

The National 2018

Exhibitor Information

Reach
more than
5000 visitors
at the largest 4
day caravanning
event of the
year



Sledmere House, Drifffield, Yorkshire
Friday 25 – Monday 28 May 2018

 **CARAVAN AND
MOTORHOME CLUB**
SINCE 1907

Caravan and Motorhome Club represents the interest of over one million consumers.

With the largest private network of sites in the UK, the Caravan and Motorhome Club is one of Europe's most influential and trusted leisure brands, and Caravan and Motorhome Club members make the majority of purchases in what is a £3 billion+ motoring, leisure and touring market*.



Get to know our members:

- Twice as likely to have a household income over 40k than the national average
- High global amount of capital
- Strong spending power
- Active and affluent lifestyles
- 60% own a caravan
- 40% own a motorhome
- 30% plan to buy a new car in the next 2 years
- 71% own a smartphone or tablet
- 59% have a pet – and 69% of those are dogs
- 15% have been on 8 or more trips in the last 12 months
- 50% are 'empty nesters'
- 18% are families with children under 16
- 48% are retired and twice as likely to have grandchildren than the UK average

*source NCC

How can we help you?

The National is one of the biggest events on our calendar every year and attracts more than 5000 visitors and up to 1700 outfits. This unique four-day event represents a wonderful cross-section of our membership, and is a fantastic opportunity to gain access to this market.

Don't miss out on this useful source of revenue for your business. If you would like to join us at The National from 25-28 May 2018, please call 01342 336781 for your Exhibitor's Pack. Email: mary.tidy@camc.com

Caravan and Motorhome Club members are your perfect customers

Caravan and Motorhome Club members are mostly married couples and of an age where the children have probably left home, so have moderate disposable income.

Of those younger members who go touring with their family, they tend to be the better off, because caravan or motorhome purchase, along with a suitable tow car, is not inexpensive.

Those that attend The National arrive with a propensity to purchase as this is considered the significant event of the caravanning year. Caravan and Motorhome Club members are self reliant and practical, many having hobbies and interests, some of which they may pursue when touring.

Many of The National exhibitors come year after year, finding attendance a profitable and enjoyable experience. Why not come to the Caravan and Motorhome Club National in 2018 and discover for yourself this useful revenue source?



Advertising with us

Advertising in The National Souvenir Programme offers great value for money with a guaranteed wide readership.

This prestigious Souvenir Guide is distributed to National participants and acts as the event companion. It will be produced as a high quality A5 publication, in full colour throughout the 100 pages, with a print run of 2,000 copies.



For more information on advertising options and rates, please contact Justin McAllister on 01342 337777 or email Justin.McAllister@camc.com

Sponsorship options

There are many great sponsorship opportunities available including free exhibitor space, free banner space, full colour advertisements in the Souvenir Programme and an invitation to the Chairman's Reception.

For more information please contact the Events Team on 01342 336781.



“A thoroughly enjoyable event that is very well organised and provides an excellent opportunity to network with key stakeholders in the industry, promote our business offering and gather some valuable market information. I would certainly recommend this event to other companies looking to exhibit in the future in this important industry sector.”

Paul Downes – National Account Manager Leisure, Calor

Exhibitor Price Guide: Caravan dealers

Type A	60m x 20m (1200 sq.m.) complete with electric	£6,000 + VAT
Type B	40m x 20m (800 sq.m.) complete with electric	£4,000 + VAT
Type C	20m x 20m (400 sq.m.) complete with electric	£2,000 + VAT

Open space

Open space 3m x 9m (27 sq.m.) @	£135 + VAT
Open space 6m x 9m (54 sq.m.) @	£270 + VAT
Registered Charity @	£4.00 per sq. m. + VAT
Additional frontage @	£45.00 per metre + VAT
Any other size @	£5.00 per sq.m. + VAT

Corner pitches

A limited number of corner pitches are available at an additional premium. If you wish to secure a corner pitch please ensure you return your forms in good time as these will be allocated on a first come, first served basis.

Additional Fee	£65 + VAT
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Shell schemes

Trade stands are available as shell schemes in multiples of 3m x 3m per bay frame marquee complete with floor, carpet and 13amp socket. These are standard three sided units with a 0.5 metre deep header over the front for your trading name and stand number.

If you have special requirements please talk to The National's events team who will endeavour to accommodate you.

3m x 3m per bay, frame marquee complete with floor, carpet and 13amp socket @	£340 + VAT
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Marquees

A listed number of small marquees are available. These covered areas save the bother of supplying and erecting your own tented area. Flooring and carpet is available at an additional cost.

**Join us at The National 2018
please call 01342 336781 for
your Exhibitor's Pack**

Caravan and Motorhome Club, East Grinstead House,
East Grinstead, West Sussex RH19 1UA
Email: mary.tidy@camc.com

www.camc.com/national

Extra facilities available to exhibitors:

Electricity supply

If power and lighting are required, please complete the Electrical Supply application form supplied. There are two types of supply:

(a) 0 - 4 KW (16amp) supply BS4343 (caravan type)	£100 + VAT
(b) 0 - 4 KW (16amp) supply including twin socket	£100 + VAT

The Official Electrical Contractor will be resident on site throughout the event for advice and assistance. No water, space heating or cooking equipment may be connected to the supply.

Internet connection

High speed wireless Internet connection and equipment can be ordered using hardwired cable or wireless connection to your space. Shared and faster unshared options are available. For further information please contact Mary Tidy – Tel: 01342 336781
Email: mary.tidy@camc.com

Exhibitor pitches

Separate caravan pitch with electric hook-up	£85.00 + VAT
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“We have been exhibiting at The National for many years, it is one of the highlights in our yearly calendar. The National is a wonderful event with thousands of attendees. Each year we are at a different location, the team that organise the event is great to work with and highly professional. Visitors to the event are there to enjoy themselves and shop within the village area – the trade stands are a huge attraction”

Clive Netherway Managing Director, life's a breeze

