



## EXHIBITOR PROSPECTUS

Contact:  
Ruth Wheeler  
[rwheeler@nrpa.org](mailto:rwheeler@nrpa.org)  
703-858-2178



Kay Bailey Hutchison  
Convention Center  
Dallas, Texas

[www.nrpa.org/conference/exhibitors](http://www.nrpa.org/conference/exhibitors)

Conference  
**October 10-12**  
Expo  
**October 10-11**

# WHERE COMMUNITY GROWS

Cover photo courtesy of Caught in the Moment Photography





Photo courtesy of City of Henderson, Nevada



Photo courtesy of City of North Port, Florida



Photos courtesy of Dreamstime

# The National Recreation and Park Association (NRPA)

is the leading not-for-profit organization dedicated to building strong, vibrant and resilient communities through the power of park and recreation.

**With a membership of 60,000+,** NRPA represents professionals who provide essential services, quality programs and facilities in thousands of communities around the United States.

## PARKS AND RECREATION FUELS ECONOMIC GROWTH.

U.S. park and recreation activities created:

NEARLY  
**\$218B**  
IN ECONOMIC  
ACTIVITY.<sup>1</sup>

Parks and recreation support:

**1.3M**  
U.S. JOBS.<sup>2</sup>

NRPA is the only national organization that connects you to decision-making agency directors, managers, and staff in all areas of parks and recreation.

“ NRPA provides a perfect balance of educational opportunities and access to engage with customers – and most importantly, to network and learn more about the critical issues affecting the industry.

– Robert Baron, Senior VP of Sales, GameTime ”

## PARKS AND RECREATION:

- ✓ promotes health and wellness.
- ✓ is critical to childhood development.
- ✓ is everywhere, uniting people and strengthening communities.
- ✓ is essential and adaptable infrastructure that makes our communities resilient in the face of natural disasters and climate change.
- ✓ drives economic opportunity.

<sup>1,2</sup> Source: Research conducted by NRPA and the Center for Regional Analysis at George Mason University for the *Economic Impact of Local Parks Report*.

NRPA’s Annual Conference is the only comprehensive gathering of park and recreation professionals, resources, supplies, and industry peers in the country.

# The 8,000+ NRPA Conference participants...

“As the director of a department, the exhibit hall is where I ask my staff to spend the most time, outside of education sessions. Looking at what’s new and available pushes us to re-examine what we’re doing, how we’re doing it and with which tools...NRPA’s Exhibit Hall is the best place to find the best products and the cutting edge solutions for the parks and recreation field.

– Miranda Gomez, Community Services Director, City of Buckeye”

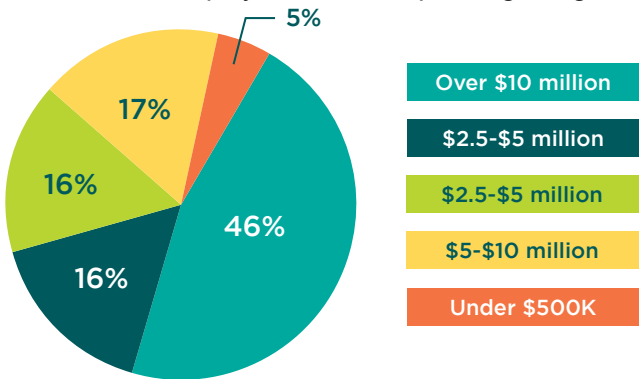
Say the Exhibit Hall is an important and valuable part of the Conference experience.<sup>3</sup>

58% say the most important reason they attend the Conference is the Exhibit Hall.

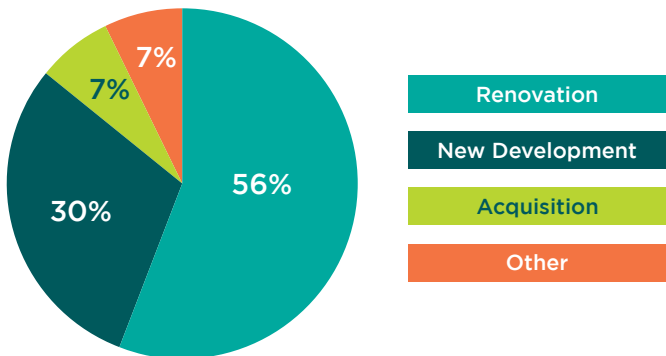
88% of the attendees find the Exhibit Hall “valuable” or “very valuable.”

## Almost half have a budget over \$10 million.<sup>3</sup>

Attendees’ Employers’ Annual Operating Budget:



## Park and recreation agencies are spending their current fiscal year’s capital budget on:<sup>4</sup>



“The exhibit hall was fantastic; I made so many great connections. I cannot wait to bring some of the ideas back to my organization as we continue to plan out our parks.

– Monica Tierney, Director of Parks and Recreation, Lower Makefield Township, Yardley, Pennsylvania”

<sup>3</sup> Source: 2022 NRPA Annual Conference Attendee Survey  
<sup>4</sup> Source: NRPA Agency Performance Review

# Most attendees plan to purchase products in the next two years.

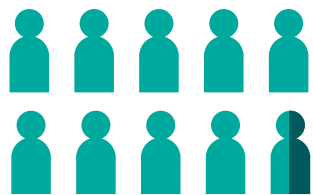
Attendees are decision-makers.



94%

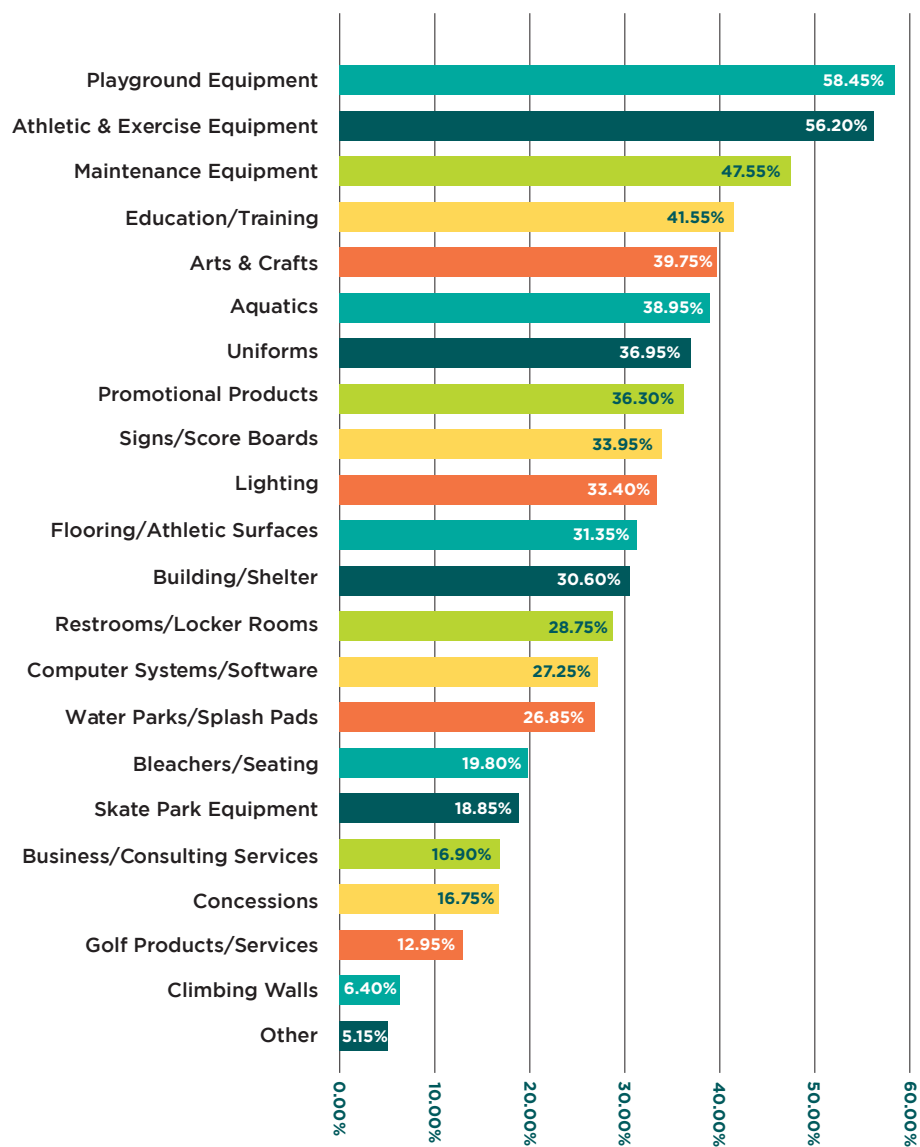
play a role in purchasing decisions.

94%



of attendees spend 1 to 5 hours or more in the Exhibit Hall.

## Types of products/services their agency is likely to purchase in the next 12 to 24 months:







Everyone has fun in the Exhibit Hall because of activities that encourage attendees to not just spend time, but engage with exhibitors.



INTERACTIVE EQUIPMENT



ATHLETIC ACTIVITIES



SCAVENGER HUNT



DAILY DOOR PRIZES



CASH GIVEAWAYS



FOOD AND BEVERAGE



“ Full of a variety of vendors, fun and engaging, a Rec professional’s playground.

– Marhonda Williams,  
Montgomery County, Maryland



Photos courtesy of Caught in the Moment Photography

# NRPA's Annual Conference is the industry's largest trade show, showcasing the products and services of more than 400 exhibitors from a range of industries like:

## Playgrounds, Facilities and Grounds Maintenance



- Buildings
- Flooring
- Lighting
- Paint and coatings
- Playground equipment
- Restrooms and locker rooms
- Shade structures
- Staging
- Turf products

## Athletics



- Bleachers
- Concessions
- Golf
- Ice rinks
- Signs and scoreboards
- Skateparks and ramp

## Aquatics



- Docks and watercrafts
- Splash pads
- Water parks

## And everything needed to make a great park and recreation agency



- Architects and engineers
- Arts and crafts
- Consultants and contractors
- Education and training
- Software technology solutions
- Uniforms

“ We have already received calls from those we met at the Conference inquiring about our product. We obtained more contacts at the 2022 Conference than all other conferences we have attended. I would certainly recommend the NRPA Conference to anyone whose company could benefit from the exposure the NRPA Conference provides.

– Jon Farrand, Graffiti Solutions ”

## Of our 2022 exhibitors:<sup>5</sup>



said the event met or exceeded their expectations.



rated the **quantity** of leads as above average.



rated the **quality** of leads as above average.



plan to exhibit again in 2023.

“ 2022 was STEM Sports' first time attending the NRPA Conference and we had a great experience. We definitely will be returning next year to meet more professionals who continue to help the community.

– Taylor Hedrick, Marketing and Development, STEM Sports ”

<sup>5</sup> Source: 2022 NRPA Annual Conference Exhibitor Survey.



Thousands of park and recreation professionals call Texas home. Dallas draws local attendees and is a convenient location for agencies from across the country.



Dallas is one of the easiest cities to travel to and from with:



**2 major airports**



**more than 2,000 flights per day and dozens of non-stop destinations**



**two dozen domestic and international airline carriers<sup>6</sup>**

Dallas was named one of the Cheapest Places to Travel in 2022 by *Travel + Leisure*.<sup>7</sup>



**Dallas/Fort Worth International Airport**  
20 miles to downtown



**Dallas Love Field Airport**  
7 miles to downtown

Kay Bailey Hutchison Convention Center sits in the heart of downtown Dallas.

Texas has a vibrant park and recreation community.



**Eight park and recreation departments** are part of Dallas County, serving 2.5 million people.<sup>8</sup>



**More than 400 community parks and recreation centers** are in Texas, and 40+ in Dallas alone.<sup>9</sup>



**Texas has 20 accredited park and recreation departments**, including the Dallas Park and Recreation Department.<sup>10</sup>

<sup>6</sup> Source: Getting To And Around Dallas, [visitdallas.com](http://visitdallas.com)

<sup>7</sup> Source: The 18 Cheapest Places to Travel in 2022, Travel + Leisure

<sup>8</sup> Source: [CountyOffice.org](http://CountyOffice.org)

<sup>9</sup> Source: [Dallasparks.org](http://Dallasparks.org)

<sup>10</sup> Source: *Dallas City News*



# Exhibit at the 2023 NRPA Annual Conference in Dallas

## BOOK YOUR BOOTH ONLINE:

<https://bit.ly/3hqZOH9>

View the floorplan and current exhibitor list:

<https://bit.ly/3hwXjYC>

### All booths include:

- **Five booth staff personnel passes per 100 square feet (10'x10').** These passes are for staff who will be working the booth. These passes will provide access during move-in and move-out hours.
- **Two guest passes per 100 square feet (10'x10').** These provide access during exhibit hall hours only. Additional passes can be purchased for \$25.00 each.
- **One full conference education pass.** Additional passes can be purchased when registration opens in early May.
- **One ticket to the NRPA Opening Celebration.** The tickets are distributed onsite to the first person who picks up their badge. Additional tickets can be purchased during the registration process (inventory permitting).

	Number of Booths	Early Bird Rate	Booth Rate After 3/31/23
Exhibit Space Fees	1-5 booths	\$3,090 per 10'x10'	\$3,190 per 10'x10'
	6-9 booths	\$2,990 per 10'x10'	\$3,090 per 10'x10'
	10+ booths	\$2,890 per 10'x10'	\$2,990 per 10'x10'
	NGO/NPO Rate	\$2,690 per 10'x10'	
Upgrades and Additional	1 corner	\$300	\$300
	2 corners	\$600	\$600
	Island (4 corners)	\$1,200	\$1,200
	Premium Exhibit Area	\$675	\$675

### Standard Booth Package includes:

- Back wall drape that is 8 feet and side curtains that are 3 feet
- One 7-inch by 44-inch, single-line identification sign per in-line exhibitor

*Photo courtesy of Caught in the Moment Photography*



## Premium Exhibit Area includes:

- Access to premium booth locations on the Exhibit Hall floor
- Premium status featured in the Exhibit Hall Guide
- One-time use of the NRPA membership list (\*direct-mail use only)
- One-time use of the pre- and post-show attendee list (\*direct-mail use only)
- Double Priority Points
- One-year NRPA Individual Supplier Membership
- One monthly subscription to NRPA's *Parks & Recreation* magazine

\*NRPA does not release an attendee or membership list directly to your company. We provide the list to a mail house that you send your marketing materials to for distribution. Any costs associated with sending direct-mail marketing is at the expense of the exhibitor and is not included in the Premium Exhibit fee.

## PLEASE READ:

- Each exhibit area needs flooring or carpet. Booths do not come with carpet, tables, chairs, electrical, WiFi, lead retrieval, etc. You can rent these items from our third-party provider, Hargrove, or you may bring your own.
- If you are an island booth, with 400 or more square feet, pipe and drape are not included.
- Each exhibitor must provide a certificate of insurance.
- Each exhibitor must not exceed 8 feet in height, unless you are an island exhibitor, 400 square feet or larger. The height limitation from ground to top of signage for islands is 27 feet.
- Corner booths do not have a 3-foot side curtain.
- You cannot exceed 8 feet in height as a linear or corner booth.

Review the exhibitor contract: <https://bit.ly/3kGep7H>



**RUTH WHEELER**

### CONTACT

Ruth Wheeler at  
[rwheeler@nrpa.org](mailto:rwheeler@nrpa.org)  
or call at 703-858-2178  
to learn more.

“The Exhibit Hall inspires agencies on how to make park services even better with all the new trends in equipment and amenities.”

– Lara Hamwey, Director,  
City of Tucson”

**Health and Safety Protocol Commitment:** By contracting to exhibit at the NRPA Annual Conference in Dallas, Texas, the exhibitor agrees to abide by and engage in specific health and safety screening protocols and beneficial conduct while exhibiting at the event. In accordance with state and federal law to protect public health, this may include (but is not limited to): providing proof of a coronavirus (COVID-19) vaccination card or negative test result prior to attending the Conference, submitting to daily health screenings and temperature checks, wearing a mask in public areas, engaging in appropriate physical distancing behaviors, and not attending the event if you feel ill or have been recently exposed to the coronavirus (COVID-19). Protocols are subject to change and will be communicated in advance of the Conference.