



VERMONT  
Recreation & Parks Association



# 2024



81st Annual

# VT CONFERENCE ON RECREATION & TRAILS SYMPOSIUM

Exhibitor & Sponsorship  
Information

Register before  
May 31st to save!

Wednesday & Thursday  
September 25th & 26th  
Killington Grand Hotel  
Killington, VT

[www.vrpa.org](http://www.vrpa.org)

802-952-0030

PO Box 33,  
Brownsville, VT



# ABOUT US

## DEAR EXHIBITORS,



Dear VRPA Conference Exhibitors,

We are excited to welcome you and your company back to the Killington Grand Hotel for the 2024 VRPA Conference to celebrate the 81st Vermont Conference on Recreation! We are excited to announce that we will continue our partnership with the Vermont Trails & Greenways Council (VTGC) who will be hosting the Trails Symposium in tandem with our conference! The Combination of this central location and new partner will help maintain our historic attendance and attract new attendees to a state of the art facility. We believe that our second year in this location with this continued partnership will grow this event in 2024 and help you grow your business in the State of Vermont.

Without you, we would not be able to sustain the valuable work of VRPA. Your partnership is an essential part of that reality! Below are some helpful tips to get the most out of this year's 81st VT Conference on Recreation.

We recommend:

- Register to Exhibit Before May 31 to save \$50!
- Renew your VRPA Commercial Membership at registration!
- Get maximum exposure by sponsoring! We've added more focused and strategic marketing opportunities through a powerful lineup of Sponsorships, so please check them out for even more visibility at this landmark event. See the lineup on page 4.
- Interact with attendees - all of the education sessions are open to exhibitors registered to attend the conference!

Our annual conference is one of the most financially important events all year for VRPA, and we are grateful for your involvement and support of our organization all year. Please accept our invitation to join us and participate in this year's conference!

Please renew your membership, register early, choose a sponsorship, and book your room. Thank you for your continued support & involvement. Please share this brochure with friends that may not have been invited to come to this fantastic event!

See you in September for great networking, learning, & fireworks at the Killington Grand Hotel!

Sincerely from all of us at VRPA,

Colin Drury, Conference Exhibitor sub-committee chair  
Lee Barrett, Conference Committee Chair  
Jessica Brodie, VRPA Executive Director





# CONFERENCE SCHEDULE



## Wednesday:

- 9:00 – 12:00 pm Education Sessions
- 12:00 – 1:45 pm Lunch & Keynote
- 2:00 – 4:40 pm Education Sessions
- 5:30 – 7:00 pm Exhibit Hall & Cocktail Hour**
- 7:00 – 8:00 pm Dinner with Vendors (included in registration)
- 8:30 pm Fireworks over the pond
- 9:00 pm Entertainment & Social Hour



## Thursday:

- 8:00 - 9:45 am Breakfast Buffet with Exhibitors - (Buffet closes at 9:30)**
- 10:00 – 12:30 pm Education Sessions (*Exhibitor breakdown by 11:00 am*)
- 12:30 – 2:00 pm Awards Luncheon (*included in registration*)
- 2:15– 3:30 pm Education Sessions
- 3:30 – 3:45 pm Silent Auction final bidding
- 3:30 pm Get your Grab N'Go snack bag before you go!

Bring a \$50-\$100 raffle item to be featured in the exclusive Thursday morning raffle!



LEARN



EXHIBIT



NETWORK

# Registration & Sponsorship Pricing

Exhibitor Registration Options	Cost (VRPA Members)	Details
 Platinum Partner Booth	\$1,500+	Contact us!
 Premier Partner Booth	\$750	reserved table, two staff included, extra logo promotion
 Commercial Partner Booth	\$500	1 staff member included
 Non-Profit Partner Booth	\$400	1 staff member included



→ [Register Here](#) ←

Non-VRPA Members cost \$100 more for each above  
Registration fees for all increase by \$50 after May 31st, 2024

## Additional Fees:

Extra representative - \$200 each

Booths needing Electricity - \$35 each

Sponsorship Opportunities - choose at check-out

*(select these additional fees during registration)*





# Sponsorship Opportunities



## Keynote - \$3,500

**SOLD OUT**



\$2,500 Benefits: Full page ad in conference brochure, company logo on the sponsor poster and in the brochure next to the keynote information, your company name and logo displayed during the Keynote, privilege to introduce the Keynote that day of the conference, and recognition of sponsorship throughout the conference. Free exhibitor space. (One available)



## Conference Gift - \$3,000

**SOLD OUT**



Company Logo printed on all conference gifts given to attendees, speakers, exhibitors, & guests.



## Exhibit Hall Social- \$1,000+

**SOLD OUT**



Company Logo printed on sign next to the open bar with announcement during social hour.



## Room Sponsor - \$600

**(5 Available)**

Exclusive room logo display, introduction or commercial at the start of the session with room host option available, and recognition of sponsorship throughout the conference.



## Conference Meals - \$600

**(4 Available)**

Company logo displayed at Every Meal (Wednesday lunch, Wednesday dinner, & Thursday breakfast), your logo in the brochure next to the meal information, and recognition of your sponsorship throughout the conference.



## Entertainment Sponsor - \$500

**SOLD OUT**



Support the cost of the Wednesday night entertainment! In return, receive an exclusive company logo display during the night, recognition in the brochure next to the description, and the ability to introduce the entertainment after dinner & the fireworks display.



## Coffee Station Sponsor - \$500

**(1 Available)**



Logo displayed at the Coffee station both days of the conference.



## Grab N'Go Parting Snack - \$500

**(1 Available)**

Logo sticker placed on a paper bag of snacks and a drink at the end of the conference for all attendees.



## Have Your Own 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!



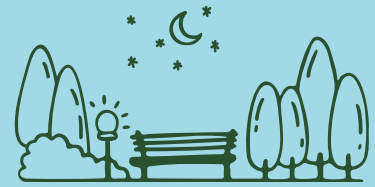
# General Information

## Your exhibitor registration fee includes:

- One 8-foot skirted table. (4-foot table for the non-profit rate).
- 3+ hours of exclusive time with conference attendees.
- Dinner Wednesday & breakfast & lunch Thursday for one person.
- An electronic file of the conference attendees' contact info.
- Your company's logo listed on the Conference Website pages

## Exhibit Hall Setup

- The Exhibit Hall will be held in the Oscar Wilde Ballroom, an ~8,300 sq. ft. venue that will have plenty of room for you and attendees.
- The ballroom is easily accessible from the back of the building (pond/mountain side) on the lower level. Please check in with the front desk to inquire about the best place to park and unload.
- Exhibits must be set up prior to 4:45pm on Wednesday, and by 7:00 am on Thursday.
- Booths are only reserved in advance for premium Partner registered exhibitors, all others can select an open table when you arrive.
- Electric and internet access are available. There is an additional \$35 fee for those that need electricity - this should be selected and paid for during the registration process.



## Exhibitor Hall Prizes

Attendees are eligible to win prizes, awarded by VRPA, during the two Exhibit Hall times. This is our way of ensuring that attendees are mingling with our exhibitors as much as possible. We encourage you to join in the fun by having giveaways at your booth and donating to the Silent Auction, another great opportunity to get your company's name and mission before attendees.

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**Booth Size= 10' wide X 4' deep space with an 8' skirted table**

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# OUR ATTENDEES



- Municipal Recreation & Parks Directors and Supervisors
- Recreation & Parks Administrative Assistants, Program and Front Line Staff
- Commercial Directors & Managers
- 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

## EXCLUSIVE EXHIBIT HALL TIME

Wednesday 5:30-7:00 pm and Thursday 8:00-9:45 am are exclusive exhibit hall times.

There are no other activities or sessions going on during these times. We intentionally encourage all attendees to visit during these times. To maximize your value, we suggest that you attend both days and plan to participate in the popular evening activities on Wednesday.





# Accommodations

## Killington Grand Hotel

### Room Rate/Night:

Grand Hotel room - \$224 (2 Queens)

Grand Hotel Studio 2 - \$206 (Queen Murphy bed)

Grand Hotel Studio 4 - \$219 (sofa bed & Queen Murphy bed)

Grand Hotel 1 Bed Suite - \$277(1 Queen, 1 sofa bed, 1 Murphy bed)

**Book your room by August 25th, 2024** - Reservations received after this date will be accepted on a space available basis. A credit card is required to confirm all room reservations.

**Book Online:** [Booking Link for Room Block Rates](#)

**Individual Call-In:** Please call 1-800-282-9955.

Be sure to refer to the "Vermont Recreation & Park Association Annual Conference" when calling to make your reservation to get the block room rate.

**Lodging Deposit:** Individuals making their own reservations will be asked for a credit card to guarantee their reservation and the credit card will be charged for the first night's room and tax to secure the reservation. Individual reservations are considered guaranteed reservations.

Upon check-in, cards will be authorized for the remainder of the stay. All remaining charges, including lodging, taxes and incidentals will be finalized when the customer checks out. Individuals will be asked for a credit card for any incidental charges during their stay.

### Guest Room Cancellation Policy

Cancellations must be made in writing and follow the Cancellation policy listed below.

Cancellations for Individual call-in groups:

- 4 Days or more prior to arrival: No penalty for cancellation
- Within 3 days or less prior to arrival: No refund of deposit.



# 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.

### **Vermont Covid-19 Related Restrictions**

Killington Grand Hotel 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.

## **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 via email thirty (30) days prior to the first day of the conference. Written notification must be emailed to [Jessica@vrpa.org](mailto:Jessica@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.

# Frequently Asked Questions

## What's special about Wednesday Evening?

The Exhibit Hall, Dinner and the Social Time offer over 3 hours of great opportunities to informally interact with potential buyers, while having fun! Make connections on a personal level.

## What is Exclusive Exhibit Hall Time?

No other sessions are offered at this time! Conference attendees and buyers don't have to choose between attending a session or visiting your booth.

## 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 levels.

## How can I Save Money?

The Exhibit Hall Registration Fee increases by \$50 after May 31, 2024, so register early to save!

## What is the Trails Symposium?

The VRPA is working with the Vermont Trails and Greenways Council to increase attendance at the conference by working to attract more Outdoor Recreation based town committees, non-profits, and speakers through the new Trails Symposium "track". This session track will feature sessions that are more specifically directed at the outdoor recreation & trails sectors. There is a lot of activity in these sectors due to an influx of money into the Vermont Outdoor Recreation Economy and their extensive Community Grant Program. Participants following the trails symposium track of the conference will still participate in the vendor hall times as well as meals and socials!







"This conference is always a GREAT way to connect with like minded individuals and reinvigorate my passion for the field."

"As an engineering design firm for parks in Vermont, we find the networking with industry professionals and customers here so valuable and enjoyable as well - this conference is like a retreat where folks really spend time together, and the exhibitor reception is a highlight!"



"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!"

"This conference is very well run and a wonderful opportunity to meet with current clients in a less formal environment."



"The VT Recreation Conference is one of the best delegate interactive conferences in New England. The location and value are well worth attending and exhibiting each year. I look forward to this conference and participating as a vendor every year."

"Even though we are from NH, our whole team gets so much out of the VRPA Conference every year!"





**Killington Grand Hotel Resort**  
**228 E Mountain Road**  
**Killington, VT 05751**  
**(802)\_422-5001**  
**[www.killington.com](http://www.killington.com)**

**[REGISTER HERE!](#)**

## **Contact**

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**Executive Director**

**Vermont Recreation & Parks Association**

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