



# CONNECTICUT RECREATION & PARKS ASSOCIATION, INC.

61<sup>ST</sup> ANNUAL CONFERENCE & TRADESHOW

NOVEMBER 22 & 23, 2021

MOHEGAN SUN HOTEL & CONVENTION CENTER

135 Day Street, 2nd Floor, 2H, Newington, CT 06111

Ph: (860) 721-0384 • Fax: (860) 529-8708 • [www.crpa.com](http://www.crpa.com) • [info@crpa.com](mailto:info@crpa.com)

## TAKE YOUR PRODUCT OR SERVICE IN THE RIGHT DIRECTION

**Don't miss this opportunity** to exhibit at the largest tradeshow for parks and recreation in New England. Join the diverse range of products and services and ensure that your company is represented in front of Connecticut's leaders and buyers!

## CONNECT WITH PROFESSIONALS

**Showcase New Products & Ideas!** If you provide products or services, on any level, to parks & recreation agencies, camps, towns, or departments, you should exhibit at this show! Over 300 parks & recreation professionals will come together from Connecticut and other New England states to find the latest products and services the market has to offer from positions such as:

- Municipal Recreation Directors
- Parks Superintendents
- Recreation Program Supervisors
- Community Center Directors & Staff
- Playground & Park Maintenance Staff
- State Park Directors
- Camp Directors
- Parks & Recreation Commission Members
- Therapeutic Recreation Specialists
- Hospital & Long-term Care Facility Staff
- Students & Professors
- Non-Profit Organization Directors
- Landscape Architects
- Conservancies & Conservation Organizations
- Senior Center Directors & Staff
- Aquatic Directors
- Golf Course Managers
- Pre-School & After-School Programmers
- Youth & Adult Sports Coordinators
- Fitness Center Directors

## SAVE HUNDREDS BY JOINING CRPA!

Not a member yet? Join today! Simply select "renew / join CRPA" in section B on the registration form in this packet and you will be eligible for the member rate on your booth. You will also get regular access to CRPA members through email, plus a link to your own website through CRPA's electronic vendor directory. An annual membership is only \$330. Company memberships are available to commercial and/or professional firms, persons or organizations offering products and services related to the parks, recreation, and leisure services fields.

### Membership Includes:

- Electronic access to the CRPA membership through our "Members Only" listserv.
- **Discounted pricing** on booth space at our annual conference and a complimentary list of conference attendees.
- Access to our **membership database** in excel format (includes emails) so you can stay in contact with the town/org. representatives you meet at conference.
- Member pricing to all CRPA events.
- **Listing on the CRPA Buyer's Guide**, a filtered search engine on CRPA's website, so customers can find YOU!
- Full member voting privileges (for 3 members).
- Access to the "Members Only" section of CRPA's website.



# SPONSORSHIPS AND ADS

The best way to stand out from the crowd!

We offer many exciting ways to **market your company's products and services** to hundreds of our parks and recreation attendees. CRPA is pleased to offer the following **sponsorship and advertising opportunities** for 2021:

## Tuesday Morning Exhibit Hall Session

This CEU session, held on the exhibit hall floor, will cover the latest and greatest industry trends and will include information from five vendors. **Wondering how your company can be showcased during this event?** Our top two dollar amount sponsors will automatically be included. The remaining three spots will be determined by a random drawing among companies that purchase booths by July 31, 2021. So don't delay, purchase your booth today!



2 available  
\$3,000 each

### Discounts & Benefits:

- Complimentary booth
- First choice of booth location prior to 10/1/21 (*first-come, first-served among Platinum Sponsors*)

### Marketing & Branding Opportunities:

- Sponsorship of both the annual meeting and awards luncheons
- Signage displayed and acknowledgement of sponsorship at both luncheons
- Push notification on conference app at beginning of both luncheons
- Listing on sponsor page of conference app
- Logo highlighted in exhibitor directory section of app
- Logo on all pre-event marketing materials: e-blasts and printed brochure (*brochure deadline: 7/1/21*)
- Logo on the conference schedule distributed to all attendees at the tradeshow
- Recognition on CRPA website during month of tradeshow

### Information Distribution:

- Opportunity to distribute materials at Monday's luncheon and have logo displayed on screen behind stage at both the Monday and Tuesday luncheons.
- Opportunity to place two items in conference bags. Must deliver 400 items to CRPA by 10/29/21.



unlimited available  
\$1,700 each

### Discounts & Benefits:

- Complimentary booth
- First choice of booth location after Platinum Sponsors prior to 10/1/21 (*first-come, first-served among Gold Sponsors*)

### Marketing & Branding Opportunities:

- Sponsorship of both the keynote breakfast and Tuesday buffet breakfast
- Signage displayed at both the keynote breakfast and the Tuesday breakfast in the exhibit hall
- Push notification on conference app at beginning of both breakfasts
- Listing on sponsor page of conference app
- Logo highlighted in exhibitor directory section of app
- Logo on all pre-event marketing materials: e-blasts and printed brochure (*brochure deadline: 7/1/21*)
- Logo on the conference schedule distributed to all attendees at the tradeshow
- Recognition on CRPA website during month of tradeshow

### Information Distribution:

- Opportunity to place one item in conference bags. Must deliver 400 items to CRPA by 10/29/21.



unlimited available  
\$825 each

### Discounts & Benefits:

- First choice of booth location after Platinum & Gold Sponsors prior to 10/1/21 (*first-come, first-served among Silver Sponsors*)

### Marketing & Branding Opportunities:

- Sponsorship of registration on both Monday and Tuesday
- Signage in registration hallway during entire conference
- Push notification on conference app at start of registration days on both days
- Listing on sponsor page of conference app
- Logo highlighted in exhibitor directory section of app
- Logo on all pre-event marketing materials: e-blasts and printed brochure (*brochure deadline: 7/1/21*)
- Logo on the conference schedule distributed to all attendees at the tradeshow
- Recognition on CRPA website during month of tradeshow

### Information Distribution:

- Opportunity to place one item in conference bags. Must deliver 400 items to CRPA by 10/29/21.

# SPONSORSHIPS AND ADS

## App Sponsorship & Advertising Information



**APP SPONSOR**  
 2 available at \$1,500  
 OR  
 exclusive sponsor for \$2,500

Put your company's products and services **right in attendees' hands** with a Mobile App Sponsorship! Attendees will have the ability to access session content, a schedule of events, exhibitor listings and booth locations, general event information, and much more using their mobile devices.

### Benefits:

- First choice of booth location prior to 10/1/21 (first-come, first-served after platinum and gold sponsors)

### Marketing & Branding Opportunities:

- Logo on splash page where attendees download the app with direct URL link to your website
- Customized banner ad on Activity Feed Home Screen displayed on attendee's devices
- Push notification on conference app promoting your company
- Listing on sponsor page of conference app menu
- Logo in pre-event emails to all attendees promoting the launch of our conference app
- Logo on all onsite instruction signs for downloading the app
- Logo on the conference schedule distributed to all attendees at the tradeshow
- Logo highlighted in exhibitor directory section of app

### Information Distribution:

- Opportunity to include an ad in activity feed linking directly to your exhibitor profile on the mobile app

## DIGITAL, & PROMOTIONAL ADVERTISING

**BUNDLE  
AND SAVE**

Purchase a **PROMOTIONAL** and **DIGITAL** ad and take **\$25 off!**

Ad Type	Member	Non-Member
<b>Digital Ad on App Activity Feed:</b> 580 x 256 px 7 spots available Monday, 3 spots available Tuesday <i>*Ad time preference is on a first-come, first-served basis</i>	\$100	\$150
<b>Bag Stuffer:</b> Placed inside conference bags handed out to each delegate at registration. <i>(Provide CRPA with 400 items)</i>	\$250	\$325

**All advertising and bag stuffers must be received by the CRPA office no later than 10/29/21**

To publish your advertisement with the highest quality resolution, we **REQUIRE** that all submitted artwork meet our standards. Ideal formats are high resolution .TIFF, .PNG, .JPEG, or .PDF files. **We DO NOT accept MS Word or PowerPoint documents.** If your art requires alterations or changes after submission or if artwork does not meet the above stated standards, a **MINIMUM** service fee of \$50.00 will be applied. You will be contacted first with an option of providing us with new artwork. Please pay attention to the strict size and layout requirements as indicated in the table to the left.



# SPONSORSHIPS AND ADS

The best way to stand out from the crowd!

## **CONFERENCE SOCIAL SPONSOR: 2 available at \$2,500 each; \$5,000 for exclusive sponsorship**

**Sponsorship of Monday night Social.** Includes: company name and logo displayed throughout the venue, recognition on all pre event marketing emails, logo on conference schedule distributed to all attendees at the tradeshow, sponsorship announced during the event, push notification on conference app at the beginning of the event, listing on sponsor page of conference app, logo highlighted in exhibitor directory section of app.

## **HAPPY HOUR SPONSOR: 2 available at \$2,500; \$5,000 for exclusive sponsorship**

**Sponsorship of Monday happy hour in exhibit hall from 4:00 5:00 pm.** Includes: company name and logo displayed at the bar and throughout the exhibit hall, recognition on all pre event marketing emails, logo on schedule distributed to all attendees at the tradeshow, sponsorship announced during the event, push notification on conference app at the beginning of the event, listing on sponsor page of conference app, logo highlighted in exhibitor directory section of app.

## **VENDOR HALL SPONSOR: 2 available at \$2,000; \$4,000 for exclusive sponsorship**

**Sponsorship of dessert on the exhibit hall floor Monday immediately after lunch.** Includes: company name and logo displayed at dessert stations and other areas throughout the exhibit hall floor, recognition on all pre event marketing emails, logo on schedule distributed to all attendees at the tradeshow, sponsorship announced during the event, push notification on conference app at the beginning of the event, listing on sponsor page of conference app, logo highlighted in exhibitor directory section of app.

## **KEYNOTE SPEAKER SPONSOR: 2 available at \$1,250; \$2,500 for exclusive sponsorship**

**Sponsorship of Monday keynote speaker.** Includes: free standing banner displayed near front of stage (if provided by sponsor), recognition on all pre event marketing emails, logo on schedule distributed to all attendees at the tradeshow, opportunity to distribute promotional material to delegates attending the keynote address, announcement of sponsorship during session, push notification on conference app at the beginning of the event, listing on sponsor page of conference app, logo highlighted in exhibitor directory section of app. If exclusive sponsor, opportunity to address attendees and introduce keynote speaker.

## **NAME BADGE SPONSOR: 1 available at \$800**

Have your logo imprinted in one color on our delegate name badges which will be distributed to all delegates and vendors (500 name badges are estimated to be given out). Your logo will be visible on all name badges during the entire conference. Includes listing on sponsor page of conference app and logo highlighted in exhibitor directory section of app.

## **HOST YOUR OWN SALES SESSION: 3 available at \$500 each**

We will provide a room with screen and LCD. Bring your laptop and 1 hour PowerPoint presentation. We will advertise this session in the conference schedule (if information is provided in a timely manner). You may invite customers and potential customers and discuss your products/services. Contact CRPA office to choose your session time (only one session per time slot; on a first-come, first-served basis).

**NOTE: No CEUs may be offered for Sales Sessions.**

## **COFFEE BREAK SPONSOR: 2 available at \$300 each**

Signage displayed at coffee break areas. Includes listing on sponsor page of conference app and logo highlighted in exhibitor directory section of app.

## **EXHIBIT HALL GAME SPONSOR: 2 available at \$275 each; \$550 for exclusive sponsorship**

Your company logo on exhibit hall game sheets (distributed to all attendees). Includes listing on sponsor page of conference app and logo highlighted in exhibitor directory section of app.

## **SEMINAR ROOM SPONSOR: 4 available at \$250 each**

Your company logo and company name will appear both days inside the room you are sponsoring and you have the opportunity to set up a table with additional marketing materials inside the seminar room. Includes listing on sponsor page of conference app and logo highlighted in exhibitor directory section of app.

## **CONFERENCE BAG: 1 available at \$1,000 (free if donating bags)**

Have your logo imprinted in one color on our 400 delegate conference bags. Your logo will be visible as delegates carry their bag during the entire conference! Includes listing on sponsor page of conference app and logo highlighted in exhibitor directory section of app.

## **LANYARD SPONSOR: 1 available for FREE**

This is a great way to have everyone notice your company! Donate 600 lanyards with your logo on them to be used on attendee and exhibitor name badges. Includes listing on sponsor page of conference app and logo highlighted in exhibitor directory section of app. Must be received by 10/1/2021.

## **SILENT AUCTION SPONSOR: 1 available for FREE**

Donate silent auction basket making supplies for 150 baskets. Your logo will appear on all silent auction bid sheets and on signage at silent auction tables. Includes listing on sponsor page of conference app and logo highlighted in both the exhibitor directory and Silent Auction sections of the app.

*CRPA is a 501 (c)(3) non profit charitable organization. All sponsorships are tax deductible as a business expense.*

# 2021 VENDOR REGISTRATION



**A 10x10 Booth includes:** Side & back draping, 6 foot table, 2 chairs, booth sign, 2 exhibitor badges (includes late night social), one Monday night hotel room, attendee mailing list, & free Wi-Fi.

**Please note: booth registrations DO NOT include lunch on Monday & Tuesday.**

Booth assignments will be made on a **first-come, first-served** basis upon receipt of contract and full payment. Sponsors will receive priority booth assignment.



A. Booth Space (please check one)			
	Before Sept 1st	Sept 1st - Oct 31st	Nov 1st and After
<b>Members</b>	<input type="checkbox"/> \$595	<input type="checkbox"/> \$695	<input type="checkbox"/> \$795
<b>Non-Members</b>	<input type="checkbox"/> \$695	<input type="checkbox"/> \$795	<input type="checkbox"/> \$895
<b>Non-Profits</b>	<input type="checkbox"/> \$450	<input type="checkbox"/> \$550	<input type="checkbox"/> \$650
<b>Virtual Presence</b>	<input type="checkbox"/> \$450	<input type="checkbox"/> \$550	<input type="checkbox"/> \$650
<b>Subtotal:</b>			

B. A La Carte Items		C. Advertising			
<b>Additional Booth</b>	<input type="checkbox"/> \$300	See page 4 for sizing and artwork information	<b>Member</b>	<b>Non Member</b>	<b>Bundle</b>
<b>Electricity</b>	<input type="checkbox"/> \$175		<input type="checkbox"/> \$100	<input type="checkbox"/> \$150	<input type="checkbox"/> <b>Take \$25 off!</b> <i>(applicable ONLY if purchasing BOTH a promotional and digital ad)</i>
<b>Extra Hotel Night</b>	<input type="checkbox"/> \$155 <input type="checkbox"/> Sunday <input type="checkbox"/> Monday		<input type="checkbox"/> \$250	<input type="checkbox"/> \$325	
<b>Renew/Join CRPA</b>	<input type="checkbox"/> \$330		<b>Subtotal:</b>		

D. Sponsorship (if you would like to have exclusive sponsorship, indicate the number of spots you would like to purchase next to the price)			
<b>Platinum Sponsor</b> <small>(2 Available)</small>	<input type="checkbox"/> \$3,000 x ____	<b>Name Badge Sponsor</b> <small>(1 Available)</small>	<input type="checkbox"/> \$800
<b>Gold Sponsor</b> <small>(Unlimited Available)</small>	<input type="checkbox"/> \$1,700 x ____	<b>Host Your Own Sales Session</b> <small>(3 Available)</small>	<input type="checkbox"/> \$500 x ____
<b>Silver Sponsor</b> <small>(Unlimited Available)</small>	<input type="checkbox"/> \$825	<b>Coffee Break Sponsor</b> <small>(2 Available)</small>	<input type="checkbox"/> \$300 x ____
<b>Social Sponsor</b> <small>(2 Available)</small>	<input type="checkbox"/> \$2,500 x ____ <input type="checkbox"/> \$5,000 <i>(exclusive)</i>	<b>Exhibit Hall Game Sponsor</b> <small>(2 Available)</small>	<input type="checkbox"/> \$275 x ____
<b>Happy Hour Sponsor</b> <small>(2 Available)</small>	<input type="checkbox"/> \$2,500 x ____ <input type="checkbox"/> \$5,000 <i>(exclusive)</i>	<b>Seminar Room Sponsor</b> <small>(4 Available)</small>	<input type="checkbox"/> \$250 x ____
<b>Vendor Hall Sponsor</b> <small>(2 Available)</small>	<input type="checkbox"/> \$2,000 x ____ <input type="checkbox"/> \$4,000 <i>(exclusive)</i>	<b>Bag Sponsor</b> <small>(1 Available)</small>	<input type="checkbox"/> \$1,000 <input type="checkbox"/> FREE <i>(if donated)</i>
<b>App Sponsor</b> <small>(2 Available)</small>	<input type="checkbox"/> \$1,500 <input type="checkbox"/> \$2,500 <i>(exclusive)</i>	<b>Lanyard Sponsor</b> <small>(1 Available)</small>	<input type="checkbox"/> FREE
<b>Keynote Speaker Sponsor</b> <small>(2 Available)</small>	<input type="checkbox"/> \$1,250 x ____ <input type="checkbox"/> \$2,500 <i>(exclusive)</i>	<b>Silent Auction Sponsor</b> <small>(1 Available)</small>	<input type="checkbox"/> FREE
<b>Subtotal Part D:</b>			

This is a **TWO PAGE** form. You must submit **BOTH** pages.

# 2021 VENDOR REGISTRATION



Fill out the following form completely.

Please print clearly as name badges will be created using this form.

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_ Website: \_\_\_\_\_

**IF DIFFERENT THAN ABOVE, please provide contact information for the sales rep to be printed in exhibitor directory:**

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Type of Product/Service Provided: \_\_\_\_\_

Representative 1 (Free): \_\_\_\_\_ Representative 2 (Free): \_\_\_\_\_  
*(hotel will be reserved under this name)*

**Additional Representatives (\$55 per person)**

Representative 3 (\$55): \_\_\_\_\_ Representative 4 (\$55): \_\_\_\_\_

Payment Summary	
Additional Representatives	_____ X \$55 = \$_____
Subtotal Part A: Booth Space	\$ _____
Subtotal Part B: A La Carte Items	\$ _____
Subtotal Part C: Advertising	\$ _____
Subtotal Part D: Sponsorship	\$ _____
<b>Grand Total:</b>	<b>\$ _____</b>

**Payment Options:**

Enclosed is my check payable to:  
**CRPA**  
 135 Day Street, 2nd Floor, 2H,  
 Newington, CT 06111

I will pay using a credit card:  
 CRPA will email you an invoice which is payable online

**BY SIGNING BELOW, EXHIBITOR AGREES TO THE FOLLOWING PAYMENT & EXHIBIT TERMS AND CONDITIONS:**

**PAYMENT TERMS:** Exhibitors must submit full payment with this contract. If Exhibitor fails to submit appropriate payment when due, The Connecticut Recreation and Parks Association, Inc. (CRPA, Inc.) may cancel this contract. No space allocation will be made, nor will this contract be processed, without the proper payment. If the space assigned is not fully paid for by the show date CRPA, Inc. may, at its option, terminate and reassign the space to another exhibitor.

**CANCELLATION POLICY:** All cancellations will be considered cancelled by exhibitor/advertiser upon the date that written notice of cancellation is received by CRPA, Inc. Written notification must be sent directly to the CRPA, Inc. office at 135 Day Street, 2nd Floor, 2H, Newington, CT 06111, or [info@crpa.com](mailto:info@crpa.com). Delivery of the cancellation notice shall be deemed delivered on the day such notice is received at the CRPA, Inc. office. Refunds for cancelled space will be given as follows: a) If exhibit space is cancelled by September 1, 2021 a 5% processing fee will be charged. b) If exhibit space is cancelled after September 1<sup>st</sup> and prior to October 1, 2021, a \$250 cancellation charge per booth will be levied. c) If exhibit space is cancelled after October 1, 2021 no refunds will be made. For all other cancellations (including, but not limited to: a la carte items, advertising, sponsorships, etc.), a 5% cancellation fee will be levied. Please note, all refunds will be issued via check, regardless of initial method of payment. Should CRPA cancel the event or the event be canceled due to a government shutdown (force majeure) your choice of either a refund or a credit for the 2022 event will be issued. Please note, all refunds will be issued via check, regardless of initial method of payment.

**RESTRICTIONS:** CRPA, Inc. reserves the right to restrict exhibits due to excessive noise, method of operation, hazardous displays, or for any other reason deemed necessary by the CRPA conference committee or Mohegan Sun.

**CONTRACT FOR SPACE:** The signed contract and full payment constitutes the completed agreement for the right to use the space. In the event of fire, strike, or other circumstances beyond the control of CRPA, Inc., the contract shall not be binding. CRPA, Inc. reserves the right to cancel any contract with any exhibitor at any time prior to or during the conference.

**SPACE ASSIGNMENTS:** CRPA, Inc. will have the right to make all space assignments and reserves the right to shift space assignment after the contract has been signed if it is necessary. No exhibitor shall reassign, sublet or share the whole or any part of the exhibit space allotted to the contracting firm without the express written consent of CRPA, Inc.

**USE OF SPACE:** All demonstrations must be confined to the limits of the exhibit space. Aisles must be clear. Advertising material of any description may be distributed only within the space assigned to the exhibitor presenting such material.

**PHOTO RELEASE:** CRPA, Inc. reserves the right to use photographs of all exhibit spaces and their representatives for marketing purposes including but not limited to: advertisements, online, and social media.

**LIABILITY:** CRPA, Inc. and the Mohegan Tribe and their employees and volunteers will not be responsible for any injury, illness, exposure to illness, 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 outlined on this registration. The exhibitor, on submitting this registration to CRPA, Inc. expressly releases and agrees to hold harmless the above-mentioned CRPA, Inc. and the Mohegan Tribe and their employees and volunteers from any and all claims for such loss, damage, injury, illness, or exposure to illness. Exhibitors are personally responsible for observing health and safety guidelines and/or laws outlined by the federal, state, and local authorities including but not limited to: wearing face coverings, maintaining social distance, and/or sanitization standards.

Exhibitor assumes responsibility and agrees to indemnify and defend CRPA, Inc. and Hotel and the Tribe and their respective employees and agents against any claims or expense arising out of the use of the exhibition premises. The exhibitor understands that neither CRPA, Inc. nor Mohegan Sun maintain Insurance covering the Exhibitor's property and it is the sole Responsibility of the Exhibitor to obtain such insurance.

These terms and conditions are hereby incorporated in, and made a part of this contract, and shall be binding on the parties hereto including their successors and assigns. CRPA will have the right of interpretation and approval of all matters pertaining to the contract, rules and regulations.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (printed): \_\_\_\_\_ Title: \_\_\_\_\_