



# **NRPA'S Conference Attendee & Trends in Trade Shows**

Conference: September 16-18

Exhibit Hall: September 16-17





## MEET YOUR TEAM



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## TODAY'S DISCUSSION

- Resources and Information
- Exhibitor Badges
- The NRPA Conference Attendee
- Questions



# RESOURCES & INFORMATION



# EXHIBITOR SCHEDULE

DATE	TIME	ACTIVITY
Saturday, September 13	By Appointment Only, request on your Hargrove account	Move-In – Larger exhibits with approvals
Sunday, September 14	8:00 AM – 4:30 PM	Move-In – All Exhibits *pick up badges at 12NOON
Monday, September 15	8:00 AM – 7:30 PM	Move-In – All Exhibits. Booths must be 100% set by 7:30 PM.
Tuesday, September 16	*10:30 AM – 4:30 PM	Exhibit Hall Opens (exclusive hours from 10:30 AM – 1:00 PM)
Wednesday, September 17	*10:30 AM – 3:00 PM	Exhibit Hall Opens (exclusive hours from 10:30 AM – 1:00 PM)
Wednesday, September 17	3:00 PM – 9:00 PM	Move-out begins – must be completely out by Thursday, September 18.
Thursday, September 18	8:00 AM – 4:30 PM	Move-out continues – must be completely out by 4:30 PM



*\* Exhibitors can come as early as 8AM on Tuesday & Wednesday*

## REMINDERS

- Complete your online profile in your **Event Portal** by visiting your exhibitor hub.
- *Friday, July 11*, submit your **certificate of insurance** to **exhibits@nrpa.org** or upload in your exhibitor hub.
- *Tuesday, August 12*, **advance shipments** begin.
- *Thursday, August 21*, is the discount deadline date for **Hargrove** exhibit orders.
- **Download** the Exhibitor Checklist to stay on track!

Click on  
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underline  
for links!

WHAT?

WHEN?

WHERE?

WI

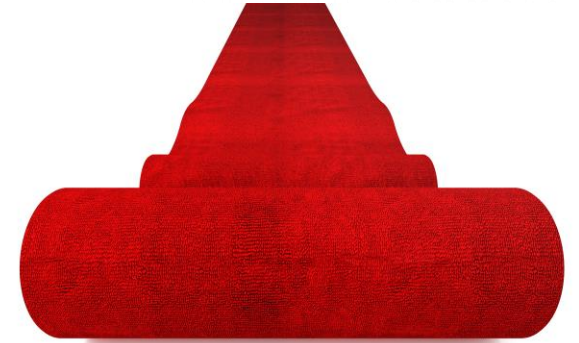
# WHAT YOU NEED TO EXHIBIT



- Provide a certificate of liability. Email the insurance requirements to your broker. Or you can purchase through AHT / Baldwin Group

- Review the NRPA Booth Guidelines and Diagrams to ensure you do not exceed height limitations and use of space

Click on image OR bold underline to download information



- You must carpet or provide flooring for your entire booth. You can bring your own or rent it from Hargrove but you must notify them.

# WHERE TO FIND STUFF!

- [NRPA Exhibitor Resources Web Page\(s\)](#) > Go to Exhibit > see supporting pages with information.
- [Hargrove Event Home Page](#)– If you do not an online account with Hargrove yet, email [exhibitorservices@hargroveinc.com](mailto:exhibitorservices@hargroveinc.com) for your account information so you can order carpet and more.

[OCCC Exhibit Orders](#) – Electrical, Rigging, and Plumbing.

- [NRPA Event Portal](#) – Click “login” and if you have never created a password, click on “forgot password/first-time login”. Go to Exhibitor Hub Page to upload branding, see tasks and featured links.
- [Exhibitor Account](#), enter your alpha numeric password.
  - Pay your booth balance
  - Download sponsorships
  - Launch your exhibitor badge registrations, and lead retrieval
  - Can go to event portal from here, too.

Click on  
image OR  
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download  
information



# NO PHOTOGRAPHY OR VIDEO RECORDING



- Only the NRPA Conference Photographer or NRPA staff are allowed to take photos of exhibitors' booths.
- No photographer or video recorder will be allowed to be on the exhibit hall floor.
- We will escort them out of the exhibit hall if found and can affect booth placement next year.

# F&B IN BOOTH WITH ALCOHOL

- All events where alcohol is present will be reviewed by the OCCC Security Manager or designee to determine appropriate law enforcement coverage.
- Any request to serve alcohol must be made through the Center's exclusive food and beverage provider, Sodexo Live!
- Exhibitors ordering alcohol for service in their booth need to be prepared to be assessed and potentially incur fees for security.



# BADGE INFORMATION



# EXHIBITOR BADGE REGISTRATION TYPES

## PER 10X10

### ➤ ***Booth Staff Badges***

- Includes 5 complimentary badges per 10x10 booth.
- Grants access to the exhibit hall during open hours, move-in and move-out hours.

### ➤ ***Guest Passes***

- Includes 2 complimentary passes per 10x10 booth.

Avoid lines  
and pick up  
your badge  
beginning  
Sunday, 9/14  
at 12NOON



# EXHIBITOR BADGE REGISTRATION TYPES

## PER COMPANY

- **Full Exhibitor Conference Pass - ONE per exhibiting company**
  - **Strongly recommend** you sign up one staff person for this badge type as it will allow access to more events. Also grants access to move in and move out hours.
  - You receive 1 complimentary pass per exhibiting company (regardless of booth size).
  - Grants access to all sessions and one complimentary opening night reception ticket.
  
- **Opening Night Reception Ticket - ONE per exhibiting company**
  - Includes 1 complimentary ticket per exhibiting company.
  - **IF** you do not register for Full Exhibitor Conference Pass, no registration needed; tickets are distributed on-site at the registration desk.
  - Additional tickets for Tuesday's evening reception at Universal can be purchased during the registration process under "Ticketed Events" and are \$155 each. (*This event sells out early!*)

Avoid lines  
and pick up  
your badge  
beginning  
Sunday, 9/14  
at 12NOON

# BADGE COLORS – WHAT DO THEY MEAN

\* not pictured – purple –  
General Sessions/Press,  
Day pass

\* not pictured – teal –  
Daily, Training Only,  
Spouse or Press

## Attendee Full Package



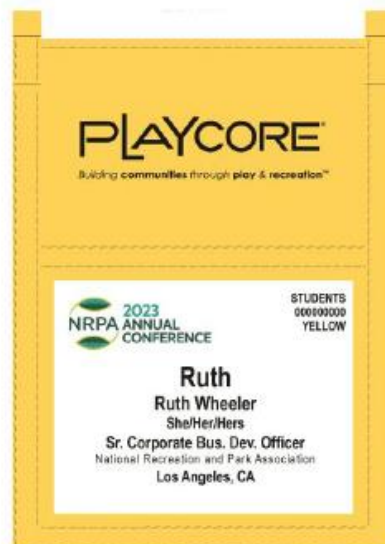
## Speakers



## Expo Only



## Students



## NRPA Staff/Vendors



## Exhibitor



# ESCA BADGES



- ESCA partnered with the OCCC to implement the ESCA Badge.
- All contractors, suppliers, and vendors who need access to work in the facility must be identified with the ESCA badge or a credential issued through the OCCC.
- Exhibitor staff that have show badges to not need an ESCA badge. Registration opens on Sunday, September 14 at 12Noon EST.
- Visit [www.wis.esca.org](http://www.wis.esca.org) for more information.

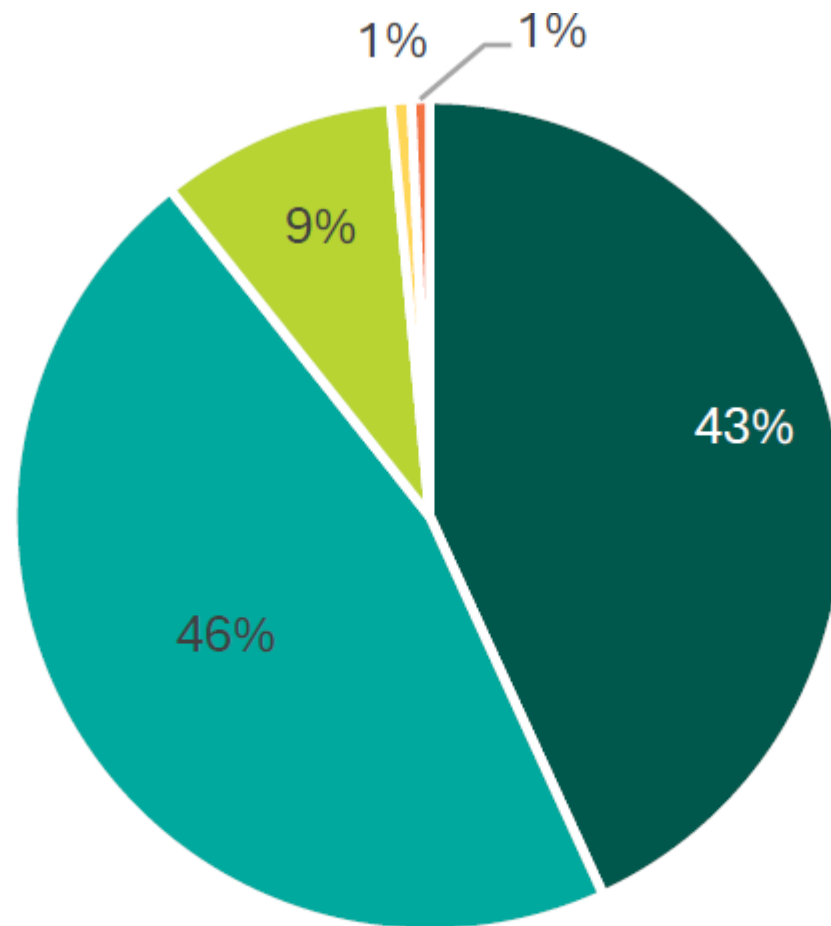


# THE NRPA CONFERENCE ATTENDEE





# HAPPY ATTENDEES



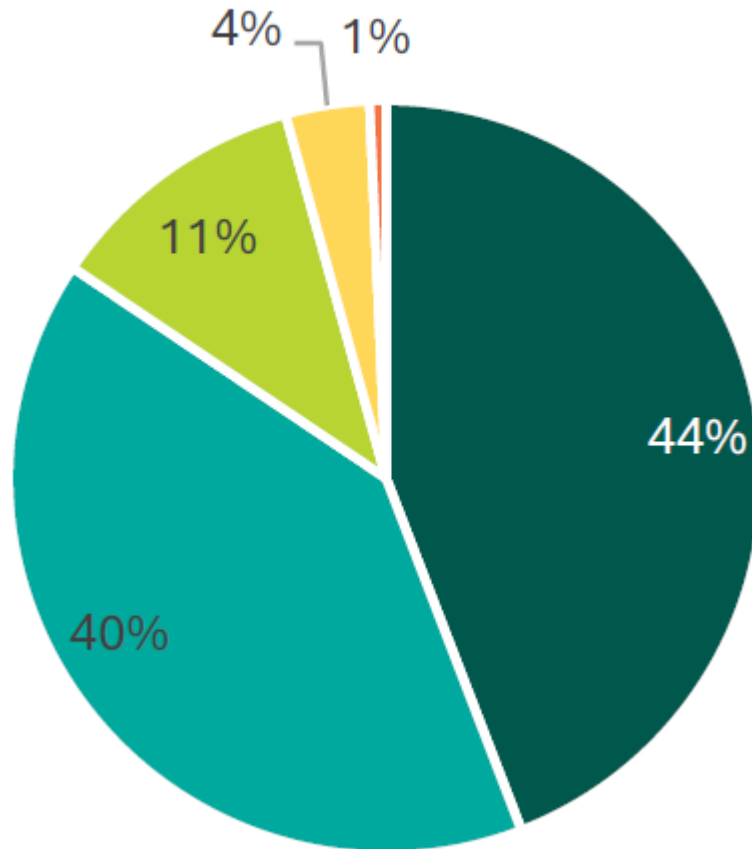
- 89% reported being very satisfied with conference
- Compared to the 2023 conference result of 84%

*2024 NRPA Annual Conference Attendee Survey Results*

■ Very Satisfied (5) ■ (4) ■ (3) ■ (2) ■ Very Dissatisfied (1)



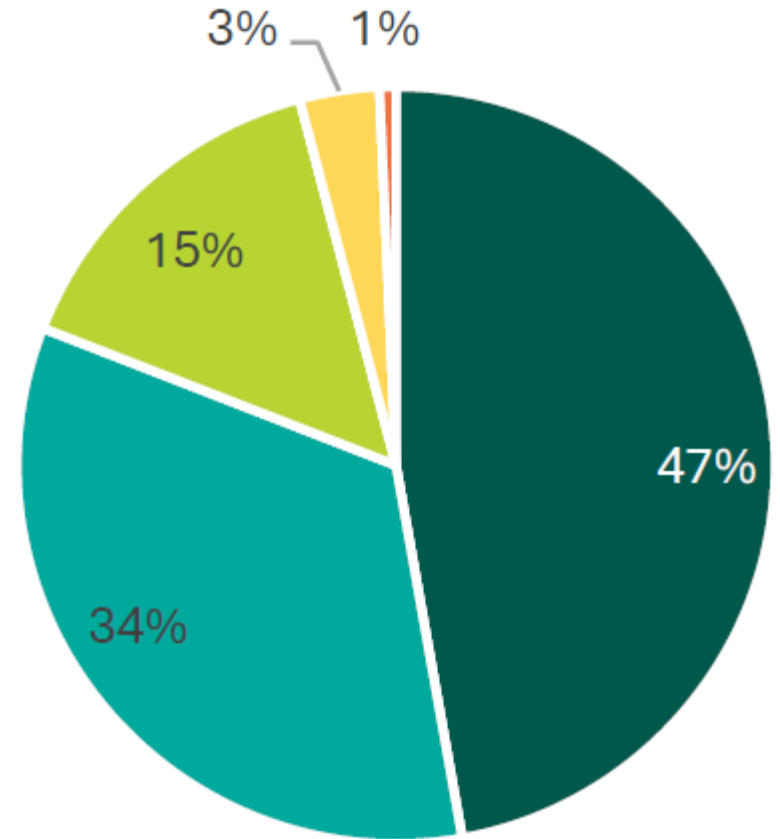
## Education



➤ 84% satisfied with the education offerings, compared to 2023 conference 75%

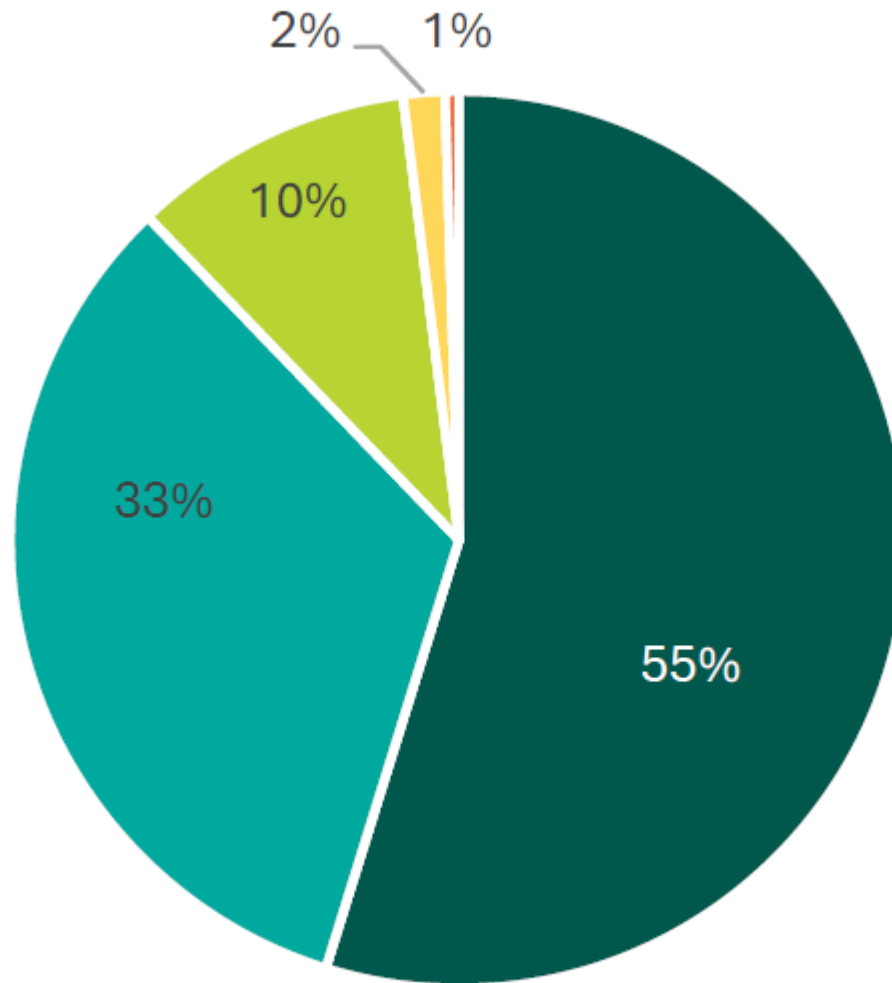
➤ 81% satisfied with the networking offerings, compared to 2023 conference 83%

## Networking



■ Very Satisfied (5) ■ (4) ■ (3) ■ (2) ■ Not Satisfied at All (1)

# Exhibit Hall

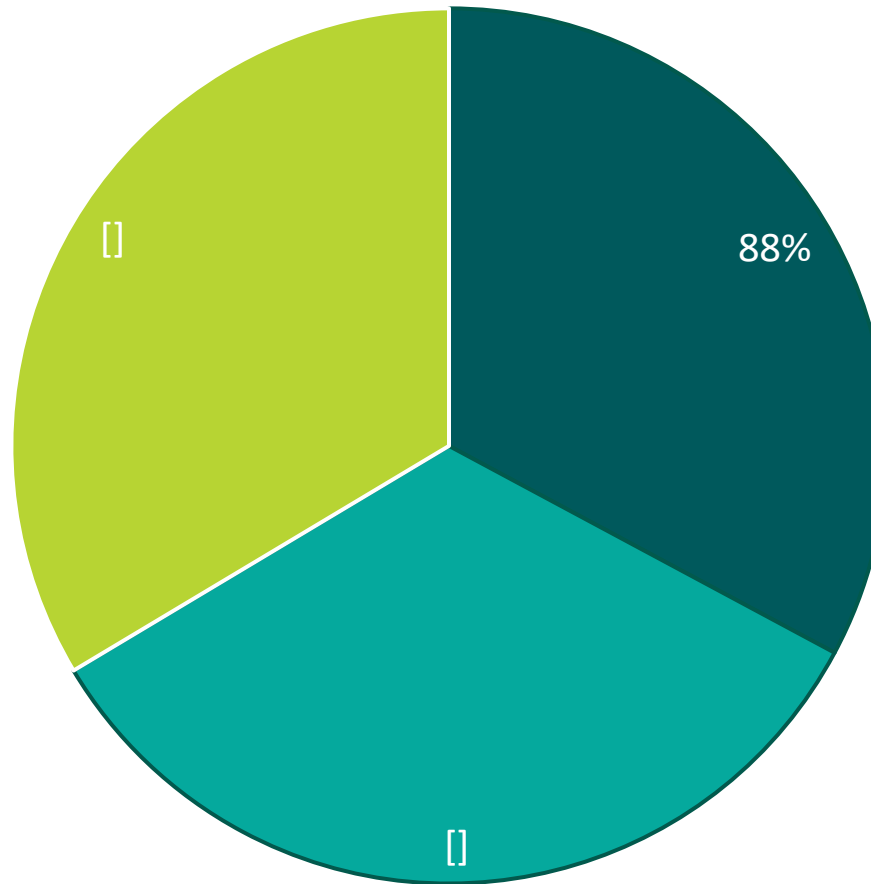


2024 NRPA Annual Conference Attendee Survey Results

■ Very Satisfied (5) ■ (4) ■ (3) ■ (2) ■ Not Satisfied at All (1)

- 88% highly satisfied with the exhibit hall, compared to 2023 conference 89%.
- Every park and recreation professional in attendance found themselves on the floor at some point during the conference.
- 100% of practitioner attendees visited the Exhibit Hall at least once during the conference.
- (68%) stayed on the floor for at least 3 hours, up 5% from 2023 conference.

# ATTENDEE PROFILE



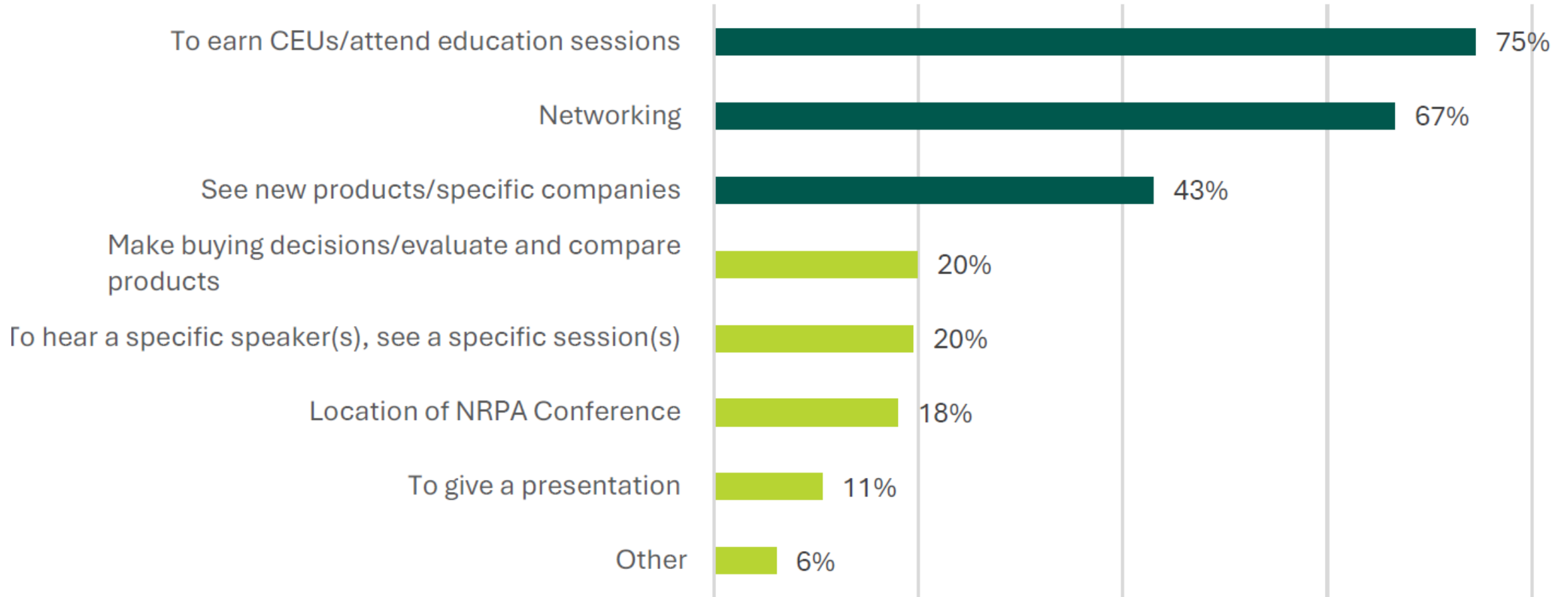
■ Executive management ■ Middle management ■ Staff

- Among segments of practitioner attendees, the percentage rating their satisfaction as either a “4” or “5” are
- 88% executive management
- 90% middle management
- 90% staff

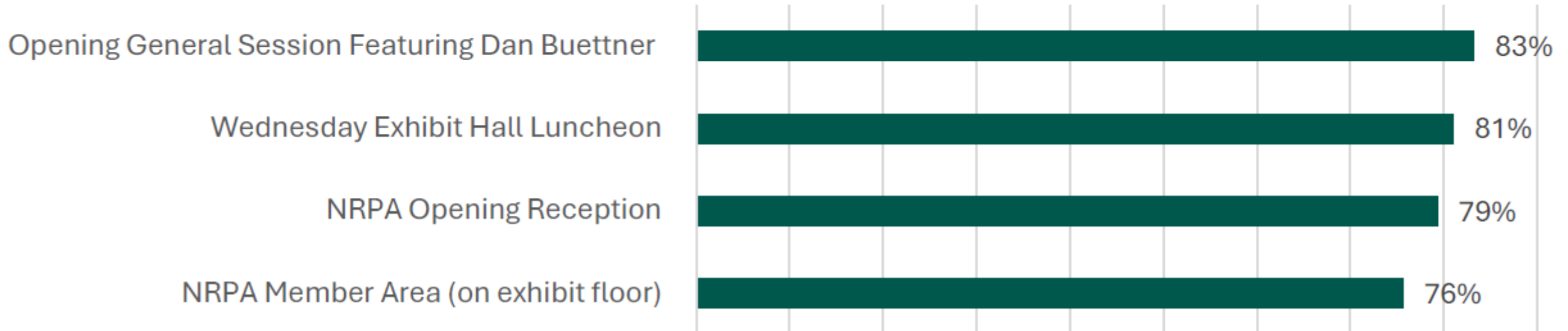
*2024 NRPA Annual Conference Attendee Survey Results*



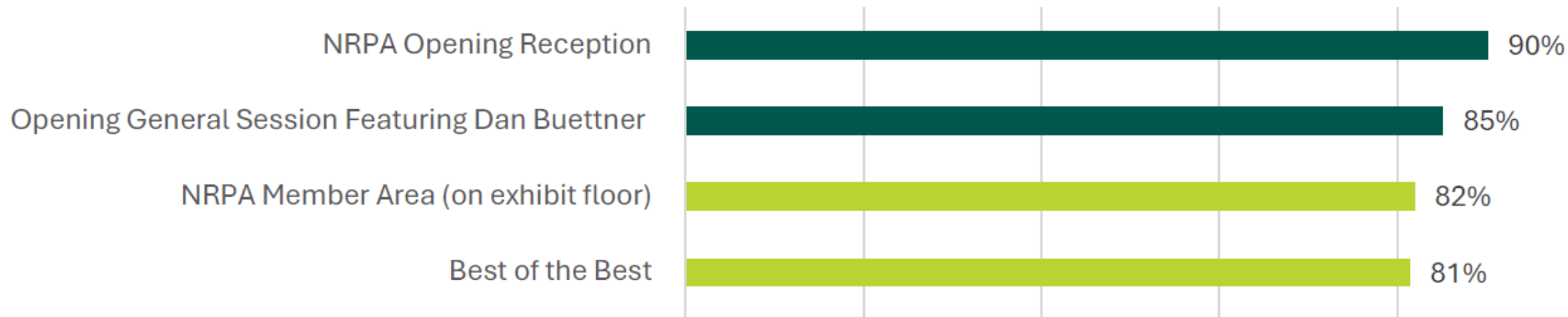
# MOST IMPORTANT REASONS FOR ATTENDING THE 2024 NRPA ANNUAL CONFERENCE



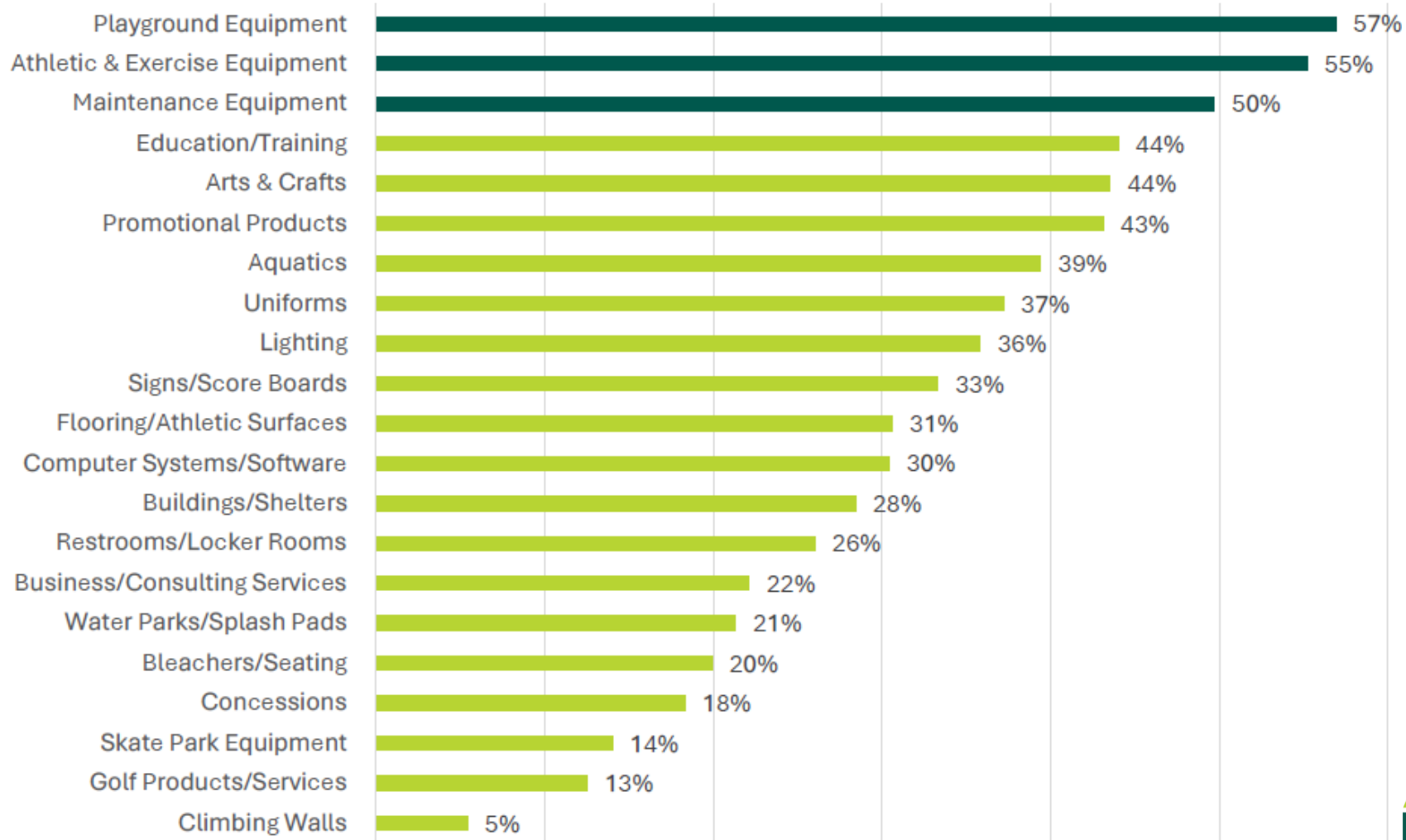
# MORE THAN THREE QUARTERS OF 2024 CONFERENCE GOERS ATTENDED THE OGS, EXHIBIT HALL LUNCHEON, OPENING PARTY AND VISITED THE NRPA MEMBER AREA



## OPENING RECEPTION AND OPENING GENERAL SESSION OF HIGHEST SATISFACTION TO THOSE THAT ATTENDED\*



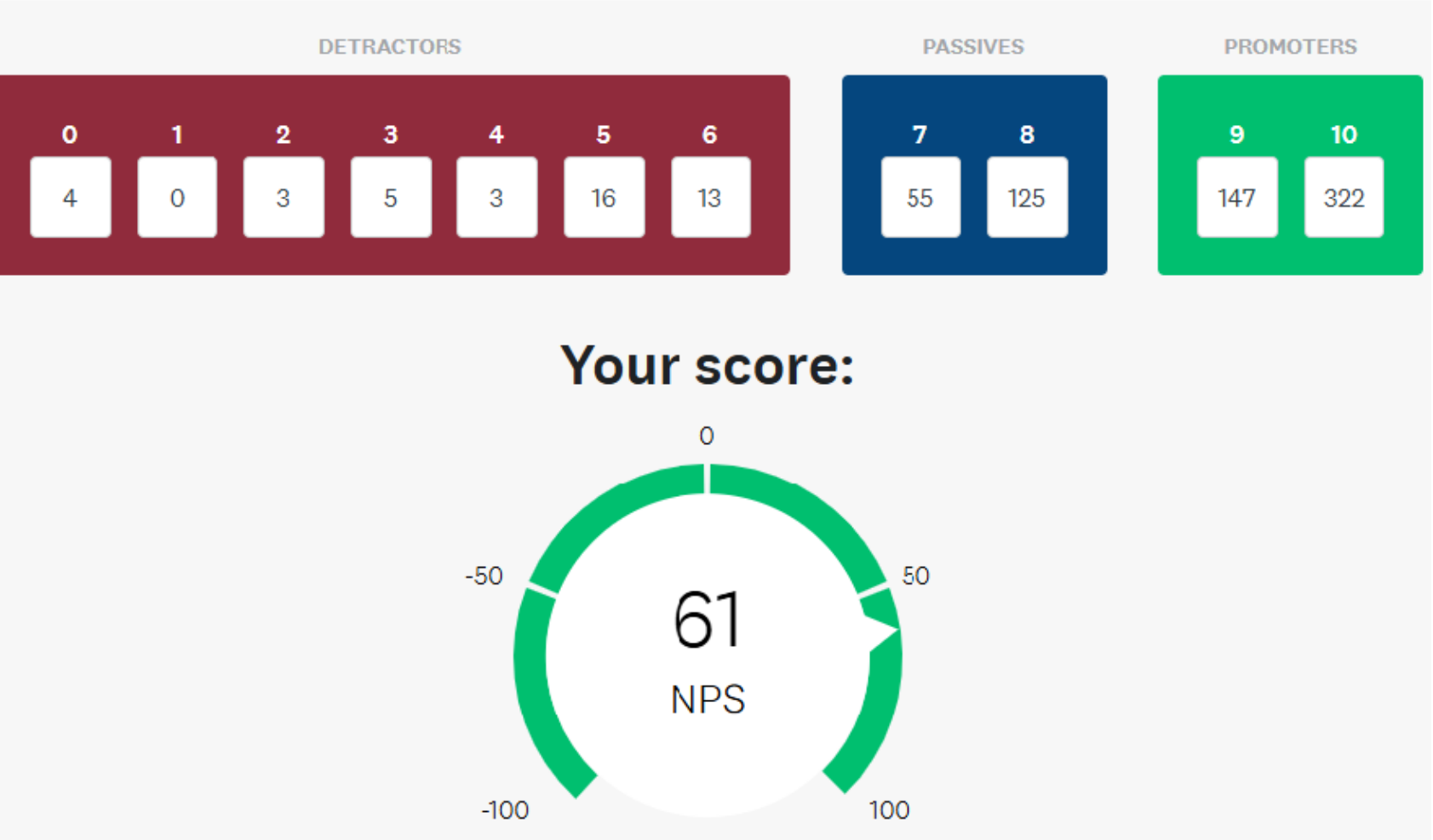
## PLAYGROUND, ATHLETIC & EXERCISE AND MAINTENANCE EQUIPMENT MOST LIKELY PURCHASES FOR PARKS AND RECREATION THIS YEAR



➤ Nearly ALL park and recreation agencies (96%) indicate their likelihood in making a product/service purchase within the next 12 to 24 months!



**NET PROMOTOR SCORE (NPS) SHOWS ATTENDEES HAVE A HIGH LIKELIHOOD OF REFERRING COLLEAGUES TO THE NRPA ANNUAL CONFERENCE IN THE FUTURE**



**THANK YOU!**  
**QUESTIONS?**