



RCX
RADIO CONTROL EXPO

MARCH 18 & 19, 2023 | Fairplex—Pomona, California

2 FULL SELLING DAYS – THOUSANDS OF READY-TO-ENGAGE ATTENDEES – GIVEAWAYS
JOIN US AT THE WORLD'S BIGGEST & BEST RC EVENT



2 SHOWS IN 1 – THOUSANDS OF NEW CUSTOMERS



Radio Control Expo

With a weekend of nonstop RC action, RCX will deliver thousands of affluent event attendees who are as passionate about your product as you are. Our audience is looking to build a relationship with your brand. The biggest and best event of its kind, RCX features the latest RC vehicles, planes, boats, drones, and more. If it flies, drives, or floats, it's at RCX!



California Overland Adventure & Power Sports Expo

The synergy between RCX and California's ultimate outdoor lifestyle event provides a strong cross-promotional opportunity that drives even more active attendees to the show. With product and brands in Overlanding, Adventure Vehicles, Travel and Lifestyle, and Outdoor Gear, this event draws thousands of active and engaged attendees.

A man wearing a blue polo shirt with 'Spectrum', 'Eflite', and 'ANGAR 9' logos, a black visor with 'TaylorMade' and 'LEthal' branding, and sunglasses is leaning over a white radio-controlled model airplane. He is showing the cockpit to a young boy with short brown hair wearing a black t-shirt. The airplane has a black star insignia on its side and a 'RESCUE' label. The background shows an outdoor event with other people and vehicles. The image is framed by a red and white diagonal border.

SEE IT - TRY IT - BUY IT

RCX
RADIO CONTROL EXPO

Retailers on Site

BECOME AN EXHIBITOR

WHY EXHIBIT?

- Sell products/services on-site at the expo
- Demonstrate new and existing products/services
- Set up dealership appointments
- Create brand awareness
- Build your database with quality leads
- Test new products
- Network and develop business-to-business opportunities
- Maintain relationships with your customer base
- Distribute free samples/brochures



Brian Vargas
President

bvargas@smashows.com

AFFORDABLE PRICES.

BOOTH PACKAGE INCLUDES:

- Standard Company Identification Sign (7" x 44")
- Electronic admission passes for distribution
- Unlimited passes for booth attendants
- Back drape (8') and side drapes (3')

EXHIBIT SIZES & COST:

- Booths are sold in increments of 10' x 10'. Larger booths are available, and bulk rate spaces can be created on the floor plan.
- All exhibit rates are listed on the booth application and Exhibit and Bulk Rate Price Sheet
- Show Management does not supply booth furnishings (carpeting, furniture, electricity, etc.). They can be rented directly through our official show decorator or self-supplied.

HOW TO RESERVE YOUR BOOTH SPACE:

- Contact your sales representative.
- Review the floor plan and select desired booth locations
- Await confirmation of final booth location

BECOME A SPONSOR

PLATINUM

- Four (4) Booths in a premium location
Includes Carpet, 2 Tables, 4 Chairs,
& Standard Electric
- Sponsor name in all Television and
Radio Advertising
- Sponsor logo in all Print Advertising
& Billboards as the Platinum Sponsor
- Sponsor Logo prominently displayed
on Show Entrance Banner/Unit
- One (1) 3x6 banner on the show floor
(banners provided by sponsor)
- One (1) handout in Registration
- All perks included in Silver

\$8,500

GOLD

- Two (2) Booths in a premium location
Includes Carpet, 2 Tables, 4 Chairs,
& Electric
- Sponsor name in all Television
Advertising
- Sponsor logo in all Print Advertising
as the Gold Sponsor
- Sponsor Logo prominently displayed
on Show Entrance Banner/Unit
- All perks included in Silver

\$6,500

SILVER

- One (1) Booth in an upfront location
Includes Carpet, Table, 2 Chairs, & Electric
- Sponsor logo in all Print Advertising
as the Silver Sponsor
- Sponsor logo included on all VIP
Admission Tickets
- Banner Ad on Show Website
- Sponsor name and logo included in
all Attendee Email Blasts
- Sponsor name included in all Press Releases
- Postings on Show Facebook Page
- Sponsor logo on Show Web Site
- Electronic VIP Admission Tickets

\$4,500

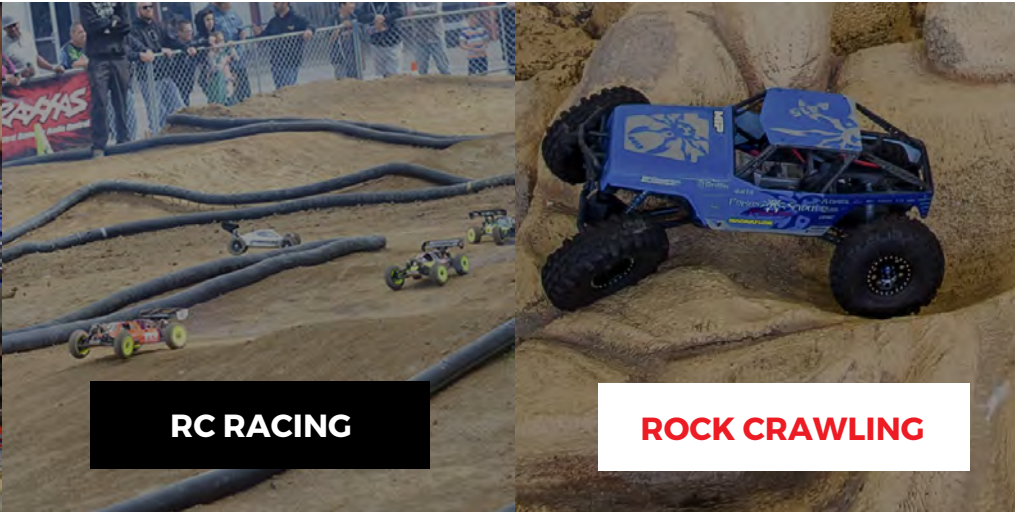
CUSTOM SPONSORSHIP PACKAGES CAN BE CREATED TO MEET YOUR SPECIFIC NEEDS.

EXHIBIT CATEGORIES

If you sell any of the products and services below, you belong in our show.



OFF & ON ROAD



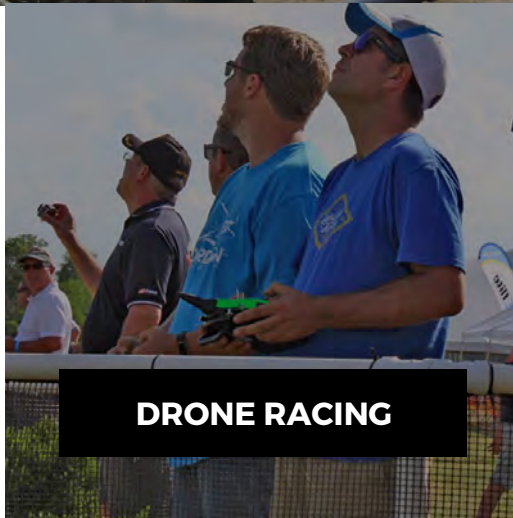
RC RACING



RADIO TECHNOLOGY



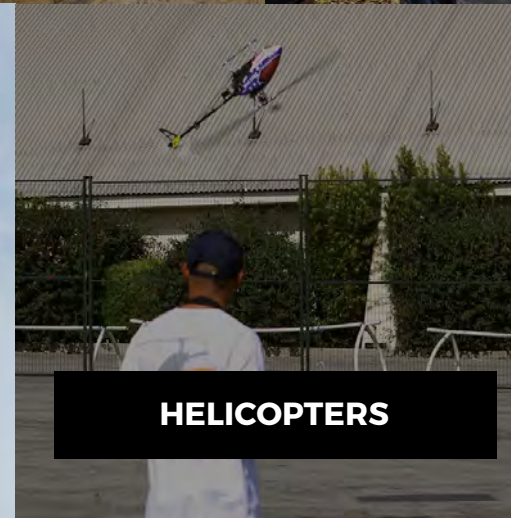
DRONES



DRONE RACING



RC PLANES



HELICOPTERS



CAMERA TECHNOLOGY

EVENT MEDIA CAMPAIGN & EXPOSURE

L.A., ORANGE, RIVERSIDE, SAN BERNARDINO,
SAN GABRIEL, AND SAN DIEGO COUNTIES



TELEVISION & RADIO CIRCULATION

Schedule of Radio Ads with top local stations in key areas, 5,000 .30 second Commercials on cable tv, 7,500 .15 second commercials on cable tv



SOCIAL NETWORKING

Millions of Impressions Via
Facebook – Instagram – You Tube –
Eventbrite



LARGE FORMAT IMPRESSIONS

Fairplex Billboard featuring the event,
Billboards on Interstate 10



TARGETED EMAIL MARKETING

Eblast campaign that reaches over 100,000 past, present and future attendees, Eblast campaign with Overland Adventure Media Brands, Eblast campaign to 150,000 Fairplex Attendees



GRASSROOTS MARKETING PROMOTIONS:

Flyers (100,000 – 150,000), Posters (500)
Event VIP Tickets (150,000) will be distributed

PUBLICATION CIRCULATION

Industry Magazines, Local Publications, Newspapers – Outdoor 4x4, Overland International, Cal 4x4, Outward Bound, California Board of Tourism, California Parks & Recreation, Los Angeles Times, RC Car Action, Model Airplane News, Flight Journal, Diecast X Magazine, Model Aviation



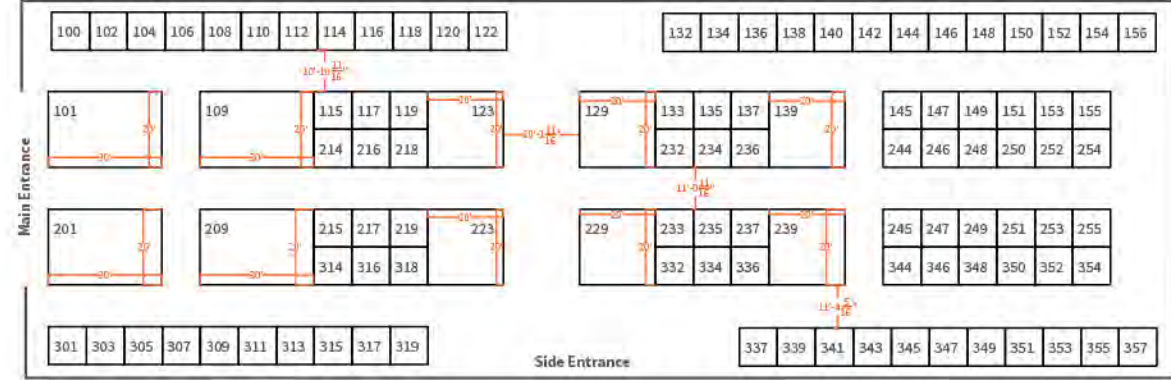
FLOOR PLANS

RCX
RADIO CONTROL EXPO

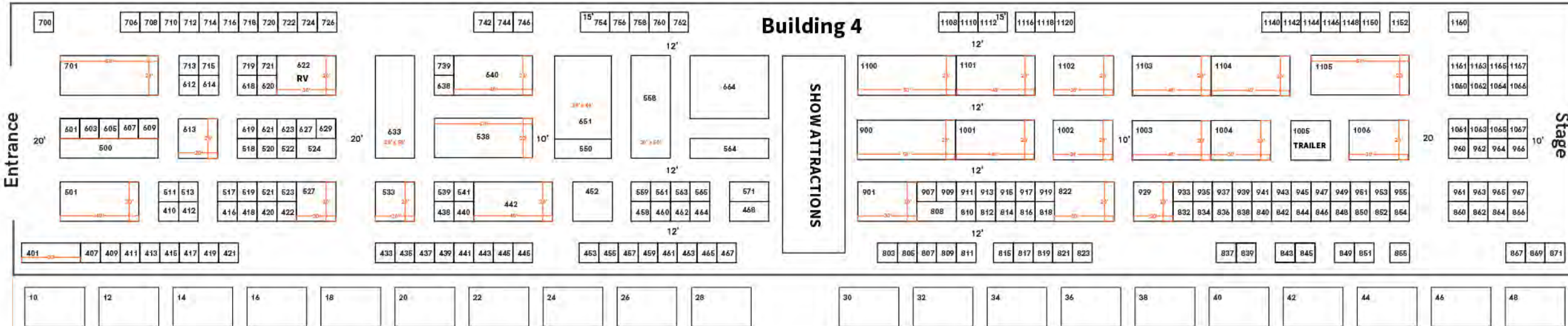


BOOK YOUR SPACE TODAY!

Building 7



SYCAMORE OUTDOOR SPACE — Exhibits & Attractions



REDWOOD OUTDOOR SPACE — Exhibits & Attractions






ABOUT THE FAIRPLEX

Fairplex hosts more than 3 million people annually and offers on-site security and technology, rentals, food and lodging. Its indoor and outdoor exhibit spaces, easy-to-access location, and ample parking make Fairplex the premier event location for Southern Californians.



PRESENTED BY:  MIRAI



Some of our 2022 partners



Brian Vargas
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MARCH 18 & 19, 2023
BECOME AN
EXHIBITOR OR
SPONSOR TODAY.
CALL 203-939-9901.



rcx.com