



*Thrills
in the
Black Hills*

**CAFCNA
NATIONAL
MEET 2003**



Chevy Avalanche Fan Club 2003 National Meet July 21 – 25, 2003 Rapid City, South Dakota Vendor Information

Thank you for your interest in the Chevy Avalanche Fan Club of North America 2003 National Meet. The Chevy Avalanche Fan Club of North America, or CAFCNA, is a non-profit social club that was created on January 10, 2002. In the last year we have grown to over 5,200 members with local chapter clubs in over 35 cities across North America. By the time the National Conference arrives on July 21, 2003 we expect to have in excess of 8,000 members.

CAFCNA is operated under a Grant of Permission from the General Motors Corporation, is a member of SEMA, the Specialty Equipment Market Association, and sits on the Automotive Restoration Market Association board.

Exhibiting, sponsorship, advertising, distribution and marketing at the CAFCNA 2003 National Meet provides you with a unique opportunity to meet with Chevrolet Avalanche owners and enthusiasts, Chevrolet dealership owners, accessory resellers, and service providers. It is a rare opportunity not only to educate consumers about your products, but also meet with potential partners and expand your channels.



CAFCNA Members come from all around the world. Chevrolet Avalanches and our members can be found in the US Virgin Islands, Jamaica, Mexico, the Netherlands, Germany, England, Norway, Australia, and Japan. Our member's range from enthusiast owners with stock vehicles to off-roading fanatics to those who drive slammed street machines. You'll be hard pressed to find a more qualified group of vehicle owners in one location.

I'm amazed to have found a place with owners who are as awestruck as I am with my new Avalanche. The more I drive this truck, the more I realize that this is the vehicle I've been waiting for my whole life.

Member: **sterner** – June 17, 2002



DEMOGRAPHICS ABOUT OUR MEMBERS¹

- 89.75% of our members own a 2002 or 2003 Chevrolet Avalanche or Cadillac Escalade EXT with a MSRP between \$32,000 to \$51,000 US²
- 6% of our members plan to buy a 2003 Chevrolet Avalanche or Cadillac Escalade EXT within the next six months³
- 81% of our members are between the ages of 25 and 54
- 96% of our members are male
- 85% of our members have completed at least one semester of college
- 78% of our members have a household income in excess of \$50,000 a year
- 32% of our members have a household income in excess of \$100,000 a year
- 35% of our members have more than 60% of their vehicle paid off, 27% of our members have their vehicle completely paid off
- 53% of our members drive from 140 to 420 miles per week⁴
- 69% of our members take their Chevrolet Avalanches off-road at least once a year⁵
- 82% of our members are likely to buy a product or service online in the next six months
- 78% of our members come to our site to research and get information on parts and accessories for their Chevrolet Avalanche
- 79% of our members come to our site to research and get information on services for their Chevrolet Avalanche
- 62% of potential National Meet attendees stated they would buy a product and have it installed while attending⁶
- 88% of potential National Meet attendees stated they would purchase service for their vehicle while attending⁷
- The Chevy Avalanche Fan Club of North America has a reach in excess of 3% of all Chevy Avalanche owners in the world⁸
- The Chevy Avalanche Fan Club website is ranked in the top 100,000 of websites in the world⁹

¹ Unless otherwise noted data was collected from 232 members in a survey done by Burst Media in December 2002.

² Based on a member survey done in October of 2002 with 1,005 respondents.

³ Based on a member survey done in October of 2002 with 1,005 respondents.

⁴ Based on a member survey done in June of 2002 with 250 respondents.

⁵ Based on a member survey done in August of 2002 with 1,067 respondents.

⁶ Based on a member survey done in January of 2003.

⁷ Based on a member survey done in January of 2003.

⁸ Based upon 135,000 Chevrolet Avalanche vehicles sold, 5,200 members with 88% of them owning Chevrolet Avalanches. Statistics based on December 2002 sales data from General Motors and membership numbers as of January 21, 2002.

⁹ According to the Alexa database of websites and traffic monitoring.



About The Chevy Avalanche Fan Club 2003 National Conference

Who: The Chevy Avalanche Fan Club of North America

What: 2003 National Conference – Thrills In The Black Hills

Where: The Best Western Ramkota Hotel and Conference Center, Rapid City, South Dakota

When: Monday, July 21, 2003 to Friday, July 25, 2003. Exhibit day is Thursday, July 24, 2003.

Who will be attending? Chevrolet dealers, accessories and service providers, installers, resellers, and Chevrolet Avalanche owners.

How many people do you expect to attend? 350 to 580.

How many Avalanches will be present? 125 to 200

What facilities are provided at the Best Western Ramkota? The Best Western Ramkota in Rapid City, South Dakota is the largest hotel conference center in western South Dakota. The property has 267 rooms and over 30,000 square feet of conference and meeting space. The hotel is less than 30 minutes from key Black Hills attractions and 12 miles from Rapid City Regional Airport. We have reserved a block of 125 rooms, banquet facilities, indoor, and outdoor display space.



Why did you choose Rapid City, South Dakota as a venue? Rapid City is close to the geographical center of North America providing easy interstate access for most of our members. The city is surrounded with a wide range of natural and tourist attractions. Rapid City is well experienced in dealing with large automotive shows.

Will security be provided at the meet? Yes, we will be providing security at the National Meet.

I think this site should be a mandatory reference stop for all GM service personnel when trying to figure out problems with the Avalanche.

Member: **XRover** – June 16, 2002



Itinerary

Monday, July 21, 2003:

4:00 PM - 6:00 PM: Early registration
8:00 PM - 10:00 PM: Hospitality Suite

Tuesday, July 22, 2003:

7:00 AM - 6:00 PM: Main registration
8:30 AM - 10:00 AM: Club breakfast
10:30 AM - 5:30 PM: Track A - Cruise to Badlands National Park
10:30 AM - 5:30 PM: Track B - Cruise to Devils Tower National Monument
10:30 AM - 5:30 PM: Track C - Cruise to Deadwood, South Dakota
5:30 PM - 10:00 PM: Track A - Cowboy supper show and Mount Rushmore visit
6:30 PM - 12:00 MIDNIGHT: Track B - Deadwood, South Dakota gambling trip
6:30 PM - 10:00 PM: Track C - Cruise to Wall, South Dakota

Wednesday, July 23, 2003:

9:00 AM - 6:00 PM: Track A - Caving tour of the Black Hills
9:30 AM - 5:30 PM: Track B - Cruise to Badlands National Park
10:00 AM - 6:00 PM: Track C - Cruise through the Black Hills
8:30 AM - 6:00 PM: Track D - History of the Sioux Cruise.
11:00 AM - 5:30 PM: Track E - Four-wheel drive school off-road trip
6:30 PM - 10:00 PM: Cruise to Wall, South Dakota
9:00 PM - 1:00 AM: Star Gazing at Badlands National Park

Thursday, July 24, 2003:

9:00 AM - 10:30 AM: Club breakfast
10:30 AM - 4:30 PM: The Avalanche Vendor Jamboree and Product Showcase
10:30 AM - 11:30 AM: Break out and how-to sessions (five to ten tracks)
11:30 AM - 12:30 PM: Break out and how-to sessions (five to ten tracks)
12:30 PM - 2:30 PM: Club luncheon in the indoor vendor display area
2:30 PM - 3:30 PM: Break out and how-to sessions (five to ten tracks)
3:30 PM - 4:30 PM: Award presentations and speech in the indoor vendor display area
5:30 PM - 6:30 PM: Reception in the indoor vendor display area
6:30 PM - 9:00 PM: Club banquet featuring a Native American dance demonstration
9:00 PM - 12:00 AM: Dancing and drinks

Friday, July 25, 2003:

9:00 AM - 6:00 PM: Track A - Caving tour of the Black Hills
11:00 AM - 5:30 PM: Track B - Four-wheel drive school and off-road trip
10:00 AM - 6:00 PM: Track C - Cruise through the Black Hills
10:30 AM - 5:30 PM: Track D - Cruise to Devils Tower National Monument
6:30 PM - 8:30 PM: Closing dinner



Chevy Avalanche Fan Club 2003 National Meet Exhibitor Rate Sheet

PLATINUM VENDOR BOOTH PACKAGE

\$3,200.00

As a Platinum Vendor you are entitled to the following:

- 40' X 20' area with two 8' tables with table cloth, valance, and four chairs with premium location close to the main entrance or at the center of the conference area
- Preferred location for any additional outside display space that may be required up to 20' X 20'
- Your corporate logo placed on the conference t-shirts
- Banner inside and outside declaring your company as a sponsor of the Chevy Avalanche Fan Club National Meet
- 10 minutes of speaker time at the club breakfast on Tuesday, July 22, 2003 or Thursday, July 24, 2003
- 110 VAC electrical connection
- Telephone line with no charge local and 1-800 calls
- Two full page ads in the Conference Agenda and Guidebook
- One quarter-page ad in CAFCA Magazine for four issues
- Four free subscriptions to CAFCA Magazine for one year
- Breakfast and lunch provided for four people on Thursday, July 24, 2003
- Dinner and dancing provided for two people on Thursday, July 24, 2003
- Access to a vendor hospitality suite with snacks, drinks, phone (local and 1-800 calls), computer with printer and internet access, fax machine and basic office supplies

Whenever I have...any question about my Avalanche, this is the first place to visit.

Member: **AvZee** – June 25, 2002

GOLD VENDOR BOOTH PACKAGE

\$1,600.00

As a Gold Vendor you are entitled to the following:

- 20' X 20' area with two 8' tables with table cloth, valance, and four chairs with an optimal location on the main concourse
- 5 minutes of speaker time at the club breakfast on Tuesday, July 22, 2003 or Thursday, July 24, 2003
- 110 VAC electrical connection
- Telephone line with no charge local and 1-800 calls
- One full page ad in the Conference Agenda and Guidebook
- One quarter-page ad in CAFCA Magazine for two issues
- Two free subscriptions to CAFCA Magazine for one year
- Breakfast and lunch provided for three people on Thursday, July 24, 2003
- Dinner and dancing provided for two people on Thursday, July 24, 2003
- Access to a vendor hospitality suite with snacks, drinks, phone (local and 1-800 calls), computer with printer and internet access, fax machine and basic office supplies



SILVER VENDOR BOOTH PACKAGE

\$800.00

As a Silver Vendor you are entitled to the following:

- 20' X 10' area with one 8' table with table cloth, valance, and two chairs with preferred floor location
- 110 VAC electrical connection
- Telephone line with no charge local and 1-800 calls
- One half-page ad in the Conference Agenda and Guidebook
- One quarter-page ad in CAFCA Magazine for one issue
- One free subscription to CAFCA Magazine for one year
- Breakfast and lunch provided for two people on Thursday, July 24, 2003
- Access to a vendor hospitality suite with snacks, drinks, phone (local and 1-800 calls), computer with printer and internet access, fax machine and basic office supplies

BRONZE VENDOR BOOTH PACKAGE

\$400.00

As a Bronze Vendor you are entitled to the following:

- 10' X 10' area with one 8' table with table cloth, valance, and one chair
- 110 VAC electrical connection
- Telephone line with no charge local and 1-800 calls
- One quarter-page ad in the Conference Agenda and Guidebook
- Breakfast and lunch provided for one person on Thursday, July 24, 2003
- Access to a vendor hospitality suite with snacks, drinks, phone (local and 1-800 calls), computer with printer and internet access, fax machine and basic office supplies

BASIC VENDOR BOOTH PACKAGE

\$200.00

As a Basic Vendor you are entitled to the following:

- 10' X 5' area with one 8' table with table cloth, valance, and one chair
- 110 VAC electrical connection
- Access to a vendor hospitality suite with snacks, drinks, phone (local and 1-800 calls), computer with printer and internet access, fax machine and basic office supplies

ADDITIONAL SERVICES

- 208 and 220 VAC electrical service
- Telephone line connection (if not provided above)
- Long distance phone service (billed to exhibitor)
- Carpentry services (advanced notice required)
- CD replication (advanced notice required)
- Photo copying and printing (advanced notice required)
- Storage (advanced notice required – on site storage may not be available)
- Internet connection (advanced notice required)
- Additional chairs, tables, and catering needs



Chevy Avalanche Fan Club 2003 National Meet Sponsorship Rate Sheet

During the four-day event there are a number of sponsorship opportunities for your company. If you cannot attend the event as a vendor, being a sponsor still provides you with an opportunity to get your product and service information in front of purchasing agents, installers and end user customers.

MONDAY HOSPITALITY SUITE SPONSORSHIP **\$1,000.00**

As a sponsor for the Monday night hospitality suite you get the following:

- A banner in the suite indicating your sponsorship
- Your company's name and logo placed on the agenda and in the guide
- One half page ad in the Conference Agenda and Guidebook
- One quarter-page ad in CAFENA Magazine for two issues
- Two free subscriptions to CAFENA Magazine for one year

TUESDAY BREAKFAST SPONSORSHIP **\$2,000.00**

As a sponsor for the Tuesday breakfast you get the following:

- 5 minutes of speaker time at the club breakfast
- A large banner in the meal area indicating your sponsorship
- Your company's name and logo placed on the menu and agenda
- One full page ad in the Conference Agenda and Guidebook
- One ¼ page ad in CAFENA Magazine for two issues
- Two free subscriptions to CAFENA Magazine for one year

THURSDAY BREAKFAST SPONSORSHIP **\$2,000.00**

As a sponsor for the Thursday breakfast you get the following:

- 5 minutes of speaker time at the club breakfast
- A large banner in the meal area indicating your sponsorship
- Your company's name and logo placed on the menu and agenda
- One full page ad in the Conference Agenda and Guidebook
- One ¼ page ad in CAFENA Magazine for two issues
- Two free subscriptions to CAFENA Magazine for one year

THURSDAY LUNCH SPONSORSHIP **\$2,500.00**

As a sponsor for the Thursday lunch you get the following:

- 10 minutes of speaker time at the club luncheon
- A large banner in the meal area indicating your sponsorship
- Your company's name and logo placed on the menu and agenda
- One full page ad in the Conference Agenda and Guidebook
- One ¼ page ad in CAFENA Magazine for three issues
- Four free subscriptions to CAFENA Magazine for one year



THURSDAY BANQUET & DANCE SPONSORSHIP

\$4,000.00

As a sponsor for the Thursday dinner and dance you get the following:

- 10 minutes of speaker time at the club dinner
- A large banner at the banquet indicating your sponsorship
- Your company's name and logo placed on the menu and agenda
- Two full page ads in the Conference Agenda and Guidebook
- One ¼ page ad in CAFENA Magazine for four issues
- Four free subscriptions to CAFENA Magazine for one year

EDUCATIONAL SEMINARS

\$2,000.00

As a sponsor for the educational seminars you get the following:

- 5 minutes of speaker time at the club dinner
- A large banner in the conference area indicating your sponsorship
- Your company's name and logo placed on the agenda
- One full page ad in the Conference Agenda and Guidebook
- One ¼ page ad in CAFENA Magazine for two issues
- Four free subscriptions to CAFENA Magazine for one year

CHILDREN'S PLAY AREA

\$250.00

As a sponsor for the Children's Play Area you get the following:

- The play area named after your company – the XYZ Company Play Area
- A sign in the play area indicating your sponsorship
- One quarter-page ad in CAFENA Magazine for one issue

BADGE LANYARDS

\$750.00

This is a great way to get your company's name in front of all attendees. Your company logo and/or name on the lanyards for attendee badges. You agree to provide 750 lanyards for the meet. CAFENA must review and approve the lanyard design.

ATTENDEE BAGS

\$2,000.00

Have every attendee carrying your company's logo and design throughout the duration of the National Meet. Your company logo and name on the bag and your literature included inside. You agree to provide 750 bags for the meet. CAFENA must review and approve the bag design, the literature contained inside, and the design/materials selected.

REGISTRATION PENS

\$750.00

Have every attendee carrying your company's name in their hand throughout the duration of the National Meet. Your company logo and/or name on the pens that will be used and given out at the National Meet. You agree to provide 1,500 pens for the meet. CAFENA must review and approve the design and type of pen selected.



INDIVIDUAL AVALANCHE CRUISE SPONSORSHIPS \$350.00 to \$1,000.00

There are 15 individual events that you can sponsor between Tuesday, July 22, 2003 and Friday, July 25, 2003. If you want to sponsor more than one event call for special pricing. As a sponsor of a cruise event you are entitled to the following:

- Your company's name and logo placed on the agenda and in the guide as the official sponsor for the event
- One quarter-page ad in the Conference Agenda and Guidebook
- One quarter-page ad in CAFCNA Magazine for one issue
- One free subscription to CAFCNA Magazine for one year



**PRODUCT AND SERVICES
DONATIONS FOR PRIZES**

Your company can provide CAFCNA with products and/or services that we can give away as premium and prizes through the event. Please call to speak to a representative on the products you are considering and what promotional considerations can be given in exchange. Opportunities are limited.

...it was cool to meet the people in my area...that share the same interest. I've got some new friends and people that will help when I need a little assistance with a modification I can't do alone.

Member: **wonder91178** – November 10, 2002



Chevy Avalanche Fan Club 2003 National Meet Guidebook **Advertising Rates**

The National Meet Guidebook is one of the best ways to reach out to your customers. The guidebook will be distributed to over 5,000 North American members of the Chevy Avalanche Fan Club as well as conference attendees.

The Guidebook will be approximately 80 pages with a full color cover and black and white pages. Included will be the agenda for all five days, detailed information on breakout sessions a map of the conference center, biographies of club officers, prominent members and keynote speakers, information on the Rapid City area and the Ramkota Hotel, and several stories about the Chevrolet Avalanche.

Ad Size and Location	Format	Advertising Rate
Inside front cover	Full color	\$1,500.00
Inside back cover	Full color	\$1,250.00
Outside back cover	Full color	\$1,500.00
Full page	Black and white	\$800.00
Half page	Black and white	\$500.00
Quarter page	Black and white	\$275.00
Eighth page	Black and white	\$150.00
Skyscraper	Black and white	\$400.00

All advertisements should be submitted as photo ready art. The Chevy Avalanche Fan Club of North America reserves the right to request changes to advertisements in the guidebook or to reject advertisers. Advertisers will receive a soft copy of the guidebook for review before going to publishing.

...not only are the members great but like so many stated before everyone is willing to help out the next guy. There is no such thing as envy or jealousy, just a very happy community of adults who really appreciate what Chevrolet has done for them in giving us the ability to drive around this superb machine.

Member: **NJAV** – July 30, 2002



Contacting Us & Reservations

Chevy Avalanche Fan Club of North America

National Meet

PO BOX 906

Edmonds, Washington 98020

Phone: (425) 744-8081

Fax: (425) 776-7197

E-Mail: national.meet@chevyavalanchefanclub.com

Website: http://www.cafcna.com/cruise/national_2003_01.html

Conference Coordinator: David H. Obelcz



A team of professionals is waiting to assist you with your questions about being an exhibitor, sponsor, advertiser, or distributor. We are here to serve you.

We will be taking reservations for exhibitors and sponsors through May 16, 2003. We will be taking advertisements for the National Meet Guidebook through May 1, 2003. We can accept reservations for exhibitors through June 1, 2003 but reservations made after May 16 will not have advertisements placed in the guidebook.

If you have additional ideas on how you can support the Chevy Avalanche Fan Club of North America 2003 National Meet we are open to ideas and suggestions. All of us are looking forward to having you be a part of our community.

CAFCNA has helped me learn...about the options available so I could order my 2003 2500 4x4. I needed a place like this because of the lack of detailed information in Chevy's brochures and at their dealerships. While the Chevy Web site was helpful, it was the many people on this terrific Web site who...enabled me to order the right options and make my Avalanche special.

Member: **Magic Mtn Dan** – November 10, 2002