



CONNECTICUT RECREATION & PARKS ASSOCIATION, INC.

60th Annual Conference & Tradeshow

November 23 & 24, 2020

Mohegan Sun Hotel & Convention Center

135 Day Street, 2nd Floor, 2H, Newington, CT 06111 • Ph: (860) 721 0384 • Fax: (860) 529 8708 • www.carpa.com • info@carpa.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! 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
- 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 opportunities** for 2020!

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, 2020. So don't delay, purchase your booth today!



2 available
\$3,000 each

Discounts & Benefits:

- Complimentary booth
- First choice of booth location prior to 10/1/20 (*first-come, first-served among Platinum Sponsors*)

Marketing & Branding Opportunities:

- **NEW:** Push notification on conference app at beginning of both lunches
- **NEW:** Listing on sponsor page of conference app
- **NEW:** Logo highlighted in exhibitor directory section of app
- Sponsorship of both the annual meeting and awards luncheons
- Signage displayed and acknowledgement of sponsorship at both luncheons
- Logo on pre-event marketing materials
- 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 during lunch day of your choice and have logo displayed on screen behind stage
- Opportunity to place two items in conference bags. Must deliver 300 items to CRPA by 10/19/20.



unlimited available
\$1,700 each

Discounts & Benefits:

- Complimentary booth
- First choice of booth location after Platinum Sponsors prior to 10/1/20 (*first-come, first-served among Gold Sponsors*)

Marketing & Branding Opportunities:

- **NEW:** Push notification on conference app at beginning of both breakfasts
- **NEW:** Listing on sponsor page of conference app
- **NEW:** Logo highlighted in exhibitor directory section of app
- Sponsorship of the keynote coffee break and the Tuesday breakfast on the exhibit hall floor
- Signage displayed at both the keynote and Tuesday breakfast
- Logo on pre-event marketing materials and day-of conference schedule
- Recognition on CRPA website during month of tradeshow

Information Distribution:

- Opportunity to place one item in conference bags. Must deliver 300 items to CRPA by 10/19/20.



unlimited available
\$825 each

Discounts & Benefits:

- First choice of booth location after Platinum & Gold Sponsors prior to 10/1/20 (*first-come, first-served among Silver Sponsors*)

Marketing & Branding Opportunities:

- **NEW:** Push notification on conference app at start of registration days on both days
- **NEW:** Listing on sponsor page of conference app
- **NEW:** Logo highlighted in exhibitor directory section of app
- Signage in registration hallway during entire conference
- Logo on pre-event marketing materials and day-of conference schedule
- Recognition on CRPA website during month of tradeshow

Information Distribution:

- Opportunity to place one item in conference bags. Must deliver 300 items to CRPA by 10/19/20.

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

SPONSORSHIPS AND ADS

App Sponsorship & Advertising Information



APP SPONSORSHIP
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 10/1/20 (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 located at registration, breakout session rooms, and in the exhibit hall
 - 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

Ad Type	Member	Non Member
Digital Ad on App Activity Feed (12 available) <ul style="list-style-type: none"> • 580 x 256 px • 7 spots available Monday • 5 spots available Tuesday <i>*Ad time preference is on a first-come, first-served basis</i>	\$50	\$100
Personalized E-Blast from CRPA (4 available) <ul style="list-style-type: none"> • You provide CRPA with desired marketing email • CRPA will send it to all CRPA Members and Conference Attendees (<i>that's over 800 contacts!</i>) 	\$300	\$350
Bag Stuffer: Placed inside conference bags handed out to each delegate at registration. (<i>Provide CRPA with 300 items</i>)	\$250	\$325

All advertising and bag stuffers must be received by the CRPA office no later than 10/19/20

To ensure your advertisement has 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 or \$5,000 for exclusive sponsorship

Sponsorship of Monday night Social. Includes: company name and logo displayed throughout the venue, recognition in conference brochures and marketing emails, 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 or \$5,000 for exclusive sponsorship

Sponsorship of Monday happy hour in exhibit hall from 4:30 - 5:30 pm. Includes: company name and logo displayed at the bar and throughout the exhibit hall, recognition in conference brochures and marketing emails, 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 or \$2,500 for exclusive sponsorship

Sponsorship of Monday keynote speaker. Includes: free standing banner displayed near front of stage (if provided by sponsor), recognition in conference brochures and marketing emails, 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 \$750

Have your logo imprinted in one color on our delegate name badges which will be distributed to all delegates and vendors (over 500 total name badges will be given). 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 brochures (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)

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

Your company logo on exhibit hall game tickets (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, recognition in conference brochures, and 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 300 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 500 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 10/1/2020.

PPE SPONSOR: 2 available for FREE

Donate 500 hand sanitizers or masks with your logo on them to be distributed to attendees and exhibitors. Must be received by 10/1/2020.

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 exhibitor directory section of app.

COVID-19 SAFETY

CRPA cares about the health and safety of our exhibitors, attendees, and speakers. In order to provide a safe, enjoyable, in-person conference, CRPA and Mohegan Sun have instituted the below safety precautions:

MOHEGAN SUN: HEALTH & SAFETY PRECAUTIONS

For a full list of precautions being taken by Mohegan Sun to protect the health and safety of their Guests, [CLICK HERE](#)
Below are just a few highlights from Mohegan Sun's abovementioned COVID-19 operational framework:

- Due to the vast 275,000 square feet of indoor convention meeting space, Mohegan Sun's facility provides a footprint that allows for ample space to social distance.
- UV Light disinfecting technology installed in resort air handlers.
- Air handler exchange changed from mixture of recycled and fresh air mixture to **100% fresh air**.
- Resort layout allows all guests to travel from their guestrooms or hotel lobbies to the Convention Center without having to enter the casino.
- All push button operating doors will be placed in the hold open setting and signs directing patrons to utilize open doors.
- Walk-through thermal temperature scans for all guests and employees upon arrival at all entrances. (no admittance for individuals registering above 99.9°).
- Mohegan Sun employee protocol is as follows: Mohegan Sun team members with confirmed temperature of 99.9 degrees or higher must stay out of work for:
 - At least 3 days (72 hours) have passed since recovery defined as resolution of fever without the use of fever-reducing medications and improvement in respiratory symptoms (e.g. cough, shortness of breath); and
 - At least 10 days have passed since symptoms first appeared.
- PPE, including face masks, are mandatory for all guests and employees on resort property.
- 6ft physical distancing is required and hand sanitation stations provided throughout resort property.
- Valet temporarily suspended; complimentary self-park with luggage drop off.
- Remote hotel check-in via kiosks and express check-out via in-room television.
- Hotel rooms will be cleaned and disinfected prior to guests' arrival using fog/spray disinfectant including on all soft surfaces: sheers, curtains, shower curtains, bed spread, sofa, chairs and desk chair, carpet, headboards.
- Electrostatic disinfection of all conference facility rooms (safe for electronics).
- Boxed and/or pre-wrapped food selections.

CRPA: HEALTH & SAFETY PRECAUTIONS

Below are a few highlights of what CRPA is doing to ensure our exhibitors have a safe and enjoyable experience:

- Staggered registration and load-in times for vendors.
- Lined 6ft markers at all registration locations to ensure physical distancing.
- Heightened side drapes to provide additional barriers between booths.
- Drayage company has ensured all side and back drapes will be thoroughly laundered between uses.
- Elimination of buffet-style food service.
- To minimize prolonged in-person interactions, mandatory pre-registration for all exhibitor passes (no onsite registration).
- If necessary, staggered exhibit hall entrance times for attendees.
- To reduce shared touched surfaces, elimination of all printed program books with the exception of schedule and exhibit hall map (all information available on our digital app).

2020 VENDOR REGISTRATION

A 10x10 Booth includes: Listing in brochure, 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.

In consideration of the hard year our vendors may have experienced due to the COVID-19 pandemic, we have made the decision to lower the fee for booth space by \$100 and negotiated a reduced hotel price on your behalf for the 2020 conference.



Note:

- Exhibit hall floor is carpeted
- Due to COVID safety measures, side drapes will be 8ft for 2020

A. Booth Space (please check one)

	Before Sept 1st	Sept 1st - Oct 31st	Nov 1st and After
Members	<input type="checkbox"/> \$495	<input type="checkbox"/> \$595	<input type="checkbox"/> \$695
Non-Members	<input type="checkbox"/> \$595	<input type="checkbox"/> \$695	<input type="checkbox"/> \$795
Non-Profits	<input type="checkbox"/> \$350	<input type="checkbox"/> \$450	<input type="checkbox"/> \$550
Virtual Presence	<input type="checkbox"/> \$350	<input type="checkbox"/> \$450	<input type="checkbox"/> \$550
Subtotal:			

B. A La Carte Items

Additional Booth	<input type="checkbox"/> \$300
Electricity	<input type="checkbox"/> \$175
Extra Hotel Night	<input type="checkbox"/> \$120 <input type="checkbox"/> Sunday <input type="checkbox"/> Monday
Renew/Join CRPA	<input type="checkbox"/> \$330
Subtotal:	

C. Advertising

See page 3 for sizing and artwork information	Member	Non Member
Digital Ad	<input type="checkbox"/> \$50	<input type="checkbox"/> \$100
E-Blast	<input type="checkbox"/> \$300	<input type="checkbox"/> \$350
Bag Stuffer	<input type="checkbox"/> \$250	<input type="checkbox"/> \$325
Subtotal:		

D. Sponsorship (if you would like to have exclusive sponsorship, indicate the number of spots you would like to purchase next to the price)

Platinum Sponsor (2 Available)	<input type="checkbox"/> \$3,000 x ____	Host Your Own Sales Session (3 Available)	<input type="checkbox"/> \$500 x ____
Gold Sponsor (Unlimited Available)	<input type="checkbox"/> \$1,700 x ____	Exhibit Hall Game Sponsor (2 Available)	<input type="checkbox"/> \$275 x ____
Silver Sponsor (Unlimited Available)	<input type="checkbox"/> \$825	Seminar Room Sponsor (4 Available)	<input type="checkbox"/> \$250 x ____
Social Sponsor (2 Available)	<input type="checkbox"/> \$2,500 x ____ <input type="checkbox"/> \$5,000 (exclusive)	Bag Sponsor (1 Available)	<input type="checkbox"/> \$1,000 <input type="checkbox"/> FREE (if donated)
Happy Hour Sponsor (2 Available)	<input type="checkbox"/> \$2,500 x ____ <input type="checkbox"/> \$5,000 (exclusive)	Lanyard Sponsor (1 Available)	<input type="checkbox"/> FREE
App Sponsor (2 Available)	<input type="checkbox"/> \$1,500 <input type="checkbox"/> \$2,500 (exclusive)	PPE Sponsor (2 Available)	<input type="checkbox"/> Hand Sanitizer <input type="checkbox"/> Masks
Keynote Speaker Sponsor (2 Available)	<input type="checkbox"/> \$1,250 x ____ <input type="checkbox"/> \$2,500 (exclusive)	Silent Auction Sponsor (1 Available)	<input type="checkbox"/> FREE
Name Badge Sponsor (1 Available)	<input type="checkbox"/> \$750	Subtotal Part D:	

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

2020 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	\$
Grand Total:	\$

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/sponsor 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. Delivery of the cancellation notice shall be deemed delivered on the day such notice is received at the CRPA, Inc. office. **DUE TO COVID-19:** Refunds for cancelled space will be given as follows: FULL REFUND if space is cancelled at least 45 days prior to November 22, 2020. If space is canceled less than 45 days prior to November 22, 2020, a credit for the 2021 tradeshow will be issued. Should CRPA cancel the show or the show be canceled due to a government shutdown (force majeure) your choice of either a refund or a credit for the 2021 tradeshow will be issued regardless of timing. 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: print advertisements, online, and social media.

LIABILITY: CRPA, Inc., its 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 covered by the exhibit contract. This includes the period of storage prior to and following the conference. The exhibitor, on signing the contract, expressly releases the above-mentioned CRPA, its employees, volunteers and committee from any and all claims for such loss, damage, injury, illness, or exposure to illness. To prevent loss, small or portable articles of value should be properly secured or removed after exposition hours and placed in safekeeping. By registering for conference exhibitors agree that their company and their employees will hold harmless CRPA, Inc., its employees and volunteers.

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.

The exhibitor and any employees or agents of such exhibitor are personally responsible for observing health and safety guidelines and/or laws outlined by the federal, state, tribal, and local authorities including but not limited to: wearing face coverings, maintaining social distance, and/or sanitization standards.

CRPA will have the right of interpretation and approval of all matters pertaining to the contract, rules and regulations.

The Rules and Regulations are hereby incorporated in, and made a part of this contract, and shall be binding on the parties hereto including their successors and assigns.

Signature: _____ Date: _____

Name (printed): _____ Title: _____