



2025 ANNUAL CONFERENCE

Orange County Convention Center
Orlando, Florida

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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.

BUILD TOGETHER, PLAY TOGETHER

Exhibitor Prospectus

Conference: September 16-18
Expo: September 16-17



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.¹

Parks and recreation supports:

1.1 million
U.S. Jobs.²

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

“ Last year’s event was the best ever for traffic and meeting the decision makers for local, national and government parks and recs. They made sure the attendees had focus hours for the show floor, which led to...great conversations and sales possibilities.

– Mike Brown, VP of Sales, Gama Sonic USA Inc.

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Attendees of the 2024 NRPA Annual Conference enjoy the Exhibit Hall in Atlanta. Photos courtesy of Caught in the Moment Photography.

^{1,2} 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.

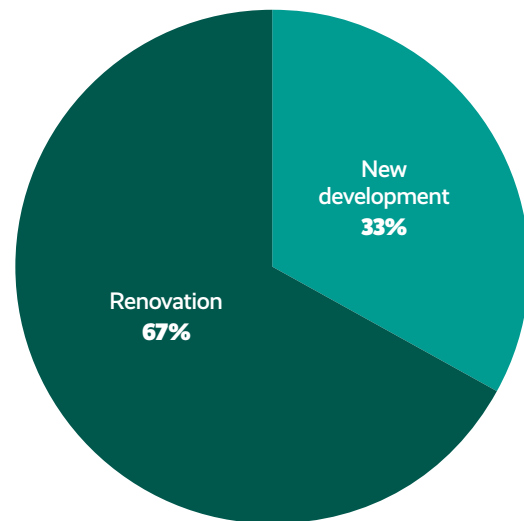
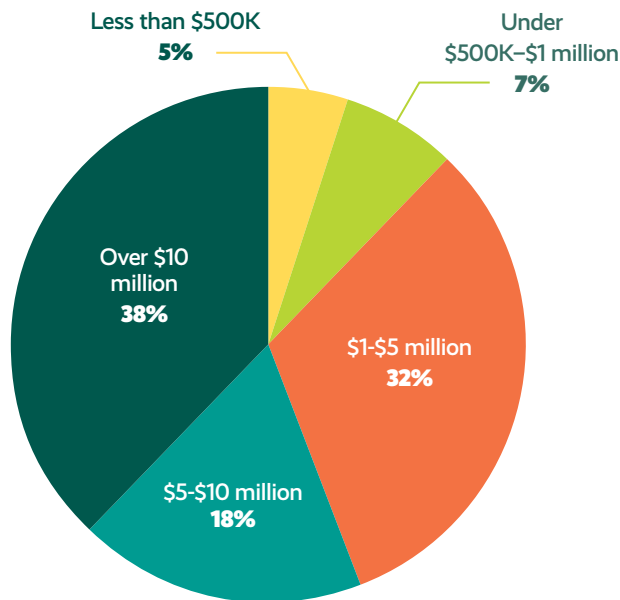
8,000+ attendees say:

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

99% of attendees found themselves on the exhibit hall floor at some point during the conference.³

88% of a typical park and recreation agency's capital budget is designated to improvement. Those capital improvement dollars are spent on renovation and new development (see chart below).⁴

38% of agencies have a budget of more than \$10 million.



“There’s nowhere better to find interested and engaged park and rec clients. NRPA is the Best of the Best!”

— Chris Brophy, Project Manager, Innova Factory Store



³ Source: 2024 NRPA Annual Conference Survey
⁴ Source: 2024 NRPA Agency Performance Review

Most attendees plan to purchase products in the next two years.⁵

Attendees are decision-makers.



84%

play a role in purchasing decisions.

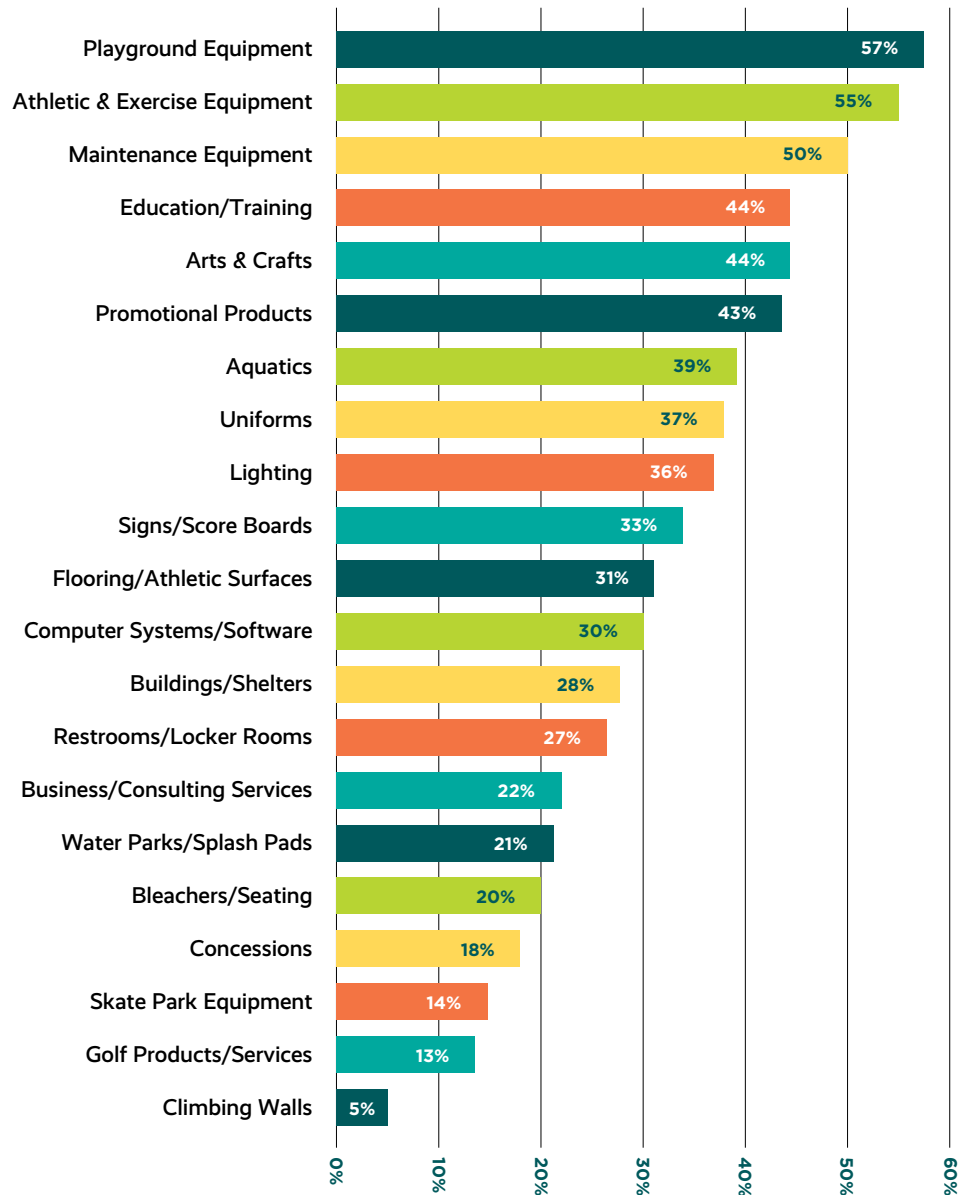


99%

of attendees visited the exhibit hall, with more than two-thirds (67%) spending 3 hours or more!



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



⁵ Source: 2024 NRPA Annual Conference Attendee Survey



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

- INTERACTIVE EQUIPMENT
- ATHLETIC ACTIVITIES
- SCAVENGER HUNT
- DAILY DOOR PRIZES
- CASH GIVEAWAYS
- FOOD AND BEVERAGE
- PUPPY PENS

“As a first-time exhibitor at [the 2024 NRPA Annual Conference], BERPL Distribution is thrilled with the experience. The show was incredibly well organized, and the support provided by NRPA made it seamless for us as new participants. The event was bustling with high-quality attendees from across the U.S. and even some international regions, with end-user leads that had significant decision-making and purchasing power, as well as qualified resellers and distributors. We couldn't have asked for a better opportunity to introduce BERPL Distribution to the outdoor and recreation market. The NRPA [Annual Conference] has been an excellent investment, and we're excited about the opportunities it's opening for us in this vibrant space.”

— Melissa Sopata, Director of Business Development, BERPL Distribution

From top: The exhibit hall provides opportunities for attendees to try out sports and play equipment. Sponsored exhibit hall participant Patriot PAWS trains and provides service dogs for American veterans with disabilities and others with mobile disabilities at no cost to help restore their independence. Annual Conference attendees visit the exhibit hall to enjoy food, beverages and giveaways. Photos courtesy of Caught in the Moment Photography



The NRPA Annual Conference is the industry’s largest trade show, showcasing the products and services of more than 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 2024 EXHIBITORS:

99%

said the event met or exceeded their expectations

98%

rated the quality of leads at or above average

91%

rated the quantity of leads at or above average

77%

plan to exhibit again in 2025



“ NRPA is an excellent platform to showcase innovative and exciting products that resonate with park professionals. I highly recommend attending the conference, not just for its valuable educational sessions, but also for the fresh ideas and inspiration that come from exploring the vendor exhibit midway.

— Margaret Miller, Sales Administration Supervisor, Playcraft Systems, LLC

Attendees of the 2024 NRPA Annual Conference enjoy the Exhibit Hall in Atlanta, Georgia. Photos courtesy of Caught in the Moment Photography.



Lake Eola Park is located in the heart of Downtown Orlando, with a sidewalk that circles the lake 0.9 miles in length, making it easy for visitors to keep track of their walking or running distances. Photo courtesy of Getty Images.

Join your fellow park and recreation professionals in the Sunshine State – Orlando, Florida.

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

Orlando International Airport (MCO) is Florida’s busiest airport.

(MCO) IS JUST
11 miles
 from the Orange County Convention Center (OCCC)⁶

MORE THAN
1,097
 flights per day⁷

SERVICES
106
 cities across the United States⁸


SERVICES
60
 cities internationally⁹

The Convention Center District is located in the heart of the area’s tourism district surrounded by world-class dining, shopping and entertainment.

Florida’s diverse park and recreation landscape offers a unique backdrop.

 Orlando is home to more than **148 beautiful parks, gardens, recreation areas, neighborhood centers and playgrounds.**¹⁰

 Orlando’s bike trails have more than **45 miles of off-street trails**, more than **50 miles of signed routes** and more than **265 miles of bicycle lanes.**¹¹

 Orlando hosts **16 free outdoor park fitness stations**, providing outdoor amenities to residents and visitors.¹²

6, 7, 8, 9 Source: MCO Airport District
 10, 11, 12 Source: City of Orlando, The City Beautiful



From fully equipped playgrounds to live software demonstrations, nearly 500 partners and vendors showcased their booths and interactive exhibits in the exhibit hall, offering attendees an immersive experience. Photo courtesy of Caught in the Moment Photography.

Exhibit at the 2025 NRPA Annual Conference in Orlando

Book your booth online: bit.ly/3EGIZcc

View the floorplan and current exhibitor list: bit.ly/4axsJoX

Requirements to exhibit:

- Each exhibit area needs to be completely covered by flooring, carpet flooring or carpet, which you can rent from our third-party provider, Hargrove, or you may 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, etc. You can rent those items from our third-party providers. You may bring your own flooring, tables and chairs.

Each 10'x10' booth includes:

- **5 Booth Staff Personnel Passes:** These are for staff who will be working in 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 onsite when they pick up their badge. Additional passes can be purchased.

Exhibit Space Fees

Number of Booths	Early Bird Rate	Booth Rate After 3/31/25
1-5 booths	\$3,245 per 10'x10'	\$3,350 per 10'x10'
6-9 booths	\$3,145 per 10'x10'	\$3,250 per 10'x10'
10+ booths	\$3,045 per 10'x10'	\$3,150 per 10'x10'
NGO/NPO Rate	\$2,850 per 10'x10'	\$2,850 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 stand-alone booths.



CONTACT
 Ruth Wheeler at
 rwheeler@nrpa.org or
 call at 703-858-2178
 to learn more.

Premium Exhibit Area

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

Other items included in the Premium Exhibit Package include:

- One-time use of the NRPA membership list (*direct-mail use only) or one-time use of the pre- and post-show attendee list (*direct-mail use only)
- One-year NRPA Individual Supplier Membership
- One digital subscription to NRPA's Parks & Recreation magazine and NRPA's Park Patron Digest.

*NRPA does not release an attendee or membership list directly to your company. We provide the list to a third-party mailing 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: bit.ly/42o4Vlh

“ 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, we had a wonderful time attending.

— Jake Sane, Sales Support, SYNLawn

