



2025 NRPA Annual Conference Audience Demographics

Are you interested in becoming an exhibitor or sponsor at the NRPA Annual Conference? Are you curious what types of prospective customers will be there? Find the full breakdown of attendee demographics below. Results provided by attendees via our post-conference survey.

Percentage	Areas of Responsibility*
56%	Administration
26%	Athletics & Sports
23%	Maintenance & Facilities
20%	Youth Services
19%	Tourism & Special Events
18%	Marketing & Communications
17%	Park Resources
15%	Aquatics
14%	Inclusion & Accessibility
12%	Leisure & Aging
12%	Volunteer Management
12%	Other
11%	Park Advocate
10%	Arts & Cultural Resources
10%	Education

**NOTE: Percentages reflect attendee roles covering multiple areas of responsibility.*

Percentage	Attendee Employer Type
81%	Municipality/Park District/County
4%	Association, Conservancy or Non-profit
4%	State Government
3%	Consulting/Design Firm (Architecture, Landscape, etc.)
7%	Other

Percentage	Attendee Occupation Level
46%	Middle Management
42%	Executive Management
13%	Staff

Percentage	Attendee Purchasing Role
35%	Make Final Decision
27%	Part of the Recommendation Process
30%	Make Final Recommendation
8%	Do Not Have a Purchasing Role

Percentage	Attendee's Employer's Annual Operating Budget
46%	Over \$10 million
18%	\$5-\$10 million
17%	\$500k-\$2.5 million
15%	\$2.5-\$5 million
4%	Under \$500k

Have Questions? Contact Our Team

If you are interested in learning more about our exhibitor, sponsorship or advertising opportunities, get in touch with our team today! Please email us at exhibits@nrpa.org.