

42nd Annual Provincial PARKS & GROUNDS SPRING TRAINING

February 27 & 28, 2019

Coast Hotel and Convention Centre | Langley, BC



Exhibitor & Sponsorship Prospectus 2019



FEBRUARY 27–28, 2019

You're Invited

The BC Recreation & Parks Association (BCRPA) welcomes you to showcase your products and services in our 42nd annual Parks & Grounds Spring Training conference.

Whether you are new to the industry or are a seasoned pro, this is your chance to exhibit your latest and greatest, tried and true products, and reveal new trends in parks and grounds to your clients (and peers).

Delegates look forward to seeing return exhibitors every year, and exhibitors come back because this conference presents a unique and exclusive opportunity to meet the professionals who work in the heart of the parks and grounds sector in BC.

With two dates and two streams to choose from, you are certain to meet your target audience in the sector. Come both days or for one day only to meet face-to-face with decision-makers that will build your business, and see familiar faces within our community of vendors. We look forward to seeing you there!

Sincerely,

Rebecca Tunnacliffe, CEO

About BCRPA

The British Columbia Recreation and Parks Association (BCRPA), a not for profit organization, plays a central role in leading the enrichment and improvement of the quality of life of British Columbians and their communities. We do this by championing the power of recreation and parks. Ours is a story of creating community connectedness and individual well-being based on the knowledge and recognition that recreation and active living, as well as access to parks and the natural environment, have significant impacts on our physical and mental health.

Since 1958, the BCRPA has provided leadership, training and support, fostering the principles of accessibility and inclusiveness, to help its members meet provincial and local health and physical activity priorities.

www.bcrpa.bc.ca/about-us/

Your **TARGET AUDIENCE** is at **SPRING TRAINING 2019**

*We are the only provincial conference for
municipal and regional parks
professionals in British Columbia*

Register for the Tradeshow

QUICK FACTS

The BC Recreation and Parks Association brings together over 350 parks and grounds professionals from around the province for this annual two day professional development conference to keep them current with new trends and industry issues, and to connect them with other professionals, and local industry leaders.

The conference is split up into two days to maximize the targeted learning for those working in parks and grounds maintenance, and for horticulture professionals. As a result, you can also target your products to each audience.

350+
attendees

TWO TARGETED LEARNING DAYS

Parks & Grounds
Maintenance Day
FEBRUARY 27

Horticulture
Day
FEBRUARY 28

ACCOMMODATION

February 27 & 28, 2019

COAST HOTEL & CONVENTION CENTRE

20393 Fraser Highway, Langley, BC

There are a limited number of rooms available.

Hotel rooms include full amenities, and adjoins the Cascades Casino.

Room rates start at \$125 and are valid until January 26.

Rooms are available on a first come, first served basis.

Contact the hotel directly to book your room at 604-530-1500 and reference group # GF7104.



FEATURE SESSIONS

WEDNESDAY, FEBRUARY 27: MAINTENANCE DAY

- ▶ **Opening Keynote:** Parks and Other Public Spaces: Creating Vibrant & Healthy Cities for All, *presented by Gil Penalosa*
- ▶ Best Practices for Managing Invasive Species in the Metro Vancouver Region
- ▶ Soils for Stormwater and Plants — Mythbusting!
- ▶ Managing Public Behaviours During Fire Season
- ▶ **Closing Plenary:** Landscape Maintenance Zombies — How to Recognize and Dispatch, *presented by Linda Chalker-Scott*

THURSDAY, FEBRUARY 28: HORTICULTURE DAY

- ▶ **Opening Plenary:** Horticulture CSI — Why Did My Plants Die? *presented by Linda Chalker-Scott*
- ▶ Pesticide Regulation — Get in The Know!
- ▶ Update of Japanese Beetle in Vancouver, and Potential Invasives on the Horizon
- ▶ Re-grounding the Modern Northwest — Bringing Regionalism Home with Historically Informed Design
- ▶ **Closing Keynote:** Dramatic New Connections Between People and Plants, *presented by Brian Minter*

And MORE!

- ▶ **Click [HERE](#) to visit the CONFERENCE WEBPAGE**

ATTENDEES

The Parks & Grounds Spring Training conference draws over 350 parks and grounds professionals in BC.

We count among our attendees:

- ★ **Parks Managers & Coordinators**
- ★ **Park Designers**
- ★ **Park Planners**
- ★ **Landscape Designers and Technicians**
- ★ **Private Landscapers**
- ★ **Park Technicians**
- ★ **Arborists**
- ★ **Playground Maintenance Staff**
- ★ **Horticulturists**
- ★ **Gardeners**
- ★ **Groundskeepers**
- ★ **Trail & Habitat Trades staff**
- ★ **Turf Specialists**
- ★ **Equipment Operators**
- ★ **Trades Foremen**
- ★ **Cemetery Attendants**

**REGISTER NOW
FOR THE TRADESHOW**

WHY EXHIBIT

Parks & Grounds Spring Training is the only conference for regional and municipal parks professionals in BC.

Employees of local government, and professionals from the private sector look to Parks & Grounds Spring Training as the exclusive professional development experience of the year, and the place to keep abreast of new products and cutting-edge trends.

You will have access to decision makers at the municipal level from communities throughout the province, and the opportunity to profile your brand to over 350 parks professionals and their networks.

Aligning your company with the values of BCRPA and our reputation of excellence, demonstrates your commitment to supporting parks and grounds professionals in our province.



More reasons to exhibit:

Gain exposure to all 2,200+ BCRPA members regardless of their attendance at this conference with a listing on the BCRPA conference website for 6 months.

Develop face-to-face relationships with new prospects.

Differentiate your company from your competition.

Strengthen ties with existing clients.

Build brand awareness of your company's products and services.

Reasonable exhibit rates allow you to showcase your new and enduring products and services to top decision makers in this sector.

**View the
2018 Online Tradeshow**

EXHIBITOR INFORMATION

What does your tradeshow booth include?

- ✓ One 6' draped table and 2 chairs
- ✓ Lunch plus morning and afternoon refreshments on the day(s) of the conference for up to 2 representatives
- ✓ Ability to add additional representatives for a small fee
- ✓ Maximum exposure and contact with delegates throughout the conference
- ✓ Opportunity for delegates to explore exhibits before the conference, during breaks, over lunch, and when educational sessions are done for the day
- ✓ Free listing on our Online Tradeshow page for 6 months
- ✓ Opportunity to collect leads via a prize draw at your booth * (vendors collect leads at their booth, not provided by BCRPA)

EXHIBITOR OPPORTUNITIES

EARLY BIRD RATES (UNTIL JAN 23)

MEMBERS SAVE \$45! NON-MEMBERS SAVE \$60!!

	Two Day Exhibitor	One Day Exhibitor
Corporate Member	\$705	\$390
Non-Member	\$1,180	\$660
Educational/non-profit	\$680	\$350

REGULAR RATES (STARTING JAN 24)

	Two Day Exhibitor	One Day Exhibitor
Corporate Member	\$745	\$435
Non-Member	\$1,240	\$690
Educational/non-profit	\$680	\$350

ADDITIONAL OPPORTUNITY

Delegate Package Insert	\$160
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PLUS: Register for BOTH Parks & Grounds Spring Training and Symposium Tradeshow and receive 10% discount on both events!

IMPORTANT DATES for Exhibitors

LINK and LOGO due:
January 18, 2019

TRADESHOW REP INFO due:
February 8, 2019

PRIZE INFO due:
February 8, 2019

INSERT due:
February 9, 2018

Event Dates:
February 27 & 28, 2019

Load in:
6am on event day

Load out:
Following Closing
Keynote on event day

**REGISTER NOW
FOR THE TRADESHOW**

► *Click [HERE](#) to learn more about Membership and Member Benefits.*

SPONSORSHIP

Sponsors receive maximum continuous exposure before, during and after the conference.

While there are two sponsorship packages available, we will work with you to create a customized sponsorship package, specifically designed to meet your marketing needs.

Don't see what you're looking for? Let us know, and we'll create the package that's perfect for you.

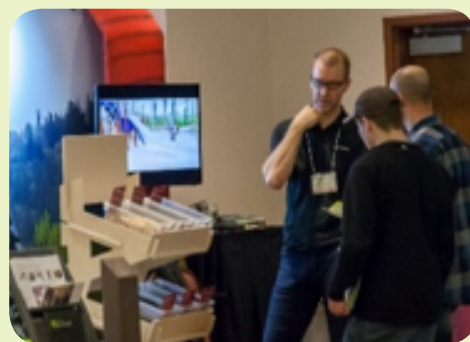
WHAT IS INCLUDED IN YOUR SPONSORSHIP?	3 STAR \$2,500	2 STAR \$1,800	BREAK SPONSOR \$1,800
Opportunity to Introduce a Keynote Speaker	★ ★ ★		
Banner in Plenary sessions (<i>provided by sponsor</i>)	★ ★ ★		
MC recognition at four (4) Plenary sessions	★ ★ ★		
Logo and website link on conference webpage for up to 6 months following the conference	Large	Medium	Medium
One (1) premium exhibit space in Tradeshow	★ ★ ★	★ ★	★ ★
Logo on delegate welcome package	★ ★ ★	★ ★	★ ★
Insert into delegate package (<i>insert to be supplied by sponsor</i>)	★ ★ ★	★ ★	★ ★
Logo on Spring Training marketing materials and ads	★ ★ ★	★ ★	★ ★
Logo in Program Guide	★ ★ ★	★ ★	
Sponsor signage with logo on food and beverage tables			★ ★
Subscription to BCRPA bi-weekly communique (<i>a BCRPA member-only benefit</i>)	★ ★ ★	★ ★	★ ★
Sponsor signage (from BCRPA) to display at booth table indicating sponsor status	★ ★ ★	★ ★	★ ★
Logo on conference signage	★ ★ ★	★ ★	★ ★
Logo on conference prospectus for current year	★ ★ ★	★ ★	★ ★
Onscreen projection of logo at all Keynote sessions	★ ★ ★	★ ★	★ ★

Note: Your company logo will appear on conference marketing material as soon as your sponsorship is confirmed.

Email partnerships@bcrpa.bc.ca
for more information

PLAN YOUR EVENT DAY

SCHEDULE	
6:00 – 7:00am	Load in / Set up
7:15 – 8:00am	Registration & Tradeshow *
8:00 – 9:15am	Opening Remarks & Keynote
9:15 – 9:30am	Tradeshow & Nutrition Break *
9:30 – 10:30am	Concurrent Sessions
10:30 – 10:45am	Tradeshow & Nutrition Break *
10:45 – 11:45am	Concurrent Sessions
11:45 – 1:00pm	Tradeshow & Buffet Lunch *
1:00 – 2:00pm	Concurrent Sessions
2:00 – 2:15pm	Tradeshow & Nutrition Break *
2:15 – 3:15pm	Closing Plenary
3:15 – 3:30pm	Closing Remarks & Tradeshow Prizes
3:30 – 5:00pm	Tear Down / Load out
* Indicates High Traffic Times	



**REGISTER NOW
FOR THE TRADESHOW**

LAYOUT

Please note that this layout is subject to change. BCRPA provides the final layout and booth assignment to all vendors two (2) weeks prior to the tradeshow. Vendors cannot select their booth ahead of time.



THANK YOU!

To all of our 2018 sponsors.

NATS Nursery
Denbow
Suttle Recreation

THANK YOU to our 2019 Sponsors!

3 Star Sponsor (of 5 years!)



2 Star Sponsors



Break Sponsor



For more information, contact:
Partnerships & Events Coordinator
T: 604.629.0965 ext. 260
Email: partnerships@bcrpa.bc.ca

