an acrylic holder at all program display tables.

LOBBY SIGNAGE - \$250 (ONLY 4 AVAILABLE)

Display YOUR spider banner in the lobby of the Convention Center.

SKYBOX BANNER - \$250 (ONLY 2 AVAILABLE)

Your company banner will be hung on the Exhibitors Hospitality Suite window Room 213, overlooking the Exhibit Hall.

PRESS RELEASE SPONSORSHIP - \$150

Provide the Ocean City Spring Trade Expo with a press release and it will be displayed on our Press Release section of our website and used for promotional and advertising purposes.

ATTENDEE EMAIL ALERT - \$250 OR \$500 (ONLY 2 AVAILABLE)

Promote your brand to opt-in list of Expo Attendees! Email to attendees will include important information about the upcoming show. At the bottom of the email (\$250) or the top (\$500) we will include, "This email brought to you by..." and list your company's name, logo and booth number.

KEYNOTE SPEAKER SPONSOR - \$500

Hand out flyers or giveaway item to individuals as they attend the Keynote Speaker Session and/or place your info on a 6-ft table at the entrance

EMAIL REGISTRATION CONFIRMATION - \$1000

Be seen by the approximately 5,000 people who register online to attend this year's Expo. Your company name, logo and direct link on the confirmation email sent to online registrants.

BANNER ADVERTISEMENT ON OCEANCITYSPRINGTRADEEXPO.COM- \$1000

Promote your brand by displaying your digital banner on our website from October (or sign up) through July 31.

**HAVE ANOTHER IDEA FOR SPONSORSHIP NOT LISTED?
CONTACT US 410-289-6733**

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Please complete this form and fax back to OCHMRA at 410.289.5645 or mail to address below. Payment is required to secure sponsorship.



SPONSORSHIP FORM

Business Name _____
Contact Name _____
Mailing Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email _____
Website _____

Please select your sponsorship level(s):

- | | |
|---|--|
| <input type="radio"/> Digital Signage - \$250 | <input type="radio"/> Attendee Email Alert - \$250/\$500 |
| <input type="radio"/> Event Program Table - \$250 | <input type="radio"/> Keynote Speaker Sponsor- \$500 |
| <input type="radio"/> Lobby Signage - \$250 | <input type="radio"/> Banner Advertisement- \$1000 |
| <input type="radio"/> Skybox Banner - \$250 | <input type="radio"/> Email Confirmation - \$1000 |
| <input type="radio"/> Press Release Sponsorship - \$150 | |

Payment type: Check Visa MC Discover American Express

For credit card payment, please complete information below:

Card Number _____
Exp. Date ___/___ 3-digit CSV code: _____
Billing Address for Card _____

Cardholder Signature _____

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