



VERMONT
Recreation & Parks Association

Lake Morey Resort



82 Clubhouse Road, Fairlee, VT 05045



www.lakemoreyresort.com



(802) 333-4311



78th Annual Conference
PARKS & RECREATION

The Heart of Every Community

Exhibit Hall,
Registration &
Sponsorship
Information



Early Bird Discount
Until May 31, 2021

Wednesday & Thursday
October 13 & 14, 2021

Lake Morey Resort, Fairlee, VT



Network • Learn • Empower

LETTER TO OUR

Valued Commercial Partners

Dear VRPA Conference Exhibitors,

We are very grateful to be able to gather once again for our much anticipated 78th Annual Vermont Conference on Recreation. As our partners in this adventurous industry, you likely share the sentiment of our theme this year, "Parks & Recreation - the Heart of Every Community." Even more than in years past, we will appreciate the gift of coming together to build each other up in this important work in our Green Mountain State.

You are invited to join us, and review this informative brochure to find out the opportunities for you to participate in many and varied ways this year! If you register during May you will receive the \$50 Early Bird discount as our 'Thank You' for signing on - this will also get your name out there sooner and seen more often!

Not only will it be great to connect in person, we have also expanded participation and sponsorship opportunities for you all! For example, you'll be able to sponsor a classroom to have a one minute video play on the classroom screen, or have your company image displayed on the screen. And we are even going to combine the Silent Auction with the Exhibitors to increase exposure for you and your exhibits. Not only that, you are welcome to attend any sessions as long as there's room, and are invited to additional meals with an optional meal ticket purchase per person.

Parks & Recreation may be at the heart of every community, and we at VRPA realize that you are an important part of this body of professionals that keeps the heart fit and beating strong. It's true. We couldn't sustain VRPA without you.

Please register early, book your room, consider being a sponsor, and get ready for those spectacular Fireworks over the lake! Thank you for your continued support & involvement. Stay strong and adventure on.

See you in October!

All of us at VRPA

VRPA's Conference Committee, Executive Committee & Executive Director



Conference Schedule

Tentative Schedule

Wednesday, October 13

9AM-12PM	Education Sessions
12-1:45PM	Lunch & Keynote
2-4:30PM	Education Sessions
5:30-7PM	Exclusive Exhibit Hall Time
7-8PM	Dinner with Vendors*
	*Dinner included in registration
9PM	Entertainment & Fireworks

Thursday, October 14

7-8:30AM	Full Breakfast Buffet*
	*Breakfast included in registration
8:30-11AM	Education Sessions
11AM-12PM	Exclusive Exhibit Hall Time
12-1:30PM	Awards Luncheon*
	*Lunch included in registration
1:45-2:55PM	Education Sessions
3:15-4PM	Closing Keynote
3-4:30PM	Silent Auction Final Bidding

The Audience

- Municipal Recreation & Parks Directors and Supervisors
- Recreation & Parks Administrative Assistants, Program and Front Line Staff
- Commercial Directors & Managers
- Federal and State Recreation Lands Administrators and Staff
- Non-Profit Recreation Providers
- Recreation Trails Administrators and Staff
- Recreation & Parks Commissioners and Board Members
- Park Maintenance Personnel
- Recreation and Parks Advocates and Volunteers

REGISTER
ONLINE
VRPA.ORG

Registration Information

EXHIBITOR SPACE FEES

*Fees are for one exhibitor representative.
Additional representatives are \$100 per person.

VRPA Commercial Members.....	\$350
	\$395 After May 31
Non-Members (Commercial)	\$540
	\$585 After May 31
Non-Profit (4" Table)	\$250
	\$295 After May 31

MEALS

Wednesday's Dinner & Thursday's Breakfast & Lunch are included in your Exhibitor Registration.

During registration you must check off the meals that you plan to attend in order to receive a ticket for each meal.

The registration fee includes meals for one person, so all additional guests cost \$100 each.

REGISTRATION FEE INCLUDES

- One 8-foot skirted table. One 4-foot table for the non-profit rate.
- Up to 5 hours of quality time with conference attendees, including education sessions.
- Dinner Wednesday & breakfast & lunch Thursday for one person.
- An electronic file of the conference attendees' contact info.
- Recognition in the Fall issue of the VRPA newsletter that goes to 400+ members and is posted on the VRPA website for 3 years.

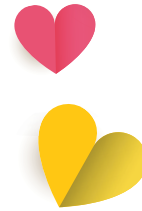
Sponsorship Opportunities

Additional ways you can help support the conference

Sponsorship is the best way to stand out from the crowd! Maximize your return on investment and visibility, get ahead of your competitors, build brand awareness. Show your support and promote your business before and during the conference. Check out these great sponsorship opportunities!

Register for a sponsorship before May 31, 2021 to be included in the Conference Brochure.

Keynote.....	\$2,500 (includes exhibit space)
Conference Gift.....	\$3,000 (includes exhibit space)
Wednesday's Lunch	\$400 (2 available)
Wednesday's Dinner	\$500 (2 available)
Thursday Breakfast	\$400 (2 available)
Thursday Awards Luncheon	\$500 (2 available)
Room Sponsor.....	\$300-\$500 (5 available)



Thursday Breakfast

2 available | \$400

Company logo on the sponsor poster and in the brochure next to the breakfast information, a poster with your company name and logo displayed during the breakfast, and recognition of sponsorship throughout the conference.



Thursday Awards Luncheon

2 available | \$500

Company logo on the sponsor poster and in the brochure next to the Awards Luncheon information, a sponsor poster with your company name and logo displayed during the luncheon, and recognition of sponsorship throughout the conference.



Room Sponsor

5 available | \$300-\$500

Introduction at the start of the session, Company logo displayed on the screen, and recognition of sponsorship throughout the conference.

-\$300: Includes logo projected on screen and recognition from the room moderator before each session.

-\$500: Includes a 1 minute video/commercial during each session in that room.



Advertising & Commercial Opportunities



Keynote

1 available | \$2,500

Full page ad in conference brochure, company logo on the sponsor poster and in the brochure next to the keynote information, a sponsor poster with your company name and logo displayed during the Keynote, and recognition of sponsorship throughout the conference. Free exhibitor space.



Wednesday Lunch

2 available | \$400

Company logo on the sponsor poster and in the brochure next to the lunch information, a poster with your company name and logo displayed during the lunch, and recognition of sponsorship throughout the conference.



Wednesday Dinner

2 available | \$500

Company logo on the sponsor poster and in the brochure next to the dinner information, a poster with your company name and logo displayed during the dinner, and recognition of sponsorship throughout the conference.



Conference Gift

1 available | \$3,000

Company logo imprinted on 200 conference gifts. Free exhibitor space and meals for one, company logo on the sponsor poster and in the brochure, and recognition of sponsorship throughout the conference.



Social Media Commercials

\$500

Up to a 1 minute commercial that will be shared on our social media Facebook page prior to the conference.



Email Marketing

\$500

Personalized company email sent to the VRPA conference registrants before the conference. Cost is for one email.



Commercial Submission Requirements


All pre-recorded Ads must be submitted to VRPA at least one month prior to the conference. We will contact you with the location to send these to.

Pre-recorded Ads can be creative, fun, and introduce and promote your business. Please introduce yourself and your company in the video, and include a short narrative that matches the time frame you are selecting.



Have a Creative Idea?

We would love to hear any new ideas you have for sponsorship or advertising opportunities that may help benefit your company. Contact us today with your idea!



General Information

Exclusive Exhibit Hall Time

Wednesday 5:30–7PM and Thursday 11AM–12PM are exclusive exhibit hall times. There are no other activities or sessions going on during these times. To get the full value, we suggest that you attend both days and plan to participate in the evening activities on Wednesday.

Exhibit Hall Setup

The Exhibit Hall will be in the Terrace Ballroom. You will be able to access it from the back of the building (lake side) on the lower level. Exhibits must be set up prior to 4:45pm on Wednesday, and 10:15AM on Thursday. Electrical and internet access are available. Booth Size- 10' wide X 4' deep space with an 8' skirted table. (The non-profit registration rate includes a 5' wide X 4' deep space with a 4' skirted table).

Conference Brochure

The Conference Brochure is distributed throughout New England. Choose a sponsorship and have your company logo seen by parks & recreation professionals throughout New England.

Exhibit Hall Prize Drawings

Attendees are eligible to win prizes, awarded by VRPA, during the Exhibit Hall times. You can have your own drawings at your booth and we will work with you to distribute the prize at the exhibit hall times if you wish. We encourage you to have giveaways at your booth and to donate to the Silent Auction. Another great way to get your company's name before attendees.

Social Time

On Wednesday evening, drinks and snacks will be available in the Exhibit Hall. Dinner will be at 7–8PM and then a Social Time at 8:30PM with Exhibitors and Attendees prior to Fireworks at 9PM. In the past we have had games, trivia and other fun activities that test your skills and knowledge. This unique opportunity makes this conference like no other. Where else do you have the opportunity to socialize and interact with your customers!

Additional Meals

Your exhibitor registration fee includes meals for one person for Wednesday's dinner and Thursday's breakfast and lunch. The cost for each additional representative is \$100. **Each attendee must select the meals they plan to attend as part of registration.**

Accommodations

Make your room reservations directly with the Lake Morey Resort at 800-423-1211. A reduced room rate, plus tax, will be available for a single or double room. Mention the VRPA Conference to get the special rate; special rates are available until September 13, 2021. A \$50 deposit is required by the resort.

Commercial Membership

The non-member exhibit registration fee includes a one-year commercial VRPA membership good through May 1, 2022.

Online Registration

1. Renew your VRPA membership if you have not done so already (current memberships expired on May 1, 2021).
2. Go to vrpa.org, click on the Exhibit Hall Registration link under "Upcoming Events" on the homepage.
3. Scroll down the page and click the "Register" button.
4. Enter your email, click Next.
5. Choose your registration type, click Next.
6. Complete all required fields marked with an asterisk (*). Choose to become a conference sponsor or add a commercial.
7. You must accept the Liability Release before you can complete your registration.
8. At the end of the registration process, you will have the option to pay with a credit card or print off an invoice and mail in a check. You will receive an email confirmation of your registration.
9. If you have any questions or registration problems, contact Jessica at the VRPA office at 802-952-0030 or info@vrpa.org or print off an invoice and mail in a check. You will receive an email confirmation of your registration.

[Click Here to Register](#)



The Vermont Recreation Conference exceeded our expectations. Our company was so well received, and we got so much foot traffic that we are gearing up for lots of new potential business in Vermont. Well worth the trip for us!

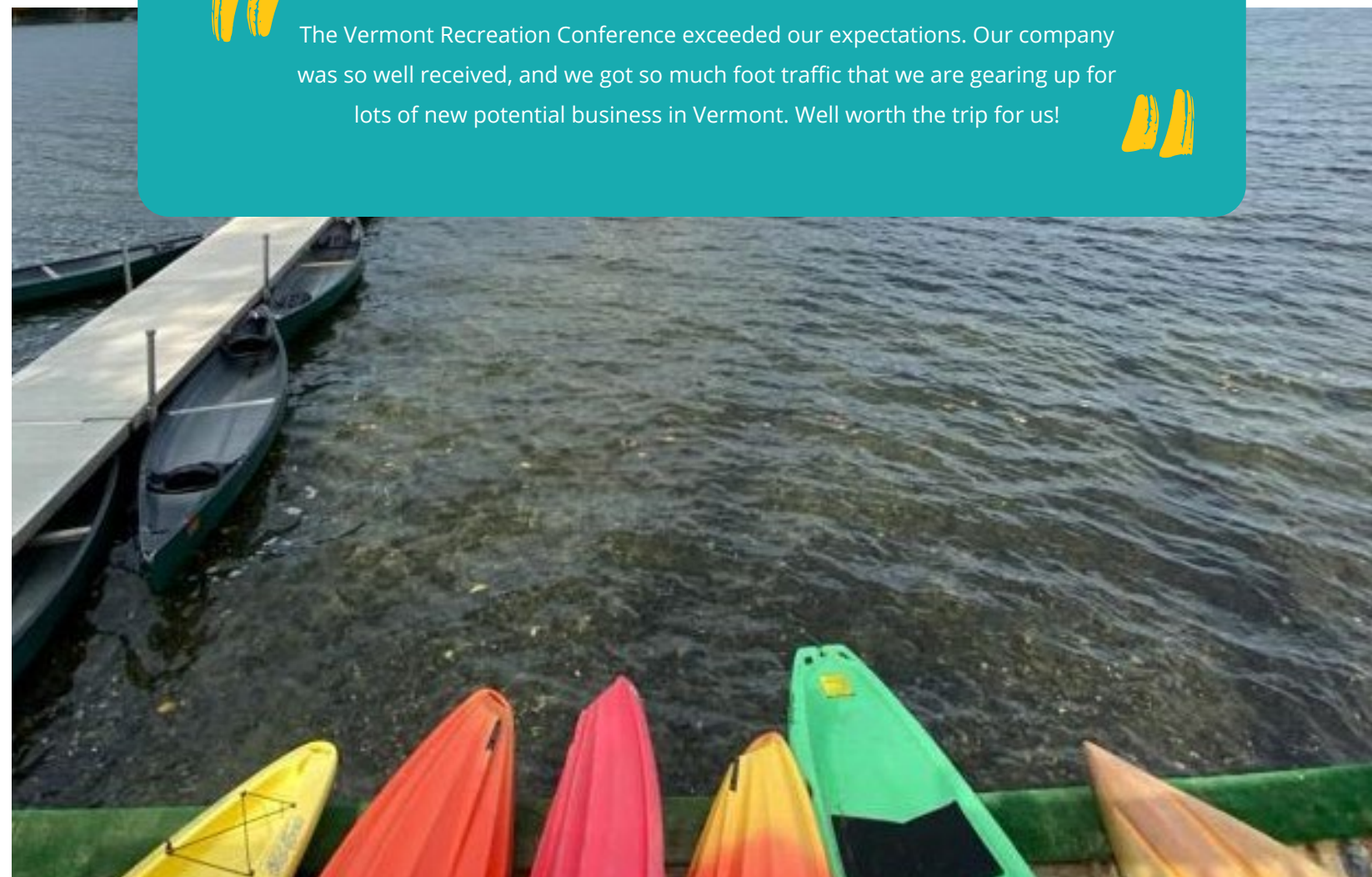


Exhibit Hall Policies & Procedures

Restrictions

VRPA reserves the right to restrict exhibits due to excessive noise, method of operation, hazardous displays, or for any other reason deemed necessary by VRPA.

Agreement For Space

A completed registration and full payment constitutes a completed agreement for the right to use the space. In the event of fire, strike, or other circumstances beyond the control of VRPA, the agreement shall not be binding at any time prior to or during the conference.

Liability

The Vermont Recreation and Parks Association and the conference committee are not responsible for any injury, loss or damage that may occur to the exhibitor, nor to the exhibitor's employees or property from any cause whatsoever, prior, during or subsequent to the period of the conference. The exhibitor expressly releases VRPA, its officers, and the conference committee from any and all claims for such loss, damage, or injury. To prevent loss, small or portable articles of value should be properly secured or removed after exhibit hours and placed in safekeeping.

Use Of Space

All demonstrations must be confined to the limits of the exhibit space. No exhibitors shall assign, sublet, or share the whole or any part of the space allotted without the knowledge and consent of VRPA. Aisles must be clear. Advertising material of any description may be distributed only within the space assigned to the exhibitor presenting such material.

Cancellations

Cancellations of an exhibit space must be received in writing thirty (30) days prior to the first day of the conference. Written notification must be sent directly to the VRPA office at PO Box 33, Brownsville, VT, 05037 or emailed to info@vrpa.org. An administration fee of \$50 will be deducted from all refunds. No refunds will be given for cancellations within thirty days prior to the first day of the conference.

Vermont Covid-19 Related Restrictions

Lake Morey Resort and our Conference Planning Committee will be following all recommended public health guidelines and travel restriction policies in place during the time of the conference. These are still updating frequently, so we will be updating all Exhibitors and Attendees of any restrictions or special requirements prior to the conference.



**DON'T
DELAY!
REGISTER
TODAY!
VRPA.ORG**

FAQs

What's special about Wednesday Evening?

The Exhibit Hall, Dinner and the Social Time offer great opportunities to informally interact with potential buyers, while having fun! Make connections on a personal level.

What is Exclusive Exhibit Hall Time?

Conference attendees and buyers don't have to choose between attending a session or visiting your booth. Nothing else is offered at this time!

What is the Value?

Interact with 100+ parks and recreation professionals, volunteers and financial decision-makers from throughout Vermont and New England who work at the local, state, and federal levels.

How can I Save Money?

Get \$45 off the Exhibit Hall Registration Fee by registering before May 31, 2021!

