

**Discover the benefits of direct email marketing!** Email marketing is **convenient, cost-effective** and provides **instant response** to your promotional message. Reach inboxes of industry professionals—our entire list. It's all possible with RV PRO's eBlast program!

## PRICING

**\$2,000**

## What you can expect:

**FULL CONTROL OF THE CREATIVE:** You determine the links, landing pages and subject line. You control your message from start to finish to support your campaign objectives. **List Quality Guarantee:** Clean, high-quality lists with 100% deliverability and no generic addresses such as sales@, info@, and admin@. We guarantee it!

**COMPLETE SERVICE FROM START TO FINISH:** You supply the creative, we provide the list and deploy on your behalf. No need to worry about CAN-SPAM compliance or email technology. We do the work for you! Need help with coding and design? Just let us know and we'll assist.

**EXCLUSIVE SHARE OF VOICE:** Your dedicated message deployed on your preferred day. eBlasts are limited to one per day so you'll have the full attention of your target audience. Early reservations are recommended to ensure we can accommodate your deployment date request.

**POST-CAMPAIGN REPORTING:** Complete reporting statistics on the performance of your email, including total delivered, opened, click-through rate and click-to-open ratio.

**SURVEYS:** Craft your own industry survey. You supply the questions, we build the survey and send you the reporting.

**REMARKETING:** eDirect add-on \$750: Expand the reach to those individuals who opened the eDirect through remarketing. Deliver similar website ads in programmatic networks to trigger top-of-mind engagement, linking back to your product specific landing page. 4 ads delivered daily for 3 months.

*"Hey Krystal - We've had a great response to the email blast. Thank you so much (all of you) for putting it together. Definitely something we'll want to do again in the near future. Thanks a million!!"*

**Graham Anderson, CMO, Kenect**

**RVX**  
MARCH 12-14, 2019  
SALT PALACE CONVENTION CENTER  
SALT LAKE CITY, UT

**BE THERE WHEN THE INDUSTRY'S MOST INNOVATIVE RVS ARE REVEALED.**

RVX is all about celebrating the best RVs and RV products—so we're kicking it off with a huge, media-blitz event designed to inspire dealers like you and spark the imagination of consumers across the country.

**The Reveal**  
Tuesday, March 12 | 1:00 pm – 3:00 pm  
Salt Palace Convention Center

[Learn More](#) [Register for RVX](#)

**Revealing the Best RVs for Different Consumer Lifestyles**

Every outdoor enthusiast has unique aspirations, interests and needs. What if we could reach them in their own unique way, showing the newest products that fit into their lifestyle?

Welcome to The Reveal, a showcase event that will drive purchasing decisions and growth for the RV industry by highlighting the best products in the following consumer lifestyle categories:

- Families
- Outdoor Adventurers
- Van Life Enthusiasts
- City Dwellers
- Long-Term Campers
- Tailgaters
- Eco-Conscious Travelers
- Spare-No-Expense Travelers
- RVers Looking Toward the Future

Armed with marketing insights from The Reveal—and from the exclusive Dealer Toolkit we're preparing for attendees—you'll leave RVX with valuable new perspectives on growing your business. This is an experience that you can't afford to miss!

Registration is free for dealers, accessory/parts store or repair shop representatives and campground operators.

[Register for RVX](#)

**RV INDUSTRY ASSOCIATION**  
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**Please contact KRYSTAL FRANKLIN for details, AND RESERVE YOUR SPACE TODAY!**



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