



formerly Parks & Grounds Spring Training

February 24 – 28, 2020
Langley



Exhibitor & Sponsorship Prospectus 2020



FEBRUARY 24–28, 2020

You're Invited

BC Recreation & Parks Association (BCRPA) welcomes you to showcase your products and services at our 43rd parks conference.

This year's conference features a new name and brand, with expanded opportunities for delegate involvement, including additional workshops happening before and after the conference.

A new stream, Parks Planning and Leadership, has also been added to draw more Managers and decision-makers to the conference.

Whether you are new to the industry, or are a seasoned pro, this is your chance to show off your newest and greatest products, and share your knowledge of the latest trends to your clients and peers.

Parks Professional Pathways is a unique and exclusive opportunity for you to meet professionals who work in the heart of the parks sector in BC, and to increase your company's profile. Each year, delegates look forward to connecting with our new exhibitors, and visiting with returning faces to see what's new in the industry, and to find solutions for their projects.

Join our delegates on Maintenance Day (Feb 26) or Horticulture Day (Feb 27), or attend both days to maximize time with your target audience. Meet face-to-face with decision-makers that will help build your business, and familiarize yourself with the industry leaders within our sector. 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, 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
Parks Professional Pathways**

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

Register via the BCRPA website

QUICK FACTS

The BC Recreation and Parks Association brings together over 280 parks professionals from around the province for this five 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 targeted learning for horticulture professionals and those working in parks maintenance, plus 3 days for certification workshops and professional development. As a result, as an Exhibitor, you can also target your products to each audience.

In addition to exciting Exhibitor opportunities, your company can also take advantage of customizable sponsorship packages, and exclusive sponsorship categories.



ACCOMMODATION

February 26 & 27, 2020

COAST HOTEL & CONVENTION CENTRE
20393 Fraser Highway, Langley, BC

There are a limited number of rooms available, on a first come, first served basis.

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

Room rates start at \$135 and are valid until January 26.

Contact the hotel directly to book your room at 604-530-1500 and reference group # CLC-GF8160.

FLIGHTS

Save up to 10% on eligible fares

WESTJET

Fly with WestJet and save 5% off Econo and 10% off EconoFlex and Premium fares into and out of Vancouver or Abbotsford.

Savings are valid for travel between February 18, 2020 and March 6, 2020. Discount does not apply to Basic or Business class bookings.

Visit www.westjet.com/conventions to book your travel and enter the coupon code below.

Coupon Code: Guest web/ Travel Agent web	K23VG43
Promo code: Travel Agent GDS Only	WJC98



WHY EXHIBIT

Parks Professional Pathways is BC's exclusive conference for regional and municipal parks professionals.

Employees of local governments, and professionals from the private sector look to Parks Professional Pathways as their sole professional development opportunity for 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 280 parks professionals and their networks.

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

More reasons to exhibit:

Gain exposure to all 2,700+ BCRPA members regardless of their attendance at this conference with a listing on the Online Tradeshow.

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.

Showcase your new and enduring products and services to top decision makers in the sector at reasonable exhibit rates.

**View the
2019 Online Tradeshow**

ATTENDEES

Parks Professional Pathways draws over 280 parks professionals in BC.

We count among our attendees:

- ★ Parks Managers, and mid-Managerial Coordinators
- ★ Park Designers
- ★ Park Planners
- ★ Landscape Architects, 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**

FEATURE SESSIONS

WEDNESDAY, FEBRUARY 26: MAINTENANCE DAY

- ▶ **Opening Keynote:** Top Trends in Parks for 2020, *presented by Richard Dolesh, VP of Strategic Initiatives, NRPA*
- ▶ Natural areas restoration in the Interior and Coast
- ▶ Supporting Irrigated Green Spaces
- ▶ Wildfires in the Urban Interface
- ▶ **Closing Plenary:** Taking the Fear out of Asset Management in Parks, *presented by Asset Management of BC, Kerr Wood Leidal and PSD Research Consulting*

THURSDAY, FEBRUARY 27: HORTICULTURE DAY

- ▶ **Opening Plenary:** There is no "I" in Team but there is a "M E" *presented by Christine McLeod*
- ▶ Building upon the best practices for managing invasive species II
- ▶ Climate Change Adaptation Solutions
- ▶ Productive Conflict — Leaning into conversations that matter
- ▶ **Closing Keynote:** The Generation Shift, *presented by Joel Beatson*

And MORE!

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

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, and over lunch
- ✓ 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, prize provided by vendor)

EXHIBITOR OPPORTUNITIES

EARLY BIRD RATES (UNTIL JAN 23)

MEMBERS SAVE \$40! NON-MEMBERS SAVE \$60!!

	Two Day Exhibitor	One Day Exhibitor
Corporate Member	\$725	\$400
Non-Member	\$1,200	\$670
Educational/non-profit	\$700	\$360

REGULAR RATES (STARTING JAN 24)

	Two Day Exhibitor	One Day Exhibitor
Corporate Member	\$765	\$445
Non-Member	\$1,260	\$700
Educational/non-profit	\$700	\$360

ADDITIONAL OPPORTUNITY

Delegate Package Insert	\$170
-------------------------	-------

PLUS: Register for BOTH Parks Professional Pathways and Symposium Tradeshows and receive 10% discount on each booth!

IMPORTANT DATES for Exhibitors

LINK and LOGO due:
January 17, 2020

TRADESHOW REP INFO due:
January 31, 2020

PRIZE INFO due:
January 31, 2020

INSERT due:
January 31, 2020

EVENT DATES:
February 26, 2020
• Maintenance Day
February 27, 2020
• Horticulture Day

LOAD IN:
6am on event day

LOAD OUT:
After 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 three sponsorship packages available, we will work with you to create a customized sponsorship package specifically designed to meet your marketing needs.

Note: Break Sponsor is an exclusive opportunity. Additional exclusive opportunities are available, including Keynote and Waterbottle Sponsor.

Don't see what you're looking for? Let us know, and we'll create the package that's perfect for you. Email Stephanie at partnerships@bcrrpa.bc.ca or call 604-629-0965 ext. 260 to start a discussion.

WHAT IS INCLUDED IN YOUR SPONSORSHIP?	3 STAR \$2,500	2 STAR \$1,800	BREAK \$1,800
Opportunity to Introduce a Keynote Speaker	✓		
Banner in Plenary sessions (<i>provided by sponsor</i>)	✓		
MC recognition at four (4) Plenary sessions	✓		
Opportunity to introduce a session speaker and/or moderate discussion (limited availability; BCRPA to identify relevant session)	✓		
Premium exhibit space in Tradeshow, including standard electrical hook-up (<i>space to be assigned by BCRPA</i>)	2 booths	1 booth	1 booth
Sponsor signage posted at refreshment tables			✓
Complimentary full delegate conference registration(s) to maximize your face-to-face time with delegates	2	1	1
One-page promotional insert in Delegate welcome package (insert to be supplied by sponsor)	✓	✓	✓
Sponsor level signage (provided by BCRPA) to display at booth	✓	✓	✓
Recognition as sponsor in Event Communiqués for 2 months before the conference (distribution base approx. 2,500)	✓	✓	✓
Logo on delegate welcome package	✓	✓	
Logo in Program Guide and Conference Prospectus	✓	✓	✓
Logo and website link on conference webpage for up to 6 months following the conference	✓	✓	✓
Logo and company profile on BCRPA Events App	✓	✓	✓
Testimonial in online tradeshow listing with contact info for up to 6 months after the conference (<i>BCRPA reserves the right to edit for content/length</i>)	✓	✓	✓
Logo on signage posted at registration table and by the main stage	✓	✓	✓
Onscreen projection of logo at all Keynote & Plenary sessions	✓	✓	✓
Onscreen projection of custom PowerPoint slide at Tradeshow (content provided by Sponsor for BCRPA's template)	4 slides	3 slides	3 slides
Subscription to BCRPA bi-weekly communiqué (<i>a BCRPA member-only benefit</i>)	✓	✓	✓

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

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 & Transition 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 2019 sponsors.

NATS Nursery
Denbow
Suttle Recreation

Habitat Systems Inc
Griff Building Supplies

THANK YOU to our 2020 Sponsors!

3 Star Sponsor



(for the 6th year!)

Event Technology Partner



(for the 1st year!)

2 Star Sponsors



(for the 3rd year!)



*(1st time sponsor and
long-time vendor!)*

Break Sponsors



(for the 2nd year!)



*(1st time sponsor and
long-time vendor!)*

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

