CONNECTICUT RECREATION & PARKS ASSOCIATION, INC.

66TH ANNUAL CONFERENCE & TRADESHOW

NOVEMBER 23 & 24, 2026

MOHEGAN SUN HOTEL & CONVENTION CENTER

135 Day Street, 2nd Floor, 2H, Newington, CT 06111
Ph: (860) 721-0384 • www.crpa.com • 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 350 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 get regular access to CRPA members' contact information, plus a link to your own website through CRPA's electronic vendor directory. An annual membership is only $355. 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 town/organization 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**:



unlimited available
$3,000 each

Discounts & Benefits:
- Complimentary booth
- First choice of booth location prior to 10/1/26 *(first-come, first-served among Platinum Sponsors)*

Marketing & Branding Opportunities:
- Sponsorship of both the annual meeting & 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 & brochure *(brochure deadline: 6/29/26)*
- 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 & have logo displayed on screen behind stage at both the Monday & Tuesday luncheons
- Opportunity to place two items in conference bags. Must deliver 350 items to CRPA by 10/23/26



unlimited available
$1,950 each

Discounts & Benefits:
- Complimentary booth
- First choice of booth location after Platinum & Social Sponsors prior to 10/1/26 *(first-come, first-served among Gold Sponsors)*

Marketing & Branding Opportunities:
- Sponsorship of the Monday continental breakfast & Tuesday buffet breakfast in the exhibit hall
- Signage displayed at the Monday continental breakfast & 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 & brochure *(brochure deadline: 6/29/26)*
- 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 350 items to CRPA by 10/23/26



unlimited available
$875 each

Discounts & Benefits:
- First choice of booth location after Platinum, Gold, Social & App Sponsors prior to 10/1/26 *(first-come, first-served among Silver Sponsors)*

Marketing & Branding Opportunities:
- Sponsorship of registration on both Monday & Tuesday
- Signage in registration hallway during entire conference
- Push notification on conference app at start of registration 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 & brochure *(brochure deadline: 6/29/26)*
- 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 350 items to CRPA by 10/23/26

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

Sponsorships and Ads

App Sponsorship & Advertising Information



App Sponsor

1 available at $2,000

~~SOLD OUT – NEW ENGLAND REC GROUP~~

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:

- Complimentary booth
- First choice of booth location prior to 10/1/26 (first-come, first-served after Platinum & Gold sponsors)

Marketing & Branding Opportunities:

- Customized static banner ad on Home Screen displayed on attendees' devices (does not scroll)
- Push notification on conference app promoting your company
- Listing on sponsor page of conference app
- 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 and exhibit hall map distributed to all attendees at the tradeshow
- Logo highlighted in exhibitor directory section of app

Digital, & Promotional Advertising

Bundle & Save

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

Ad Type	Member	Non - Member
Digital Ad on App Activity Feed: 150 (height) x 355 (width) px. 10 spots available	$150	$200
Bag Stuffer: Placed inside conference bags handed out to each delegate at registration. (Provide CRPA with 350 items)	$275	$350

All advertising and bag stuffers must be received by the CRPA office no later than 10/23/26

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 $3,450 each; $6,900 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.

SOLD OUT – TOM IRWIN, INC.

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 bars 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.

DESSERT SPONSOR: 1 available at $800

Sponsorship of dessert on the exhibit hall floor during Happy Hour from 4:00 - 5:00 pm. Includes: company name and logo displayed at dessert station, 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.

SOLD OUT – ABCO THE PAPERMAN CO

KEYNOTE SPEAKER SPONSOR: 2 available at $1,500; $3,000 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, recognition 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.

SOLD OUT – LANDSCAPE STRUCTURES

NAME BADGE SPONSOR: 2 available at $1,000 each

SOLD OUT – DUNNING INDUSTRIES & WESTCHESTER CIRCUS ARTS

Show your logo imprinted on the lanyard worn by delegates. Your logo will be visible to all delegates as they wear their badges (approximately 450 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: 2 available at $550 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: $350 each

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

EXHIBIT HALL GAME SPONSOR: 2 available at $350 each; $700 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 $300 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 $2,000 (free if donating bags)

SOLD OUT – DUNNING INDUSTRIES

Have your logo imprinted in one color on our 400 delegate conference bag. 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

SOLD OUT – LS PLAYGROUND SURFACING

This is a great way to have everyone notice your company! Donate 500 lanyards with your logo on them to be used by attendees 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 9/29/2026.

SILENT AUCTION SPONSOR: 1 available for $600

Your logo will appear on signage at silent auction tables and on the silent auction website. Includes listing on sponsor page of conference app and logo highlighted in both the exhibitor directory and Silent Auction sections of the app.

SOCIAL GAME SPONSOR: 1 available at $400

SOLD OUT – SYNLAWN NEW ENGLAND

You company logo and name will appear on the Tate night social games (cornhole, bingo, etc.) signage. Includes listing on sponsor page of conference app and logo highlighted in exhibitor directory section of app.

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

2026 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.

CONNECTICUT RECREATION & PARKS ASSOCIATION

A. Booth Space (please check one)

	Before Sept 1st	Sept 1st - Oct 31st	Nov 1st and After
Members	☐ $705	☐ $805	☐ $905
Non-Members	☐ $805	☐ $905	☐ $1,005
Non-Profits	☐ $560	☐ $660	☐ $760
Subtotal:			



B. A La Carte Items

Additional Booth	☐ $450
Electricity	☐ $185
Extra Hotel Night	☐ $200 ☐Sunday ☐Monday
Renew/Join CRPA	☐ $355
Subtotal:	

C. Advertising

See page 3 for sizing and artwork information	Member	Non Member	Bundle
Digital Ad	☐ $150	☐ $200	☐ **Take $25 off!** *(applicable **ONLY** if purchasing **BOTH** a promotional and digital ad)*
Bag Stuffer	☐ $275	☐ $350	
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 (Unlimited Available)	☐ $3,000 x ___	**Host Your Own Sales Session** (1 Available)	☐ $550 x ___
Gold Sponsor (Unlimited Available)	☐ $1,950 x ___	**Coffee Break Sponsor** (Unlimited Available)	☐ $350 x ___
Silver Sponsor (Unlimited Available)	☐ $875	**Exhibit Hall Game Sponsor** (1 Available)	☐ $350 x ___ ☐ $650 *(exclusive)*
Social Sponsor (2 Available)	☐ $3,450 ☐ $6,900 *(exclusive)*	**Seminar Room Sponsor** (4 Available)	☐ $300 x ___
Happy Hour Sponsor (2 Available)	☐ $2,500 ☐ $5,000 *(exclusive)*	**Bag Sponsor** (1 Available)	☐ $2,000 or ☐ FREE *(if donated)*
Dessert Sponsor (1 Available)	☐ $800	**Lanyard Sponsor** (1 Available)	☐ FREE *(if donated)*
App Sponsor (1 Available)	☐ $2,000	**Silent Auction Sponsor** (1 Available)	☐ $600
Keynote Speaker Sponsor (2 Available)	☐ $1,500 x ___ ☐ $3,000 *(exclusive)*	**Social Game Sponsor** (1 Available)	☐ $400
Name Badge Sponsor (1 Available)	☐ $1,000 x	**Subtotal Part D:**	

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

2026 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 ($80 per person)

Representative 3 ($80): _____ **Representative 4** ($80): _____

Payment Summary	
Additional Representatives	____ X $80 = $_____
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 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 pmc@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, 2026, a 5% processing fee will be charged. b) If exhibit space is cancelled after September 1st and prior to October 1, 2026, a $250 cancellation charge per booth will be levied. c) If exhibit space is cancelled after October 1, 2026, 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 2027 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 and/or video footage of all exhibit spaces and their representatives for marketing purposes including but not limited to: advertisements, online marketing, and social media posts.

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, 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.

TERMS & CONDITIONS GOVERNING USE OF EXHIBIT SPACE: Exhibitor shall be fully responsible to pay for any and all damages to property owned by Mohegan Sun, which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless Mohegan Sun, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates from any damages or charges resulting from or arising from or out of the Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of Exhibitor's occupancy and/or use of the exhibition premises, Mohegan Sun or any part thereof. The Exhibitor understand that Mohegan Sun does not maintain insurance covering the Exhibitor's property and that 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 here to 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:**_____