



Exhibitor Marketing Toolkit

About This Toolkit

Thank you for partnering with us as an exhibitor at the 2026 National Recreation and Park Association (NRPA) Annual Conference in Philadelphia! We are so pleased you will be joining us. Attendees rate our Exhibit Hall as one of their favorite parts of the NRPA Annual Conference year after year — and we’re excited about the great connections you’ll make during the event.

This toolkit makes it easy to help get the word out about your exhibit and generate excitement among your network and conference attendees. This toolkit includes:

Core Messaging	2
Social Media Resources and Recommendations	4
NRPA Handles	4
Hashtags	4
Sample Posts	5
Social Media Videos	9
Social Media Best Practices	10
Graphics, Newsletter and Website Content	13
Media Relations Tips	14

If you have any questions, please reach out to Ruth Wheeler at RWheeler@nrpa.org.

We’re looking forward to another great year!



Core Messaging

The core messaging below is used in all our communications to build excitement about the NRPA Annual Conference. We encourage you to use this messaging about the NRPA Annual Conference as well.

Research shows that consistency and repetition matter when sharing about an event like the NRPA Annual Conference! Repeating strong messages can help you raise awareness about the event and your participation and build interest in your offerings, too. The Marketing Rule of Seven tells us that your audience must see a message seven times before it begins to resonate with them.

The core messaging ensures we are using the same powerful messaging — with a clear call to action — in all our materials.

- We've dropped the core messaging into this document below, and here are a few tidbits about this year's theme:
 - **NRPA's theme for the 2026 NRPA Annual Conference is "The Power Of..."**
 - **Our core conference branding focuses on "The Power of Parks and Recreation"**
 - **Exhibit Hall branding will focus on "The Power of Innovation"**
 - **In your messaging, feel free to adapt "The Power Of..." however you see fit for your product or service.**
- These messages are based on what we know people value most about the NRPA Annual Conference.
- Please use these messages however is most useful for you! For example, you might pull just a line or two for social media, use more of the messaging to expand the website content, etc. You are also welcome to add why you exhibit at the NRPA Annual Conference, how you feel about partnering with park and recreation professionals, etc.

Messaging to Pull From

Conference Overview

Park and recreation professionals are dedicated to building strong, healthy and resilient communities — every day. From directing your organization's budget to managing exciting programs, you're always looking for ways to serve your team and your community.



For more than 50 years, the NRPA Annual Conference has been the premier meeting of the park and recreation community. This event — where you can come together to network with, learn from and celebrate each other — is exactly where *The Power Of* parks and recreation shines. During the NRPA Annual Conference, participants experience inspirational education sessions, powerful networking opportunities, celebrations and an inside look at the latest products for the field. Join us and thousands of professionals just like you who are passionate about finding new tools to help their communities thrive.

Messaging About the Exhibit Hall

Colleagues, experts and top park and recreation product representatives are joining together in iconic Philadelphia to **find products and services to help solve everyday challenges**. From full sports courts to live software demonstrations, more than 500 partners and vendors are setting up booths and interactive exhibits in the Exhibit Hall!

Messaging About Additional Aspects of the Conference

In addition, participants:

- **Learn from people who get it.** You will hear from people who experience the same challenges you do — and learn actionable solutions you can take back to your own community.
- **Meet and enjoy networking together.** The NRPA Annual Conference offers many opportunities to connect and help grow community with other professionals just like you.
- **Earn CEUs!** Whether you are striving toward a professional certification or building your personal knowledge base to better serve your community, NRPA offers hundreds of Continuing Education Unit (CEU) sessions throughout the 2026 NRPA Annual Conference to help get you there. From entry-level courses to CAPRA accreditation to advanced learning opportunities, you will find exactly what you're looking for through these tailored offerings.

Vision for Conference Attendees

After the 2026 NRPA Annual Conference, you will not just gain actionable knowledge but also feel energized, inspired and supported.



Social Media Resources and Recommendations

Social media is a powerful tool to let attendees know you'll be in Philadelphia, showing them why they should stop by your booth and learn more about your organization! To make sharing easy, we've included:

- NRPA handles that you can tag while posting.
- The NRPA Annual Conference hashtag to use.
- Link to use when posting.
- Sample social media posts you can easily update.
- Social media best practices.
- Tips about using videos.

NRPA Handles

Tag us in your posts so we can engage with you and extend your reach!

- Facebook: [@NationalRecreationandParkAssociation](#)
- X: [@NRPA_news](#)
- LinkedIn: [@national-recreation-and-park-association](#)
- Instagram: [@nrpa](#)

Hashtags

[Hashtags](#) help social media users easily follow and engage with topics that interest them. The easiest way to add hashtags is to place them at the end of your post.

The NRPA Annual Conference hashtag is #NRPAConference2026. Please use this hashtag when posting! Using it will help us amplify the NRPA Annual Conference and reach even more great attendees.

Website Link

The latest information about the 2026 NRPA Annual Conference can be found here: conference.nrpa.org.

Sample Social Media Posts

These are posts you can easily share from your organization’s accounts. We welcome you to modify this content.

Channel	Suggestions	Sample Posts
Facebook	Post May – August. Include a graphic. (Jump to options.)	Will we see you there? We’re headed to Philadelphia September 29-October 1 for the premier meeting of the park and recreation community: #NRPAConference2026! #ThePowerOf Sign up here to join us: conference.nrpa.org .
	Post May – August. Include a graphic. (Jump to options.)	At the 2026 NRPA Annual Conference, you will experience inspirational education sessions, powerful networking opportunities and an inside look at the latest products. The #NRPAConference2026 Exhibit Hall is a must-see! We’ll be there [INSERT MORE ABOUT WHAT YOU’RE SHOWING AT YOUR BOOTH]. Visit us at Booth [INSERT BOOTH NUMBER]. Register today to join in: conference.nrpa.org . #ThePowerOf
	Post May – August. Include a graphic. (Jump to options.)	We will be in Philadelphia this September 29-October 1, showing park and rec professionals like you [INSERT WHAT YOU’RE SHOWING/EXHIBITING]. #ThePowerOf. Visit us at Booth [INSERT BOOTH NUMBER]. #NRPAConference2026 is a can’t-miss event! Register today: conference.nrpa.org .
	Post May – August. Include a graphic. (Jump to options.)	Park and recreation professionals like you are dedicated to building strong, healthy and resilient communities every day. We’re excited to meet you at #NRPAConference2026. Visit us at Booth [INSERT BOOTH NUMBER]. #ThePowerOf Register to get the inside scoop: conference.nrpa.org .

Channel	Suggestions	Sample Posts
	Post in September. Include a video or photos. (jump to ideas)	Our ✈️ flights are booked and our 🧳 bags are packed — we’re so excited to head to Philadelphia next week! #NRPAConference2026 Will we see you in the Exhibit Hall? Visit us at Booth [INSERT BOOTH NUMBER]. #ThePowerOf
LinkedIn	Post May – August. Include a graphic. (Jump to options.)	Will we see you there? We’re headed to Philadelphia September 29-October 1 for the premier meeting of the park and recreation community: #NRPAConference2026! #ThePowerOf Sign up here to join us: conference.nrpa.org .
	Post May – August. Include a graphic. (Jump to options.)	At the 2026 NRPA Annual Conference, you will experience inspirational education sessions, powerful networking opportunities and an inside look at the latest products. The #NRPAConference2026 Exhibit Hall is a must see! We’ll be there [INSERT MORE ABOUT WHAT YOU’RE SHOWING AT YOUR BOOTH]. Visit us at Booth [INSERT BOOTH NUMBER]. Register today to join in: conference.nrpa.org . #ThePowerOf
	Post May – August. Include a graphic. (Jump to options.)	We will be in Philadelphia this September, showing park and rec professionals like you [INSERT WHAT YOU’RE SHOWING/EXHIBITING]. Visit us at Booth [INSERT BOOTH NUMBER]. #ThePowerOf #NRPAConference2026 is a can’t-miss event! Register today: conference.nrpa.org .
	Post May – August. Include a graphic. (Jump to options.)	Park and recreation professionals like you are dedicated to building strong, healthy and resilient communities every day. We’re excited to meet you at #NRPAConference2026. Visit us at Booth [INSERT BOOTH NUMBER]. #ThePowerOf

Channel	Suggestions	Sample Posts
		<p>Register to get the inside scoop: conference.nrpa.org.</p> <hr/> <p>Post in September.</p> <p>Include a graphic. (Jump to options.)</p> <p>We love meeting colleagues, peers, friends and partners at the NRPA Annual Conference. Will we see you in the Exhibit Hall next week? Visit us at Booth INSERT BOOTH NUMBER.</p> <p>#NRPAConference2026 #ThePowerOf</p>
X	<p>Post May – August.</p> <p>Include a graphic. (Jump to options.)</p>	<p>Will we see you? We’re headed to Philadelphia September 29-October 1 for the premier meeting of the park and rec community. Sign up here to join us: conference.nrpa.org. #NRPAConference2026! #ThePowerOf</p> <hr/> <p>Post May – August.</p> <p>Include a graphic. (Jump to options.)</p> <p>We’ll be at #NRPAConference2026, [INSERT MORE ABOUT WHAT YOU’RE SHOWING AT YOUR EXHIBIT TABLE]. Visit us at Booth [INSERT BOOTH NUMBER]. conference.nrpa.org. #ThePowerOf</p> <hr/> <p>Post May – August.</p> <p>Include a graphic. (Jump to options.)</p> <p>We’re excited to be in Philadelphia for #NRPAConference2026, showing park and rec professionals like you [INSERT WHAT YOU’RE SHOWING]. Visit us at Booth [INSERT BOOTH NUMBER].</p> <p>Don’t miss it! #ThePowerOf conference.nrpa.org.</p> <hr/> <p>Post May – August.</p> <p>Include a graphic. (Jump to options.)</p> <p>Park and rec professionals are dedicated to building strong, healthy and resilient communities. 🌱👉 We’re excited to meet you at the #NRPAConference2026. #ThePowerOf conference.nrpa.org.</p>

Channel	Suggestions	Sample Posts
	Post in September. Include a video or photos. (Jump to ideas.)	Our ✈️ flights are booked and our 🧳 bags are packed — we’re so excited to head to Philadelphia next week! Will we see you in the Exhibit Hall? Visit us at Booth [INSERT BOOTH NUMBER]. #NRPAConference2026 #ThePowerOf
NOTE: Ensure you’re putting the NRPA registration link into your Instagram’s bio if you keep “link in bio to sign up” in these posts. Send Instagram users to: conference.nrpa.org.		
Instagram	Post May – August. <i>Use a photo of the team who will be at the Exhibit Hall.</i>	Will we see you there? We’re headed to Philadelphia September 29-October 1 for the premier meeting of the park and recreation community: #NRPAConference2026! #ThePowerOf Link in bio to sign up.
	Post May – August. <i>Use a photo from last year’s conference.</i>	Throwback to last year’s NRPA Annual Conference, where we enjoyed inspirational education sessions, networking opportunities, celebrations and — of course — an inside look at the latest products for our field. #NRPAConference2026 #ThePowerOf We’re headed back this year to [INSERT MORE ABOUT WHAT YOU’RE SHOWING AT YOUR BOOTH]. Visit us at Booth [INSERT BOOTH NUMBER]. Link in bio to sign up. #NRPAConference2026 #ThePowerOf
	Post May – August. <i>Use a photo of your team packing up your exhibit materials.</i>	We’re so excited to head to Philadelphia in September. Will we see you in the Exhibit Hall? It is a can’t-miss event. Visit us at Booth [INSERT BOOTH NUMBER]. #NRPAConference2026 #ThePowerOf
	Post May – August.	Park and recreation professionals like you are dedicated to building strong, healthy and resilient communities every day. 🤝🌱 We’re excited to meet

Channel	Suggestions	Sample Posts
	<p><i>Use a photo of your team with park and recreation professionals.</i></p>	<p>you at #NRPAConference2026. Visit us at Booth [INSERT BOOTH NUMBER]. #ThePowerOf</p> <p>Register to get the inside scoop: conference.nrpa.org.</p>
	<p>Post in September.</p> <p>Include a video or photos. (Jump to ideas.)</p>	<p>We're excited to be in Philadelphia for #NRPAConference2026, showing park and rec professionals like you [INSERT WHAT YOU'RE SHOWING/EXHIBITING]. Visit us at Booth [INSERT BOOTH NUMBER].</p> <p>Don't miss it! Link in bio to sign up. #ThePowerOf</p>

Additional post ideas include:

1. A countdown — daily, weekly or monthly — to the NRPA Annual Conference.
2. Pictures of your team preparing for the NRPA Annual Conference.
3. Throwback posts from the past few years — for example, if you've been an exhibitor for five years, it could be fun to show images from all five years.
4. Fun facts about the products/services you'll be exhibiting.
5. Reposted NRPA content with a note about your excitement to exhibit.
6. Content about your favorite part of the NRPA Annual Conference.

Social Media Videos

According to a study in the *University of New Hampshire Inquiry Journal*, “54 percent of consumers want to see video content from businesses and brands they support.” That means we all have a huge opportunity to reach our audiences using a medium they love! The good news is you can easily create videos meant for social media on your smartphone. We’ve included [ideal video lengths](#) below:

Facebook	LinkedIn	X	Instagram
1 minute or less	30 seconds or less	45 seconds	Story: 15 seconds Reel: 1 minute or less

Ideas for videos include:

1. The team loading up the van and heading to the 2026 NRPA Annual Conference.
2. “Playing” with equipment you’ll be showcasing in the Exhibit Hall.
3. Quick interviews with team members expressing their excitement for the 2026 NRPA Annual Conference.
4. Videos of Philadelphia or Philadelphia parks, combined with messaging about your excitement.
5. Photos of the Exhibit Hall once there.
6. Footage of Philadelphia once there.

Social Media Best Practices

Each social media channel has its own quirks and strategy for what works best for it. We've summarized best practices for Facebook, LinkedIn, X and Instagram below.

Social Media Account	Best Practices
Facebook	Best day(s) to post: Mondays through Thursdays
	Worst day(s) to post: Sundays
	Best practices: <ul style="list-style-type: none"> - Use 2-5 hashtags with each post. - Always include an image or photo. - Post videos to increase engagement. - Engage with your audience. "Like" and comment when they respond to your posts. - Tag people and organizations (including NRPA!) to boost engagement.
LinkedIn	Best day(s) to post: Tuesdays through Thursdays
	Worst day(s) to post: Saturdays and Sundays
	Best practices: <ul style="list-style-type: none"> - Use 2-5 hashtags with each post. - Use a slightly more formal tone. - Consider posting in LinkedIn groups. - Tag people and organizations (including NRPA!) to boost engagement.
X	Best day(s) to post: Tuesdays, Wednesdays, Thursdays
	Worst day(s) to post: Sundays (However, the day matters less on X than it does on other platforms.)

Social Media Account	Best Practices
	<p>Best practices:</p> <ul style="list-style-type: none"> - Use 1-5 hashtags with each post. - Use a shortened URL of your link using a free tool like bit.ly. - Ensure your post is 280 characters or fewer (including your link). - Tag people and organizations (including NRPA!) to boost engagement. <p><i>Note: X is changing every day. These are best practices from when we created this toolkit.</i></p>
Instagram	<p>Best day(s) to post: Tuesdays and Wednesdays</p>
	<p>Worst day(s) to post: Sundays</p>
	<p>Best practices:</p> <ul style="list-style-type: none"> - Include photos (not just graphics) to build strong connections with your community. - Use 1-5 hashtags with each post. - Tag people and organizations (including NRPA!) to boost engagement.

Read [more data about best and worst times to post here](#) and [additional posting best practices here](#).



Graphics

Using graphics is an eye-catching way to market your exhibitor status! We invite you to download the following graphics for use in your marketing materials:

- [Official Exhibitor Logo](#): Only you — our valued exhibitors — get to use our official, exclusive NRPA Annual Conference partner logo!
- [Social Media Graphics](#): Find graphics that you are welcome to use on Facebook, Instagram, LinkedIn and X.
- [Email Graphics](#): Feel free to use these graphics to enhance your email marketing.

Newsletter and Website Content

We've included content below that you can drop into a newsletter or onto your website. Please update this messaging as you see fit! (You know your audiences the best.)

Will We See You at This Year's NRPA Annual Conference?

At the 2026 NRPA Annual Conference, attendees will experience inspirational education sessions, networking opportunities, celebrations and — of course — an inside look at the latest products for our field.

Our team is excited to join colleagues, experts and friends in Philadelphia, September 29-October 1. We hope you come by and meet us in the Exhibit Hall, where we'll be [INSERT WHAT YOU'LL BE EXHIBITING AND WHAT ATTENDEES CAN LEARN MORE ABOUT]. We're joining more than 500 partners and vendors that are setting up booths and interactive exhibits. Visit us at Booth [INSERT BOOTH NUMBER].

This event — where you can come together to network with, learn from and celebrate each other — is exactly where *The Power Of* parks and recreation shines.

Register here to join us: conference.nrpa.org.

Media Relations Tips

Media relations is a great way to build excitement about an event like the NRPA Annual Conference. The question is: what makes your role as an exhibitor newsworthy? We've included the six categories that most frequently make a story newsworthy below.



TIMELY
HOLIDAYS,
SPECIAL EVENTS,
ETC.



SUPERLATIVE
FIRST, BEST,
ONLY



PROXIMITY
LOCAL,
HOMEGROWN



**CONFLICT AND
CONTROVERSY**
TENSION,
DEBATE,
ADVOCACY,
HIGHLIGHTING
PROBLEMS OR
DIFFERENCES
WITHIN A
COMMUNITY



**HUMAN
INTEREST**
SOFT SIDE,
GOOD NEWS,
WARM AND
FUZZY



HELPFUL
TOP LISTS, BEST
PRACTICES

For example, if you're launching a new product at the NRPA Annual Conference, use a superlative! If a family was able to compete in a wheelchair basketball league for the first time because of your equipment and a partnership with a local park and recreation center, that would be both human interest and superlative.

If you have a media relations idea, please contact Danielle Doll at ddoll@nrpa.org. We are happy to share best practices, support your team in pitching ideas and work together to make sure the story is a success!