



2026 NRPA ANNUAL CONFERENCE

Pennsylvania Convention Center
Philadelphia, Pennsylvania

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THE
POWER
OF...

Exhibitor
Prospectus

Conference: September 29-October 1

Exhibits: September 29-30



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:

**MORE THAN
\$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.



“ My favorite aspect of NRPA is that you get to see the latest and greatest developments! You have the opportunity to talk to experts and ask questions. You can touch, use, and test the products to determine if they meet your needs before making a purchase. And testing out the playground equipment - always fun!

– Ticia Herd, Director of Parks and Recreation,
City of Garden City, Kansas

Attendees of the 2025 NRPA Annual Conference enjoy the Exhibit Hall in Orlando. 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.

98% of attendees found themselves on the exhibit hall floor at some point during the conference.³

Special park districts have the highest amount of median operating expenditures of

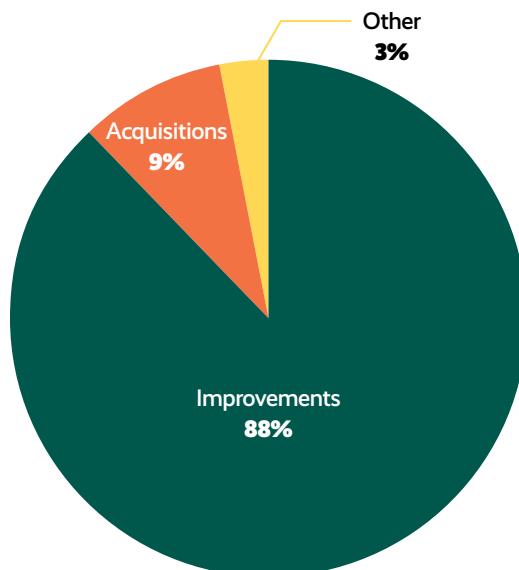
MORE THAN \$12m.

The typical park and recreation agency has annual operating expenditures of

\$7,225,000.⁴

The average park and recreation agency designates

88% of its capital expenditures to improvements and **9%** to acquisitions.⁵



“This was my first time attending the NRPA Annual Conference, and walking into the exhibit hall was an unforgettable experience. I was amazed by the energy and creativity on display. It truly felt like stepping back into childhood and getting to play again.

— Lacey Polster, Marketing and Communications Specialist, Grayslake (Illinois) Community Park District



3 Source: 2025 NRPA Annual Conference Survey

4 Source: 2025 NRPA Agency Performance Review

5 Source: NRPA The Impact of Local Parks report

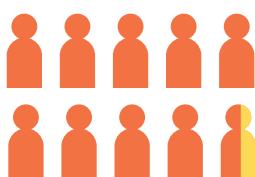
97% plan to purchase products in the next two years.⁶

Attendees are decision-makers.



94%

play a role in purchasing decisions.⁷



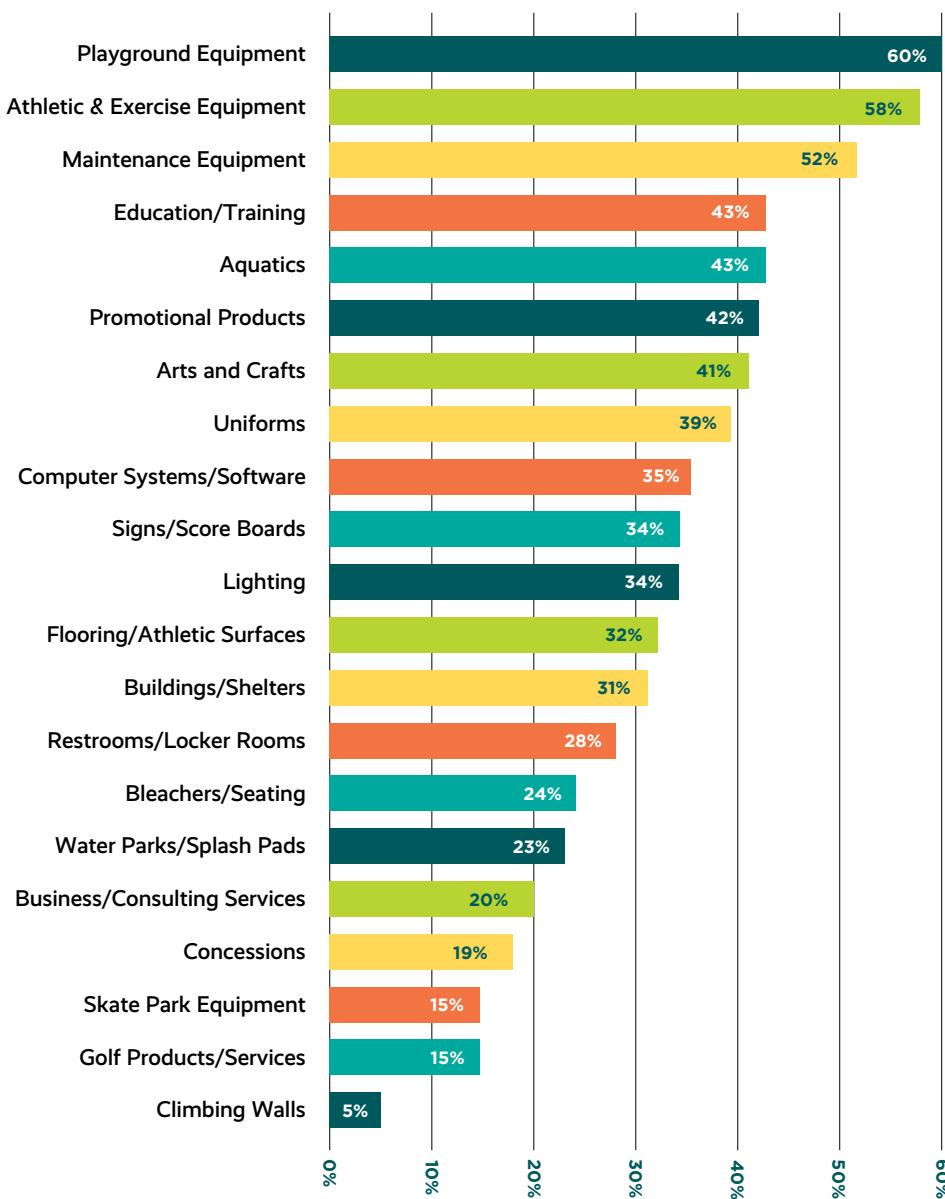
98%

of attendees visited the exhibit hall, with 75% spending 3 hours or more!⁹



6,7,8&9 Source: 2025 NRPA Annual Conference Attendee Survey

Types of products/services their agency is likely to purchase in the next 12 - 24 months:⁸





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

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

“ The exhibit hall at the NRPA Annual Conference was a vibrant and engaging space filled with a wide variety of vendors showcasing the latest products and services in the industry. From hands-on demonstrations (pickleball, soccer, etc.), to product sample giveaways, there was something for everyone. The opportunity to connect directly with suppliers, see new innovations up close, and gather ideas for our own programs was incredibly valuable. It was very informative.

— Jackie Lambert, Recreation Programs Supervisor, Palm Beach (Florida) County Parks and Recreation Department



From top: The exhibit hall provides opportunities for attendees to try out sports and play equipment. 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 2025 EXHIBITORS:

96%

said the event met or exceeded their expectations

94%

rated the quality of leads at or above average

90%

rated the quantity of leads at or above average

76%

plan to exhibit again in 2025

“ From the moment you step into the hall, you are transported to a world of color, fun and excitement. It is a visual world of all that makes parks and rec an exciting place to work!

— Erin Thornton, Chief Experience Officer, City of South Bend (Indiana) Venue Parks and Arts

Attendees of the 2025 NRPA Annual Conference enjoy the exhibit hall in Orlando, Florida. Photos courtesy of Caught in the Moment Photography.



Philadelphia Parks and Recreation is one of the largest municipal park systems in the world, with a 9,200-acre network that includes hiking trails, gardens, historic mansions, and America's oldest zoo. Photo courtesy of Shutterstock.

Join your fellow park and recreation professionals in the Keystone State - Philadelphia, Pennsylvania.

This year's conference is extra special as it takes place during the year our country celebrates the 250th anniversary of the signing of the Declaration of Independence. Join us as we celebrate innovation in parks and recreation in a city that helped shape our nation's past.

The Philadelphia International Airport is considered the premier entry point to the East Coast.

IS JUST

12.3 miles

from Pennsylvania Convention Center¹⁰



The Pennsylvania Convention Center invested

78.8m

in capital enhancements since 2020¹¹



Named
#1

most walkable Convention Center District by the *Wall Street Journal*¹²

1st World Heritage City in the U.S.¹³

4,000+ murals across the city¹⁴



Philadelphia is home to more than **576** beautiful parks, gardens, recreation areas, neighborhood centers and playgrounds.¹⁵



95% of Philly residents live within a 10-minute walk of a public park and around **13% of Philadelphia's** land area is dedicated to parks and recreation.¹⁶



Philadelphia's bike trails have more than **29.8 miles of** of constructed separated bike lanes that are physically or visually separated from motor vehicle traffic¹⁷



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 2026 NRPA Annual Conference in Philadelphia

Book your booth online: bit.ly/478G5aY

View the floorplan and current exhibitor list: bit.ly/49eqsAc

Requirements to exhibit:

- Each exhibit area needs to be completely covered by 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, retrieval, 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 Reception:** 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 3/31/26 |
|------------------|---------------------|--------------------------|
| 1-5 booths | \$3,310 per 10'x10' | \$3,415 per 10'x10' |
| 6-9 booths | \$3,210 per 10'x10' | \$3,315 per 10'x10' |
| 10+ booths | \$3,110 per 10'x10' | \$3,215 per 10'x10' |
| NGO/NPO Rate | \$2,910 per 10'x10' | \$2,910 per 10'x10' |

| Upgrades and Additional Items |
|-------------------------------|
| 1 corner |
| 2 corners |
| Island (4 corners) |
| Premium Exhibit Area |

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.

Premium Exhibit Area

If you select in this area, you are required to pay \$725.

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/3KX2KP1



CONTACT

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

“ If you are interested in new amenities that will make your park stand out, then the exhibit hall is the place for you. They have everything from playgrounds, to drinking fountains, to dog park equipment and it is incredible to see new ideas come together.

— Jay Tryon, Deputy Director of Parks and Recreation, City of Concord (North Carolina)