

85TH ANNUAL MRPA ANNUAL CONFERENCE 2022

# THE POWER OF **OPPORTUNITIES**

SPONSORSHIP AND EXHIBIT HALL GUIDE

OCTOBER 11 - 14, 2022

CRAGUN'S RESORT & CONFERENCE CENTER - BRAINERD, MN



MINNESOTA RECREATION  
AND PARK ASSOCIATION



# THE POWER OF **PARKS & PLAY**

MRPA ANNUAL CONFERENCE 2022

## **DEAR PROSPECTIVE SPONSOR AND/OR EXHIBITOR:**

The Minnesota Recreation and Park Association (MRPA) will host our 85th annual conference in October 2022. YOU are invited to participate as a sponsor or exhibitor prior to our general mailing and email blasts.

Since 1937, MRPA members have dedicated their time and energies to enhancing the park and recreation profession in their communities and in the state of Minnesota.

The MRPA Annual Conference is a great place for your business to get recognized while helping provide an educational and inspirational event.

Become a key sponsor and get your business in front of hundreds of park and recreation professionals and decision makers. Sponsorship opportunities and events during the four-day conference include: keynote speakers, break-out sessions, networking events, exhibit hall and more.

We believe that the conference is consistent with the mission of MRPA as we strive to:

- Provide continuing education, technical assistance, and social exchange among all members; and
- Serve as an information resource on trends/developments/future changes related to the delivery of parks and recreation services

If we can provide additional information to your business to encourage consideration of our request, please feel free to contact us. We would also be happy to personally meet with you and customize a proposal to fit your needs.

**Sam Werle**

**Annual Conference Sponsorship Chair**

**Mike Bauer & Zac Dockter**

**Annual Conference Exhibit Hall Co-Chairs**





# SPONSORSHIP OPPORTUNITIES

## Sponsorship packages can be customized to your organization

Welcome to the Minnesota Recreation and Park Association (MRPA) Annual Conference, Minnesota's leading industry show for park and recreation professionals and agencies. The 2022 MRPA Annual Conference is a unique opportunity for your business to get recognized while helping provide an educational and inspirational event. Become a key sponsor and get your business in front of hundreds of park and recreation professionals and decision makers. Sponsorship opportunities and events during the four-day conference include the following:

### EVENING DINNER / PIZZA BAR

\$4,000 (1 available)

### DELEGATE GIFT

\$4,000 (1 available)

### CONFERENCE APP

\$3,000 (1 available)

### LUNCHEON

\$3,000 (2 available)

### KEYNOTE SPEAKER

\$2,500 (3 available)

### EXHIBIT HALL

\$2,500 (1 available)

### BREAKFAST

\$2,500 (2 available)

### NETWORKING EVENT

\$2,500 (2 available)

### PRE-CONFERENCE INSTITUTE

\$1,500 (2 available)

### DIRECTORS' FORUM

\$1,500 (1 available)

### PARK INSTITUTE

\$1,500 (3 available)

### OFF-SITE INSTITUTE

\$1,000 (2 available)

### ADVENTURE RACE

\$750 (2 available)

### EDUCATION SESSION

\$500 (one per session)

### TWO-DAY LARGE SPACE EXHIBIT AREAS AVAILABLE (20ft. x 20ft.)

\$3,500 (3 available)

More information available on page 7

INVESTMENT LEVEL BENEFITS	\$4,000	\$3,000	\$2,500	\$2,000 - \$1,500	\$1,500 - \$500
MRPA Website/Emails: Company Logo and Link	x	x	x	x	
MRPA Website/Emails: Company Listing					x
MRPA Conference - Full Package Admission (1)	x	x	x		
Naming Rights for One Event or Large Space Area	x	x	x		
Logo on Conference App (App Sponsor Only)		x			
Exhibit Hall: One Complimentary Booth Space	x	x	x	x	
Exhibit Hall: Public Address Recognition	x	x	x	x	
Conference Banner: Logo on Banner near Registration	x	x	x	x	
Conference Guide: Ad (Width x Height)	7.5"x4.75"	3.625"x4.75"	3.625"x2.25"	3.625"x2.25"	
Conference Guide: Company Logo	x	x	x	x	
Conference Guide: Company Listing					x
Pre-Event MRPA MN Magazine: Feature Article	x				
Pre-Event MRPA MN Magazine: Company Logo	x	x	x	x	
Pre-Event MRPA MN Magazine: Company Listing					x
Opportunity to Provide One-Page Promo or Small Product in Attendee Packet (Approved by MRPA)	x	x			
Attendee Contact List	x	x	x	x	

## TO DISCUSS SPONSORSHIP OPPORTUNITIES

Sam Werle • [swerle@duluthmn.gov](mailto:swerle@duluthmn.gov) • 218-730-4306

Michelle Snider • [snider@mnrpa.org](mailto:snider@mnrpa.org) • 763-571-1305

THE POWER OF  
**PARKS & PLAY**  
 MRPA ANNUAL CONFERENCE 2022

**SPONSORSHIP AGREEMENT**

<b>ORGANIZATION INFORMATION</b>	
Organization	
Address	
City/State/Zip	
Contact Name/Title	
Phone/Fax	
Email	
Website	

**SPONSORSHIP INVESTMENT**

<b>PREFERRED SPONSORSHIP AREA</b>		
<b>Evening Dinner/Pizza Bar</b> <input type="checkbox"/> \$4,000	<b>Exhibit Hall</b> <input type="checkbox"/> \$2,500	<b>Park Institute</b> <input type="checkbox"/> \$1,500
<b>Delegate Gift</b> <input type="checkbox"/> \$4,500	<b>Breakfast</b> <input type="checkbox"/> \$2,500	<b>Off-Site Institute</b> <input type="checkbox"/> \$1,000
<b>Conference App</b> <input type="checkbox"/> \$3,000	<b>Networking Event</b> <input type="checkbox"/> \$2,500	<b>Adventure Race</b> <input type="checkbox"/> \$750
<b>Luncheon</b> <input type="checkbox"/> \$3,000	<b>Pre-Conference Institute</b> <input type="checkbox"/> \$1,500	<b>Education Session</b> <input type="checkbox"/> \$500
<b>Keynote Speaker</b> <input type="checkbox"/> \$2,500	<b>Directors' Forum</b> <input type="checkbox"/> \$1,500	

**SUBMIT THIS FORM TO**  
**MRPA 2022 Annual Conference Sponsorship**  
**200 Charles St. NE, Fridley, MN 55432**  
**PLEASE MAKE CHECK PAYABLE TO MRPA**

PLEASE NOTE: Sponsorships must be submitted by May 31, 2022 to be listed in the MINNESOTA magazine registration packet and August 15, 2022 to be listed in the Official Conference Guide.

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**FOR MORE INFORMATION CONTACT**  
**Sam Werle • swerle@duluthmn.gov • 218-730-4306**  
**Michelle Snider • snider@mnrpa.org • 763-571-1305**

# EXHIBIT HALL GENERAL INFORMATION

## THURSDAY, OCTOBER 13, 2022

Cragun's Resort and Conference Center  
11000 Craguns Drive  
Brainerd, MN 56401

**EXHIBITOR CHECK-IN & SET-UP** | 10 AM - 12:30 PM

**EXHIBIT HALL HOURS** | 2:30 PM - 5:30 PM

**EXHIBITOR BREAKDOWN** | 5:30 PM

**NETWORKING EVENT** | FOLLOWS

## VENDOR PACKAGE

- Booth size: 10' wide by 10' deep draped space (includes 8' back and 3' side drapes)
- One 6' table and two padded chairs
- Outdoor space is available for larger equipment. Contact MRPA for assistance.
- Signage (your company name) of approximately 7"x44" (available until one week prior to show)
- Printed roster of conference delegates
- MRPA memento
- Wireless internet access
- Complimentary hors'doeuvres and refreshments in the exhibit hall (lunch ticket is an option for purchase)

## SESSIONS INCLUDED

Participating exhibit hall vendors are welcome to attend any educational sessions held on that day. Visit [mnrpa.org](http://mnrpa.org) to download the session brochure available in July.

## PUBLICITY

A descriptive list of exhibitors is distributed to each conference delegate. See registration form. All exhibitors will be recognized on MRPA's website.

## DONATIONS

We're soliciting cash donations, which we'll then use to purchase prizes to be given away during the exhibit hall hours. Vendors providing cash donations for these prizes will be recognized at the exhibit hall with special signage and lots of fan fare! Vendors may also still give away door prizes at their booth.

## NOT ABLE TO ATTEND?

If you're not able to attend, you can still participate! Refer to our robust sponsorship opportunities detailed on page 3 of this guide.

## EARLY BIRD RATE

### REGISTER BY AUGUST 10, 2022 FOR THE EARLY BIRD RATE!

MRPA reserves the right to limit exhibit hall registrations to those firms providing products and services consistent with MRPA's mission and values. Assignments are generally made on a first-come, first-serve basis. MRPA reserves the right to make final booth assignments. Registration confirmations will be sent upon receipt of your paid booth registration. The early bird registration fee is through August 10, 2022. A \$50 late fee will be applied after this date. The registration deadline is September 30 or until filled.

## HOTEL ACCOMMODATIONS

Cragun's Resort & Conference Center  
11000 Craguns Drive  
Brainerd, MN 56410

**Room Rate: \$134.22**

### To Register:

MRPA has a reserved room block available. Call 866-988-0562 to make your hotel reservation - ask for the MRPA rate. Deadline to get the MRPA rate is September 10, 2022.

## LARGE SCALE, TWO-DAY EXHIBIT SPACES

Showcase your company Wednesday and Thursday (October 12-13) during conference hours (Spaces A-C). Available on a first-come, first-serve basis. See map on page 7 for locations.

### THREE LARGE EXHIBIT SPACES AVAILABLE

<b>SPACE A (20 ft. X 20 ft.)</b>	\$3,500
<b>SPACE B (20 ft. X 20 ft.)</b>	\$3,500
<b>SPACE C (20 ft. X 20 ft.)</b>	\$3,500



## PREMIUM BOOTH SPACES

Premium booth spaces include all the benefits and opportunities of a standard booth space, but are located in premium locations within the event layout to optimize your organization's exposure and foot traffic.

The premium booth spaces are noted on the event layout. These spaces are available on a first-come, first-serve basis. If your company registers for a premium booth space and these spaces are no longer available, your company will be assigned a standard booth space and a refund for the difference in price will be mailed.

## EQUIPMENT DEMONSTRATIONS

Equipment demo spaces in the Cragun's Resort and Conference Center lot are available - call MRPA for details at 763-571-1305.

## REGISTRATION PAYMENT

Register online at [mnrpa.org](http://mnrpa.org) or mail your form and payment (checks payable to MRPA) to:

**MRPA Conference - Exhibit Hall**  
**200 Charles St. NE, Fridley, MN 55432**

## REGISTRATION CONFIRMATION

A confirmation email will be sent to you upon receipt of your paid exhibitor registration. A second email with additional conference information will be sent as the event nears.

## ELECTRICAL

Electrical is available for booths and is an option on the registration form.

## REFUNDS & CANCELLATION POLICY

Should you find it necessary to cancel your booth space reservation or electrical requests, the following cancellation policy will apply:

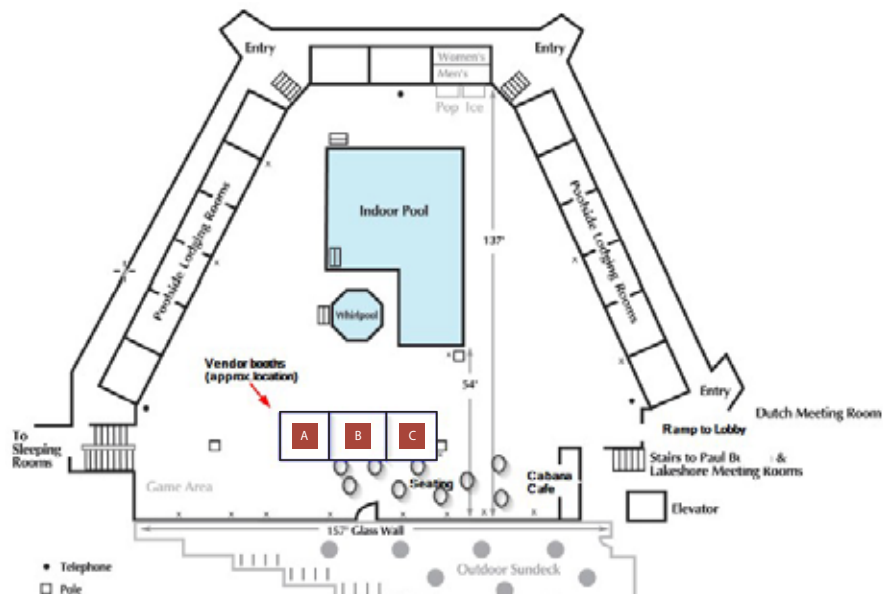
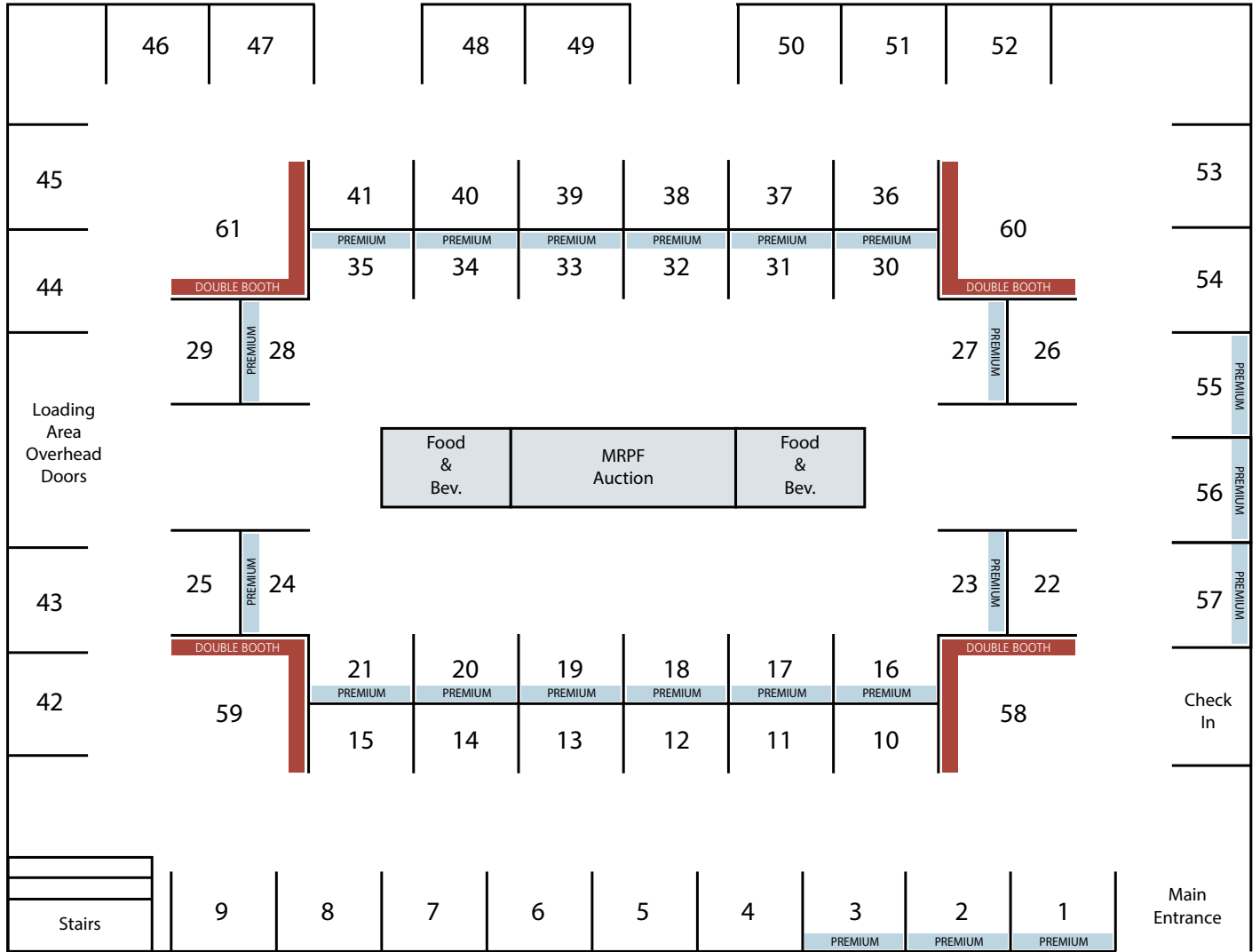
- All booth cancellations must be made with written notice and are subject to \$100 administrative fee
- By August 10: Full refund minus administrative fee
- Between August 11 and 31: 50% refund minus administrative fee
- After August 31: No refund
- All electrical cancellations subject to a \$20 administrative fee prior to September 30. No refund will be given after this time.

### EXHIBIT HALL INFORMATION & QUESTIONS

**Mike Bauer**  
[mbauer@rogersmn.gov](mailto:mbauer@rogersmn.gov)  
**763-428-0994**

**Zac Dockter**  
[zdockter@cottagegrovemn.gov](mailto:zdockter@cottagegrovemn.gov)  
**651-458-2808**

# 2022 EXHIBIT HALL FLOOR PLAN



## 2022 LARGE SPACE AREAS



# MRPA ANNUAL CONFERENCE 2022 EXHIBITOR AGREEMENT

Organization \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Quantity	Member Type	Standard Booth Early Bird Rate (Through 8/10/22)	Premium Booth Early Bird Rate (Through 8/10/22)	Standard Booth Rate (After 8/10/22)	Premium Booth Rate (After 8/10/22)	Total
	MRPA Member	\$575	\$725	\$625	\$775	\$
	Non-Member	\$875	\$1,025	\$925	\$1,075	\$
Sponsor (\$2,500 level or greater = one complimentary standard booth)						\$0
OR Sponsor Premium Booth Upgrade - \$150						\$
<b>Equipment Demonstrating in Parking Lot - Call MRPA for Details and Fees</b>						
	Electrical				\$50	
	Optional Lunch Tickets				\$35	
	Cash Donation to Purchase Prizes				\$	
<i>Large Scale Booth Options - Showcase your company Wednesday &amp; Thursday during conference hours (Large-Scale Spaces A-C)</i>						
	Large Scale Booths available first-come, first-serve. Please call for availability.	Exhibit Space A - 20 ft. x 20 ft.		\$3,500		
		Exhibit Space B - 20 ft. x 20 ft.		\$3,500		
		Exhibit Space C - 20 ft. x 20 ft.		\$3,500		
					<b>Total Enclosed</b>	

Payment Method :    Check enclosed     Pay online at mnrpa.org     Pay with the following credit card

Credit Card Number \_\_\_\_\_

Expiration \_\_\_\_\_

Visa

Mastercard

Signature \_\_\_\_\_

By my signature, I agree to the terms and conditions set forth by MRPA as described in this document.

*Conference fees are not refundable for any reason that will not allow for reimbursement under the Association's insurance policy.*

## BOOTH SELECTION (Refer to the Exhibit Hall floor plan)

Final booth assignments are made by MRPA on a first-come, first-serve basis.

Exhibit Booth Preference - Rank your top 4 choices from 1 - 4:

Premium Booth Spaces

1-3     16 - 21, 23 and 24     27 - 28 and 30 - 35     55 - 57

Double Booth Spaces

58     59     60     61

Standard Booth Spaces

4 - 15     42 - 45, 25, and 29     36 - 41 and 46 - 52     22, 26, 53, and 54



## ATTENDEE INFORMATION

Company name to appear on booth sign

Attendee names

Do you have a larger prize (\$25+) to be raffled off during the show? Yes  No

First Last

If so, what is the item?

First Last

Value amount \$

First Last

Will you have give-aways at your booth? Yes  No

## COMPANY DESCRIPTION

Describe your company's products or services in 25 words or less, or attach your description on a separate page:

## MRPA EXHIBIT HALL

### HAZARDOUS CHEMICALS AND MATERIALS ARE PROHIBITED.

### RIGHT TO PROHIBIT

MRPA reserves the right to prohibit, reject or restrict any exhibit, item, person or article that is not suitable in maintaining the character of the exhibition.

### CARE OF FACILITY

The exhibitor is directly responsible for any damages. No items are to be affixed to walls, ceilings or floors without permission.

### GASOLINE OPERATED VEHICLES

The exhibitor agrees to comply with any convention site, fire agency and MRPA rules or decisions regarding gasoline operated equipment.

### MRPA EXHIBIT HALL TERMS AND CONDITIONS INDEMNIFICATION POLICY

Minnesota Recreation and Park Association Annual Conference Exhibit Hall participants agree to hereby indemnify and hold harmless Minnesota Recreation and Park Association, its members, employees or agents against all liability for personal injury and property damages or less arising from the use of exhibit hall space or any activity in connection with the MRPA Annual Conference Exhibit Hall. Annual Conference Exhibit Hall management reserves the right to restrict, close and remove exhibits which because of noise, method of operation, uncooperative personnel, discord in advertising, or for any other reason becomes objectionable to the overall conduct, success and high standards established by Minnesota Recreation and Park Association.

### PLEASE MAKE CHECKS PAYABLE TO: MRPA

**SUBMIT THIS FORM TO:**  
**Minnesota Recreation and Park Association 2022 Annual Conference**  
**200 Charles Street N.E.**  
**Fridley, MN 55432**

### FOR MORE INFORMATION CONTACT:

**Michelle Snider**  
**763-571-1305**  
**snider@mnrpa.org**

**PLEASE NOTE:** Sponsorship must be submitted by May 31, 2022 to be listed in the Minnesota Recreation & Parks magazine, and August 15, 2022 to be listed in the Conference App and Conference Guide.