ARPA Conference & Energize Workshop

OCTOBER 26-28, 2017

LAKE LOUISE, ALBERTA
The Alberta Recreation and Parks Association (ARPA) is a not-for-profit organization committed to building healthier and happier communities and citizens by developing and promoting recreation and parks.

ARPA has over 1,500 members representing over 120 Alberta communities. Our members include community and public recreation and parks agencies, corporations, elected officials, volunteers, and students.

**CONFERENCE THEME**

**CHANGE. CHALLENGE. OPPORTUNITY.**

The conference theme this year is “Change. Challenge. Opportunity.” These are three powerful words we know quite well in Alberta. The past few years have been challenging times for many of our communities, and we believe Albertans can embrace this season as an opportunity for change.

This will be the 22nd year of the Energize Workshop, providing sessions and networking for elected and appointed officials.

We are excited to once again have the Connecting through Research (CTR) component to the Conference through a partnership with the Physical Education and Recreation Faculty of the University of Alberta and the Faculty of Health and Physical Education at Mount Royal University. The CTR brings academics and practitioners together to share and discuss research findings, issues and ideas that influence recreation and parks theory, policy, management and programs.

**SPONSORSHIP & TRADESHOW CONTACT**

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ABOUT

THE ANNUAL ARPA CONFERENCE AND ENERGIZE WORKSHOP

Our annual Conference and Energize Workshop is an opportunity for us to put our vision to work. The Conference brings delegates from across Alberta and provides them with an opportunity to discuss their work, ideas, beliefs, and current trends in recreation and parks.

The Conference has historically been attended by a full house of over 550 delegates from across Alberta, including:

- Parks and recreation directors
- Elected officials (mayors, councillors)
- Recreation and parks board members
- Senior and mid-level municipal managers
- Program and service coordinators
- Facility managers and operators
- Municipal administrators
- Aquatic managers and supervisors
- Recreation practitioners, programmers, and educators
- Recreation and parks consultants
- Parks managers, planners, designers, and personnel
- Corporate members
- Health practitioners
- Students
PLATINUM SPONSOR

$10,000 - SOLD OUT FOR 2017
(1 INDUSTRY EXCLUSIVE OPPORTUNITY)

Sponsor will be named and recognized as the exclusive Platinum Sponsor of the ARPA Conference will enjoy the following:

Exclusive Benefits

• Verbal recognition during the opening keynote introductions as the Platinum sponsor and title sponsor
• Opportunity to introduce a keynote speaker of choice
• Sponsor logo displayed electronically during keynote speaker address and at the President’s Awards Banquet

Other Benefits

• Sponsor logo displayed on the following Conference materials:
  » ARPA website with link to sponsor’s website
  » Conference app with link to sponsor’s website
  » Prominent placement on all event print materials (brochure, on-site guide, eBlasts & eNewsletters)
  » Conference banners displayed throughout the event
  » All delegate name badges and meal tickets
  » PowerPoint sponsor thank-you loop with longest exposure time at plenary and major speaking events throughout the Conference
• Title sponsor of 2 break-out sessions of choice
• Up to 2 banners provided by sponsor to be hung at various spots throughout Conference
• Three full Conference delegate packages, including reserved seating at Conference VIP event tables
• Tradeshow booth with a ‘preferred choice’ display area throughout the entire event
• One year ARPA Business membership, complete with all privileges afforded to ARPA members
• Opportunity to include one piece of corporate material in delegate bags
• Full page advertisement space in On-Site Guide
• Opportunity to host a hospitality room for delegate receptions at sponsor’s expense
GOLD SPONSORS
$5,500 (4 OPPORTUNITIES)

Benefits include:

• Tradeshow booth with a ‘preferred choice’ display area throughout the entire event
• Title sponsorship of one of the following events (choices available on a first-come-first-serve basis):
  » Volunteer Recognition Awards Luncheon
  » Saturday Luncheon
  » Closing Keynote Speaker
  » Friday Breakfast
  » A Pre-Conference session
  » Energize Reception
  » New Delegate Reception
• Sponsor logo displayed on the following Conference materials:
  » ARPA website with link to sponsor’s website
  » Conference app with link to sponsor’s website
  » Conference banners displayed throughout the event
  » Event print materials (brochure and on-site guide outside back covers)
• Two full Conference delegate packages
• One year ARPA Business membership, complete with all privileges afforded to ARPA members
• Opportunity to include one piece of corporate material in the delegate bags
• Half page advertisement space in the Conference On-Site Guide
• Opportunity to host a hospitality room for delegate receptions at the sponsor’s expense
• One meal sponsorship of choice - signage and/or company literature at table, opportunity to speak for 2-3 minutes

SILVER SPONSORS
$3,500 (8 OPPORTUNITIES)

Benefits include:

• Sponsor logo displayed on the following Conference Materials:
  » ARPA website with link to sponsor’s website
  » Conference app with link to sponsor’s website
  » Conference banners displayed throughout the event
  » Event print materials (brochure and on-site guide outside back covers)
• One full Conference delegate package
• One Tradeshow booth during the evening of Friday, October 27
• One year ARPA Business membership, complete with all privileges afforded to ARPA members
• Opportunity to include one piece of corporate material in the delegate bags
• Quarter page advertisement space in the Conference On-Site Guide
• Opportunity to host hospitality room for delegate receptions at the sponsor’s expense

BRONZE SPONSORS
$1,500 (6 OPPORTUNITIES)

Benefits include:

• Sponsor logo displayed on the following Conference Materials:
  » ARPA website with link to sponsor’s website
  » Conference app with link to sponsor’s website
  » Conference banners displayed throughout the event
  » Event print materials (brochure and on-site guide outside back covers)
• Opportunity to include one piece of corporate material in the delegate bags
• Quarter page advertisement space in the Conference On-Site Guide
• Opportunity to host hospitality room for delegate receptions at the sponsor’s expense
• Title sponsorship of two breakout sessions of choice with opportunity to speak for 2-3 minutes
Other Sponsorship Opportunities

**APP SPONSOR**
$1,000 (1 OPPORTUNITY)
- Sponsor logo banner ad on conference app
- Sponsor logo displayed on ARPA website with link to sponsor’s website

**BREAKOUT SESSION SPONSORS**
$1,000 (OVER 30 OPPORTUNITIES)
- Opportunity to introduce speaker, or sponsorship announced during introduction of speaker
- Sponsor logo on ARPA website with link to sponsor’s website
- Sponsor logo on conference app with link to sponsor’s website
- Sponsor logo printed in on-site guide next to session description

**PRE-CONFERENCE SESSION SPONSORS**
$1,000 (4 OPPORTUNITIES)
- Opportunity to introduce speaker, or sponsorship announced during introduction of speaker
- Sponsor logo on ARPA website with link to sponsor’s website
- Sponsor logo on conference app with link to sponsor’s website
- Sponsor logo printed in on-site guide next to session description

**SOCIAL SPONSORS**
$1,500 (3 OPPORTUNITIES)
- Sponsor logo on ARPA website with link to sponsor’s website
- Sponsor logo on conference app with link to sponsor’s website
- Sponsor logo displayed on conference banners throughout the event
- Sponsor logo printed in on-site guide next to social description
- Sponsor logo displayed at each bar
- Specialty drink created in sponsor’s name
- Opportunity for sponsor to provide volunteers at the social event
- 1/4 page ad in conference guide

**SPONSOR-A-LEADERSHIP**
$1,000 (1 OPPORTUNITY)
- Sponsor logo displayed on ARPA website with link to sponsor’s website
- Sponsor logo on conference app with link to sponsor’s website
- Prominently displayed at registration desk
- Opportunity to provide volunteers for registration desk

**SPONSOR-A-STUDENT**
$300 (UNLIMITED OPPORTUNITIES)
- Provide students with opportunity to attend Conference
- Sponsor logo on all signage and materials for student programs

**STUDENT BURSARY SPONSOR**
$5,000 (UNLIMITED OPPORTUNITIES)
Full sponsorship value is allocated to supporting students to attend Conference
- Sponsor logo displayed on the following Conference materials:
  » ARPA website with link to sponsor’s website
  » Conference app with link to sponsor’s website
  » Conference banners displayed throughout the event
  » Event print materials (brochure and on-site guide back covers)
  » All signage for student programs
- Opportunity to host student reception
- 1/2 page ad in conference guide

**REGISTRATION DESK SPONSOR**
$1,000 (1 OPPORTUNITY)
- Sponsor logo displayed on the following Conference materials:
  » ARPA website with link to sponsor’s website
  » Conference app with link to sponsor’s website
  » Prominently displayed at registration desk
- Opportunity to provide volunteers for registration desk
KEYNOTE SPEAKER SPONSOR
$1,000 (2 OPPORTUNITIES)
• Sponsor logo displayed on the following Conference materials:
  » ARPA website with link to sponsor’s website
  » Conference app with link to sponsor’s website
  » Event print materials (brochure, on-site guide)
  » Electronically throughout the keynote address

BREAKFAST AND LUNCHEON SPONSORS
$1,000 (4 OPPORTUNITIES)
• Sponsor logo on ARPA website with link to sponsor website
• Sponsor logo on conference app with link to sponsor’s website
• Table toppers provided by sponsors
• Branded product, provided by sponsor, at each seat
• Opportunity to set up booth during sponsored meal

NEW DELEGATE RECEPTION SPONSOR
$1,000 (1 OPPORTUNITY)
• Opportunity to support and network with first time conference delegates in a social setting
• Sponsor logo displayed on the following Conference materials:
  » ARPA website with link to sponsor’s website
  » Conference app with link to sponsor’s website
  » On-site guide
  » Event signage
  » Drink tickets
• Opportunity to attend reception and speak for 2-3 minutes

ENERGIZE RECEPTION SPONSOR
$1,000 (1 OPPORTUNITY)
• Opportunity to network with approx. 100 elected officials and community leaders
• Sponsor logo displayed on the following Conference materials:
  » ARPA website with link to sponsor’s website
  » Conference app with link to sponsor’s website
  » On-site guide
  » Event signage
  » Drink tickets
• Opportunity to attend reception and speak for 2-3 minutes
BENEFITS OF BEING AN EXHIBITOR

There are numerous benefits of being involved as an exhibitor at the ARPA Conference:

- Tradeshow open to delegates throughout dinner and social event on Friday, October 27 from 6:00 – 9:30pm
- One of 28 8’x10’ exhibitor booths
- Friday evening reception for exhibitors
- Booth includes two complimentary tickets to the Saturday breakfast
- Networking opportunities
- Delegate interaction incentives, with prizes and a silent auction
- Conference and exhibitor hall located in one convenient location

REGISTRATION PROCESS

We look forward to your involvement! The deadline for registration is October 6, 2017, however, space is extremely limited and sells out quickly. Book early to ensure your space!

Click here to register.

BOOTH PRICE LIST

(PRICES DO NOT INCLUDE GST)

- ARPA members: $1,100
- Non-members: $1,300
- Non-profit/educational ARPA members: $470
- Non-profit/educational non-members: $670

BOOTH DETAILS

Your 8’ x 10’ exhibit booth includes:

- 8’ high black wall drapery
- 3’ high side wall drapery
- Skirted table
- Two folding chairs
- One 1500 Watt duplex outlet
- One flood light per booth