



# 2024 ANNUAL CONFERENCE

Georgia World Congress Center  
Atlanta, Georgia

**Contact:**

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NRPA Annual Conference attendees experience inspirational education sessions, networking opportunities, celebrations and an inside look at the latest products in parks and recreation. *Photo courtesy of Caught in the Moment Photography*

# WHERE YOU BELONG

[conference.nrpa.org/exhibitors](https://conference.nrpa.org/exhibitors)

## Exhibitor Prospectus

**Conference:** Oct. 8-10

**Expo:** Oct. 8-9





## 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 parks 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**  
**\$201 billion**  
in Economic Activity.<sup>1</sup>

Parks and recreation supports:

**1.1 million**  
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.

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*Overall great experience! It is a very, very smart thing to have dedicated time/hours for attendees to visit the exhibit hall. I wish all conferences would do that! The traffic to our booth was noticeably increased during that time and we collected a lot of leads! Thank you.*

— Mike Gassmann, Art Director, Engraphix Architectural Signage

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*From top: Adult Bulldogs cheerleaders show off their skills at the Special Olympics, demonstrating how intentionally created spaces can better serve all members of the community. Photo Courtesy of City of Mesa Parks Recreation and Commercial Facilities; In addition to providing a refreshing break, outdoor play fosters healthy child development in numerous ways. Photo Courtesy of Cordova Recreation and Park District; Parks and recreation offers places and spaces where people from all walks of life come together to learn, experience, interact and grow. Photo Courtesy of Park District of Highland Park*

<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.

The NRPA Annual Conference is a face-to-face event that brings qualified buyers and vendors in the park and recreation profession together under one roof.

It is the largest annual gathering of park and recreation professionals in one place and an excellent opportunity to showcase your products and services to this targeted audience.

8,000+ attendees say:<sup>3</sup>

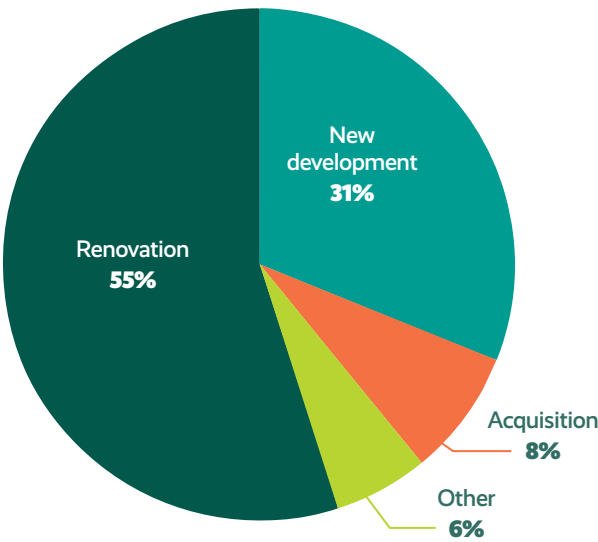
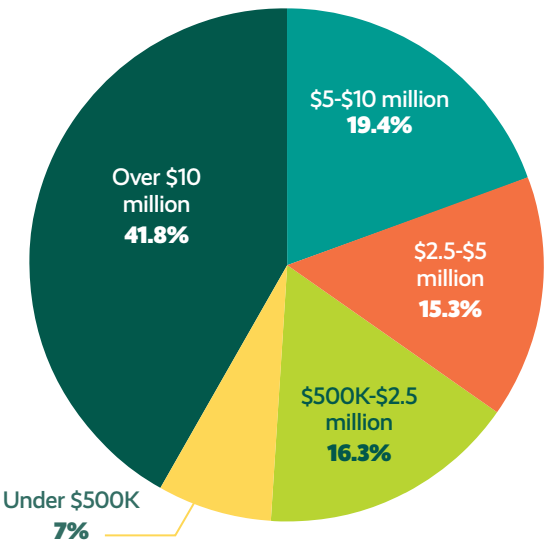
The exhibit hall is an important and valuable part of the conference experience.

62% say the most important reason they attend the conference is the exhibit hall.

89% of the attendees find the exhibit hall “valuable” or “very valuable.”

41% have a budget over \$10 million.

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



“Overall the conference is worth attending, solid educational sessions and the expo hall is a must see.

— Dan Rumsey, Director, Higginsville, Missouri Parks and Recreation

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3 Source: 2023 NRPA Annual Conference Attendee Survey  
4 Source: NRPA Agency Performance Review

# Most attendees plan to purchase products in the next two years.<sup>5</sup>

Attendees are decision-makers.



**89%**

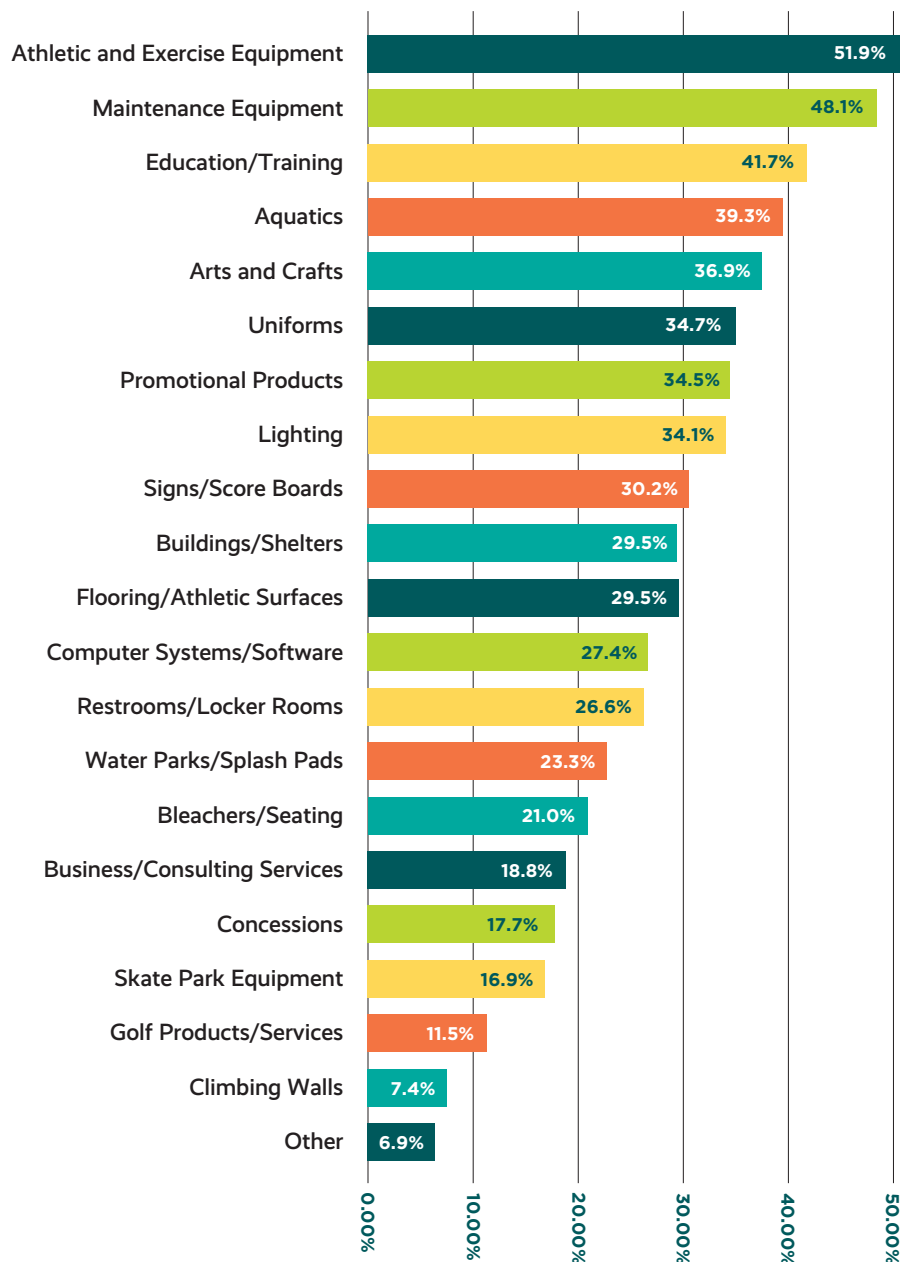
play a role in purchasing decisions.



**96%**

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 - 24 months:



<sup>5</sup> Source: 2023 NRPA Annual Conference Attendee Survey





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
- 🌿 PUPPY PENS

“The NRPA Annual Conference always delivers exceptional learning and networking opportunities!! Every park and recreation professional needs to prioritize attending this event.

— Darren Hoff, Recreation Manager,  
Brookings Parks, Recreation and Forestry Dept.

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From top: The NRPA Annual Conference exhibit hall provides opportunities for attendees to try out sports and play equipment. Sponsored NRPA Annual Conference exhibit hall participant Patriot PAWS trains and provides service dogs for veterans with disabilities and others with mobile disabilities at no cost. NRPA Annual Conference attendees visit the exhibit hall to enjoy food, beverages and giveaways. 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 almost 500 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



## OF OUR 2023 EXHIBITORS:

**99%**

said the event met or exceeded their expectations

**97%**

rated the quality of leads as above average

**92%**

rated the quantity of leads as above average

**74%**

plan to exhibit again in 2024



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*The NRPA Annual Conference is an excellent opportunity to market products and services to an engaging audience. Our company was able to connect with several qualified leads from many regions within and out of the US.*

— Tony Worley, National Sales Executive, Hamer Enterprises

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From top: NRPA is dedicated to providing resources to aquatics professionals in every community. Photo courtesy of Miracle Swimming School for Adults (Sarasota, Florida); The majority of park and recreation agencies — 5 in 6 — provide local youth sports programming. Photo courtesy of Rockford Park District; Parks provide a dynamic and open space for children to engage in physical activities that promote cardiovascular health, muscle development and coordination. Photo courtesy of Mundelein Park and Recreation District; Parks are bustling with families of all ages and backgrounds, providing an ideal setting for social interaction. Photo courtesy of Moberly Parks and Recreation





The 22-acre Centennial Olympic Park is just steps from the Georgia World Congress Center in Atlanta. Photo courtesy of Georgia World Congress Center Authority

## Join your fellow parks and recreation professionals in the Peach State capital – Atlanta, Georgia.

### As an easily accessible, international hub, Atlanta offers convenient travel options.

Hartsfield-Jackson Atlanta International Airport (ATL) is the world's busiest airport.

JUST  
**10 miles**  
from downtown  
Atlanta<sup>7</sup>

MORE THAN  
**2,700**  
flights per day<sup>8</sup>

SERVICE TO  
**150**  
cities across  
the US<sup>9</sup>

**80%**  
of the U.S. population  
lives within a two-hour  
flight of ATL<sup>10</sup>

Located in the heart of downtown Atlanta, Georgia World Congress Center is one of the most dynamic convention spaces in the country.

### Georgia's diverse park and recreation landscape offers a unique backdrop.



There are nearly **three dozen parks and recreation departments** in the Atlanta region, serving **5.1 million people**.



Atlanta alone has more than **3,000 acres of parkland** and **33 recreational centers**.<sup>11</sup>



Georgia is home to **14 accredited parks and recreation departments**, including the City of Atlanta Department of Parks and Recreation.<sup>12</sup>

7, 8, 9, 10 Source: ATL Airport District

11 Source: City of Atlanta

12 Source: CAPRA Accredited Park and Recreation Departments





From full playgrounds to live software demonstrations, almost 500 partners and vendors set up booths and interactive exhibits at the NRPA Annual Conference. Photo courtesy of Caught in the Moment Photography

## Exhibit at the 2024 Annual Conference in Atlanta

Book your booth online: <https://bit.ly/3T6tBKn>

View the floorplan and current exhibitor list: <https://bit.ly/3N91wOD>

### Requirements to exhibit:

- Each exhibit area needs flooring or carpet, which you can rent from our third-party provider, Hargrove, or you can bring your own.
- Each exhibitor must provide a certificate of insurance.
- Each exhibitor must not exceed 8 feet in height, unless you are an island exhibitor or 400 square feet or larger.
- Booths do not come with carpet, tables, chairs, electrical, WiFi lead retrieval, etc. You can rent those items from our third-party providers. You may bring your own flooring, tables and chairs.

### Each 10×10 booth includes:

- **5 Booth Staff Personnel Passes.** These are for staff who will be working at the booth. The badge will provide access during exhibit hall hours, move-in and move-out hours.
- **2 Guest Passes.** These provide access during exhibit hall hours only.

### Each exhibitor — regardless of size — receives:

- **1 Full Conference Education Pass.** Additional passes can be purchased.
- **1 Ticket to the NRPA Opening Celebration.** The exhibitor will receive this on-site when they pick up their badge. Additional passes can be purchased.



## Exhibit Space Fees

Number of Booths	Early Bird Rate	Booth Rate After 3/31/24
1-5 booths	\$3,180 per 10'x10'	\$3,285 per 10'x10'
6-9 booths	\$3,080 per 10'x10'	\$3,185 per 10'x10'
10+ booths	\$2,975 per 10'x10'	\$3,080 per 10'x10'
NGO/NPO Rate	\$2,770 per 10'x10'	\$2,770 per 10'x10'
Upgrades and Additional		
1 corner	\$315	\$315
2 corners	\$630	\$630
Island (4 corners)	\$1,260	\$1,260
Premium Exhibit Area	\$700	\$700

### Standard Booth Package includes:

- Back wall drape is 8 feet and side curtains are 3 feet. Corner booths do not have a 3-foot side curtain. You cannot exceed 8 feet in height as a linear or corner booth.
- One 7-inch by 44-inch, single-line identification sign per in-line exhibitor.
- Pipe and drape are not included for island booths or 10x20, 10x30 or 10x40 stand-alone booths.

### Premium Exhibit Area

If you select in this area, you are required to pay \$700.

Other items included in the premium exhibit package include:

- 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 for the 2025 Booth Selection Process
- 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.

Review the exhibitor contract: <https://bit.ly/3sQ4Asj>



### CONTACT

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

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*NRPA is a great opportunity to network and connect with industry professionals. If you want your business to see continuous growth, it's the must-do show of the year. The organization was great and we had a wonderful time attending.*

— Jake Sane, Sales Support, SYNLawn

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