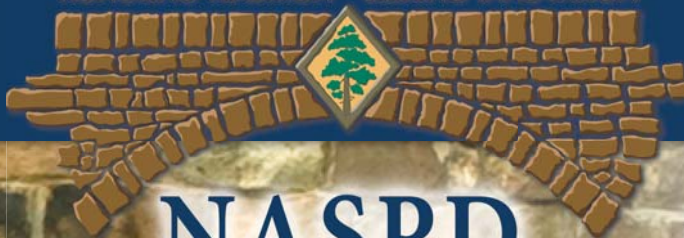


HONORING TRADITION SEEKING INNOVATION



NASPD
ARKANSAS 2019



Exhibitor & Sponsor Guide



National Association of State Park Directors
P.O. Box 91567 Raleigh, NC 27675
(919) 218-9222 info@stateparks.org
www.stateparks.org



Dear Exhibitors and Sponsors,

For more than half a century, the National Association of State Park Directors (NASPD) has been dedicated to the promotion and advancement of America's state parks. Each year, NASPD comes together to celebrate achievements, share innovations and challenges, and explore the future of outdoor recreation. Our annual conference is an opportunity for exhibitors and sponsors to interact with 50 state park directors and their senior staff members, partners and friends from federal agencies, and representatives of the provincial and national parks of Canada.

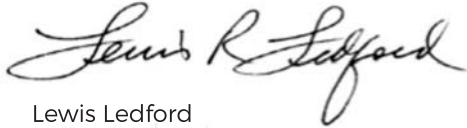
As our culture becomes more and more engaged with technology, our state parks gain new significance as a place for us to unplug and connect with nature. The continued record visitation that reached 807 million last year documents the public demand. Many state park systems face significant financial and management challenges. It is partnerships with vendors like you that make this conference a success and allow us to continue to provide top-quality visitor experiences at America's State Parks.

In 2019, we invite you to join us as we convene in Northwest Arkansas in one of the fastest growing and most dynamic regions in America. The host venue for the conference will be the Embassy Suites and Hammonds Center with 80,000 sq. ft. of event space in Rogers, Arkansas. Historic towns, well-known business centers, and numerous attractions and outdoor opportunities, including four nearby state parks, surround the area. It will be a great location for your company or organization to display products, share services, and create conversations.

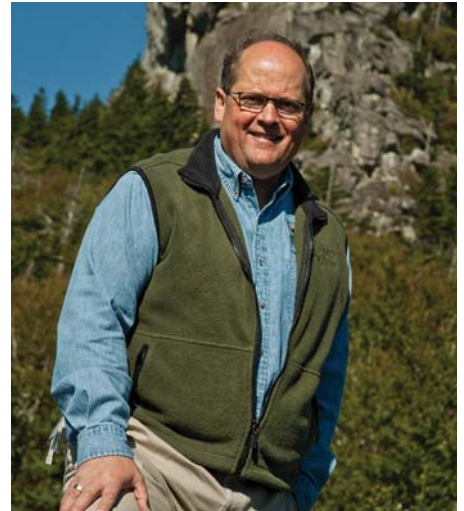
Our exhibitors and sponsors are valued members of the conference, and we are pleased to offer several networking and social events for connecting with the top decision makers in our industry. Breakfasts, lunches and breaks will be held in the atrium and exhibit space, and for maximum exposure there is a wide range of sponsorship opportunities available.

Exhibitor and sponsor participation is vital to the success of NASPD and the state park systems across the country. Whether you will attend for the first time, or you are a twenty-year plus veteran of our conference, we thank you for your interest and support of America's state parks. We look forward to seeing you in the Natural State!

Sincerely,

A handwritten signature in black ink that reads "Lewis R. Ledford". The signature is written in a cursive, flowing style.

Lewis Ledford
Executive Director





Arkansas State Parks

1 Capitol Mall Little Rock, AR 72023
(888) 287-2757 info@arkansasstateparks.com
www.ArkansasStateParks.com



Welcome to Arkansas – The Natural State!

We are honored to host the 2019 National Association of State Parks Directors Conference in Rogers, located in the beautiful Ozark Mountains of northwest Arkansas. We look forward to welcoming state park and federal agency leaders from across North America as well as leaders in the outdoor recreation industry.

The 2019 conference will center on the theme of *Honoring Tradition – Seeking Innovation*. *Honoring Tradition* will focus on the foundation of America’s State Parks that was built by the Civilian Conservation Corps, the custom of welcoming guests to our parks, and the legacy of the Park Ranger. *Seeking Innovation* will look at embracing the future generations for our parks, and being relevant through new technologies, experiences, and opportunities.

We will host the conference at the Rogers Embassy Suites Hotel which is ideally located with ease of access to the Northwest Arkansas Regional Airport (XNA), and right off I-49. Northwest Arkansas is experiencing the fastest growth rate in the state, and the innovative strategies for creating quality of life opportunities and experiences will be a major focus of this conference. The Razorback Greenway is located near the conference center for cyclists, runners, and walkers. Crystal Bridges Museum of American Art and the Amazeum are located just a few miles north, the Railyard Bike Park in Rogers is just a few blocks away, and many other attractions in Bentonville, Springdale, and Fayetteville are within easy driving distance for you to experience.

We will visit a few Arkansas State Parks in the area that will highlight the traditions of state parks but also look at how innovation has played a role in park development. We are anxious to showcase these parks. There are a total of 52 State Parks in Arkansas and I encourage you to explore these destinations as you plan your trip to NASPD 2019.

Being able to host the NASPD Conference would not be possible without the support of vendors and sponsors. As Indiana State Park Director Dan Bortner said, "We are creating many opportunities for businesses to share ideas and products with state park leaders from across the country." Arkansas is excited to offer you this same opportunity.



Our team will do our best to showcase each vendor and sponsor at this important gathering of State Park leaders, industry influencers, and their teams. We look forward to working with you and making Arkansas NASPD 2019 a successful event with your support and participation.

Sincerely,


Grady Spann, Director
Arkansas State Parks

Lodging/Transportation/Vendor Registration



Embassy Suites Northwest Arkansas - Hotel, Spa & Convention Center is located in Rogers, Arkansas. The cities of Bentonville, Springdale, and Fayetteville are a short drive away. The hotel offers complimentary shuttle service to restaurants and attractions within a five-mile.

Embassy Suites NWA offers spacious two-room suites, complimentary cooked to order breakfast, Starbucks café, restaurant, bar, complimentary evening reception, day spa, business center, fitness center, and a heated indoor pool with a whirlpool and sauna. We are located minutes from Crystal Bridges Museum of American Art, art galleries, museums, shopping, restaurants, golf, Razorback Greenway trail system, premier mountain bike destinations, and Railyard Bike Park. Take a short drive to Beaver Lake, nestled among the Ozark Mountains, to enjoy outdoor activities such as hiking, fishing, and boating.



Vendor Registration

All exhibitor booth workers must be registered for the conference to attend meals and functions. You may purchase registrations in addition to those provided with your exhibitor booth sponsorship.

Flights to Northwest Arkansas Regional Airport



Transportation

Northwest Arkansas Regional Airport (XNA) is conveniently located at One Airport Blvd., Suite 100, Bentonville, AR 72712 just 12 miles from Embassy Suites Northwest Arkansas - Hotel, Spa & Convention Center. XNA offers direct flights from most major U.S. cities.

Things to Do in Rogers and the Surrounding Area



Devil's Den State Park



Razorback Greenway

Explore Trails

With a network of more than 200 miles of hard and soft-surface trails stretched across the breathtaking Ozarks Mountain country, Northwest Arkansas is an outdoor playground for nature lovers. Hop on your mountain bike or lace up your hiking boots, and explore one of our many well-maintained pathways. Ride along the 36-

mile Razorback Regional Greenway. Enjoy the mountain biking trails at Lake Atalanta or Slaughter Pen. Hike along the forested trails at Devil's Den State Park or Hobbs State Park-Conservation Area. From scenic singletrack trails to family-friendly hikes, your next great adventure is right here.



Bentonville



Devil's Den State Park



Ozark Highland Trail



Bentonville

Museums including Crystal Bridges Museum of American Art, 21c Museum Hotel, Scott Family Amazeum, Walmart Museum, and the Museum of Native American History. Historic sites including Pea Ridge Military Park and Peel Mansion Museum and Heritage Gardens. *VisitBentonville.com*



Rogers

Daisy Airgun Museum, Arts Center of the Ozarks, local artist studios, and photography galleries in Historic Downtown Rogers. *VisitRogersArkansas.com*



Springdale

Catch a ride on the Arkansas & Missouri Railroad in a beautifully restored turn of the century passenger car. Also, check out the Shiloh Museum of Ozark History, Arvest Ballpark (home of the Arkansas Naturals, an AA-affiliate of the Kansas City Royals), and the Botanical Garden of the Ozarks. *ExploreSpringdale.com*



Fayetteville

Dickson Street adjacent to the University of Arkansas, offers unique shops, dining locales, and nightlife with tons of live music venues. Completing the scene are the symphony concerts and performing arts events at the Walton Arts Center. Public art beautifies nearly every corner of the city. *ExperienceFayetteville.com*



Eureka Springs

Experience the history, beauty, and charm of this Victorian Village. With over 100 unique shops & galleries, Eureka Springs is a shopper and art lover's paradise. Relax at one of the numerous spas around the city or visit a 500-acre wildlife refuge. Take a 2-hour zipline tour through an Ozark Mountain forest, ride a steam train, or explore an area cavern. *EurekaSprings.org*

Experience Art



Crystal Bridges Museum of American Art is a signature experience in Arkansas.

Explore an awe-inspiring collection of work by American artists, including 19th-century paintings, outdoor sculptures surrounded by nature trails, and even an authentic Usonian home designed by Frank Lloyd Wright. crystalbridges.org





HOBBS STATE PARK CONSERVATION AREA

Arkansas's largest state park, spanning a 12,054-acre tract of Ozark landscape along the southern shore of Beaver Lake. It's an asset to the ecosystem and water with minimum human impact. A diverse, 36-mile trail system offers hiking, mountain biking, and horseback riding trails, 5 primitive campsites, and a public outdoor shooting range. The visitor center includes exhibits about the park's natural resources, limestone landscape, and history.





PRAIRIE GROVE BATTLEFIELD STATE PARK

Authentic, expansive, and well preserved, Prairie Grove is known as one of America's most intact Civil War battlefields. The park offers walking and driving tours, programs, and weekend events. At the Hindman Hall Museum, artifacts recovered from the battle are displayed in an NAI award winning exhibit gallery. Arkansas's largest Civil War battle re-enactment takes place here biennially (even-numbered years) the first weekend in December.





DEVIL'S DEN STATE PARK

The Civilian Conservation Corps used native materials to build the park's rustic-style wood and stone structures that mirror the surrounding natural beauty. It now stands as one of the most intact CCC sites in the U.S., with a legacy you can see in its trails and buildings like its original cabins. Some of the park's unique characteristics are rock formations and caverns. An impressive rock dam spans Lee Creek forming Lake Devil, an 8-acre lake for fishing and boating with canoes and pedal boats for rent. The park's hiking, backpacking, mountain bike, and horseback riding trails lead to the surrounding Ozark National Forest.





LAKE FORT SMITH STATE PARK



Nestled on the banks of Lake Fort Smith, this is a scenic park in the Boston Mountain Valley of the Ozarks with camping, fishing, kayaking, hiking, and mountain biking. For backpackers, it is the western terminus of the 240-mile Ozark Highlands Trail. The park offers camping, cabins, a swimming pool, marina with boat rentals, pavilion, picnic sites, and group facilities including a dining hall and two group lodges with full-size kitchens. The visitor center houses a replica pioneer log cabin and covered wagon with exhibits and programs on the area's early history.



National Association of State Park Directors

2019 Conference Agenda

Embassy Suites Northwest Arkansas • Rogers, Arkansas

Monday, September 2

6 - 9 a.m.

Complimentary Breakfast
(provided by Embassy Suites)

8 a.m. - 6 p.m.

Vendor and exhibitor Set-Up
Reception Bentonville Square

6:30 - 7:30 p.m.

Dinner on your own
downtown Bentonville

7:30 p.m.

Tuesday, September 3

Pre-conference Activities

6 - 9 a.m.

Complimentary Breakfast
(provided by Embassy Suites)

8 a.m. - 6 p.m.

Exhibitor Set-Up

Noon - 4 p.m.

Board Meeting

4 - 5 p.m.

New Director Orientation

6:30 - 8:30 p.m.

Welcome Reception

7 - 8:30 p.m.

Dinner (Embassy Suites Northwest Arkansas)

9 p.m.

Hospitality Open



Devil's Den State Park

Wednesday, September 4

Guest Tour offered

6 – 8 a.m.

Breakfast networking with Exhibitors
(provided by Embassy Suites)

8 - 8:45 a.m.

Welcome and Speakers

8:45 - 10 a.m.

Business Meeting

10 - 10:30 a.m.

Break with Exhibitors

10:30 a.m. - noon

Business Meeting

Noon - 1 p.m.

Lunch and Program

(Embassy Suites Northwest Arkansas)

1– 3 p.m.

Business Meeting / Staff Breakout

3 – 3:30 p.m.

Break with Exhibitors

3:30 - 5 p.m.

Business Meeting / Staff Breakout

5:30 – 8:30 p.m.

Dinner at Hobbs State Park – Conservation Area

9:30 p.m.

Hospitality Open

Thursday, September 5

Guest Tour offered

6 – 8 a.m.

Breakfast networking with Exhibitors (provided by Embassy Suites)

8 – 10 a.m.

Business Meeting

10-10:30 a.m.

Break with Exhibitors

10:30 a.m. – noon

Business Meeting / Staff Breakout

Noon – 1 p.m.

Lunch (Embassy Suites Northwest Arkansas)

1:30-3 p.m.

Business Meeting

3 – 3:30 p.m.

Break with Exhibitors

3:30-5 p.m.

Business Meeting / Staff Breakout



Crystal Bridges

5 – 6 p.m.
5:30 – 6:30 p.m.
7 – 9:30 p.m.
10 p.m.

Board Meeting
Evening Reception
Banquet and Awards
Hospitality Open

Friday, September 6

6 – 8 a.m.
8 a.m. – 8 p.m.
9 p.m.

Complimentary Breakfast (provided by Embassy Suites)
Tour Lake Fort Smith State Park / Fort Smith “The Unexpected” Mural
Tour / U.S. Marshall’s Museum / Dinner
Hospitality Open

****Tentative/Draft schedule – all times are subject to change***



**Fort Smith “The Unexpected”
Mural Tour**



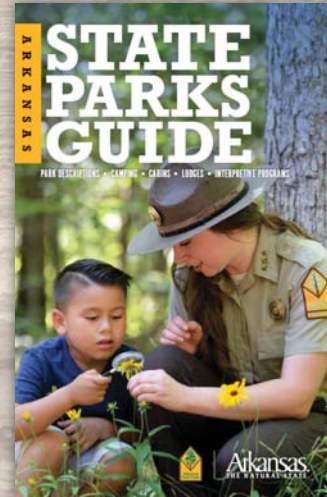
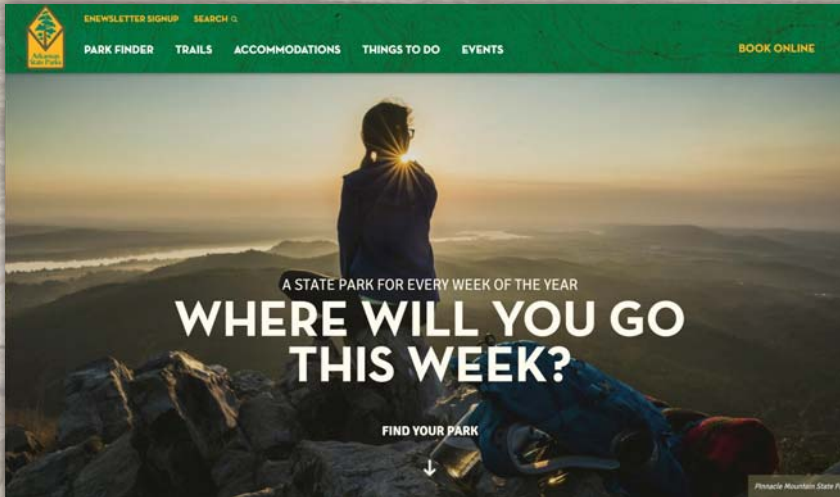
**Hobbs State Park
Conservation Area**



Railyard

Visit online to get inspired!

[ArkansasStateParks.com](https://arkansasstateparks.com)



FOLLOW US



For conference updates visit [ArkansasStateParks.com/NASPD2019](https://arkansasstateparks.com/NASPD2019)

Why Exhibit & Sponsor at NASPD 2019?

Benefits

GET UNPARALLELED ACCESS TO TOP-LEVEL STATE PARK OFFICIALS

As an exhibitor or sponsor at the NASPD conference, you'll have the unique opportunity to spend several days with state park directors and other top-level park officials from across the United States. Exhibitors and sponsors receive one or more full registrations, allowing you to participate in all conference functions side-by-side with the attendees, including speakers, field trips, meals and pre-conference activities during the five-day conference.

RECEIVE HIGH EXPOSURE FOR YOUR MESSAGE

Conference lunches and breaks will take place in the exhibit hall. This approach gives you the opportunity to showcase your products and interact with members of the group in an informal setting. The exhibit space can handle large equipment. This means you have the exceptional opportunity to allow conference attendees to engage and interact with your quality products.

Several sponsorship opportunities exist to allow you to find the right fit for your message and budget. Sponsors will be recognized throughout the conference. All exhibitors and sponsors will be recognized in the conference booklet. Attendees can have continuous exposure to your name and message throughout the conference and beyond.

SHARE INSIGHT ON COMMON GOALS

Get the insider scoop about trends and issues important to our shared industry and target market. Hot topics may include the role of parks providing quality of life making parks relative to the next generation, connecting children to nature, and partnerships and innovations to address funding challenges.

Exhibitors:

Embassy Suites Northwest Arkansas Hotel, Spa and Convention Center will be home to the conference and all exhibitors. As at previous conferences, the exhibit space is large and accommodating. Exhibitors can bring in large equipment or products to showcase. Conference breaks and lunches will be held in the exhibit hall to optimize attendee engagement with exhibitors.

The exhibitor is responsible for the cost related to shipping, storage and transfer. All arrangements must be made by **August 4, 2019**.

Conference organizers will assign your exact location based on your needs and booth availability. Sponsorships will be handled on a first come, first served basis so early registration is highly encouraged. Payment must be received before a vendor can choose a location within the exhibit hall.

Contact **Joe Jacobs** at (501) 682-6923 or joe.jacobs@Arkansas.gov.

ENHANCED EXHIBIT BOOTH

Cost: \$6,000

Includes:

- Booth size depends on your needs
- Pipe and drape separating booths
- Two 6-foot tables with tablecloths, no skirting
- Four folding chairs
- Electrical included
- Wi-Fi access available
- Two full conference registrations

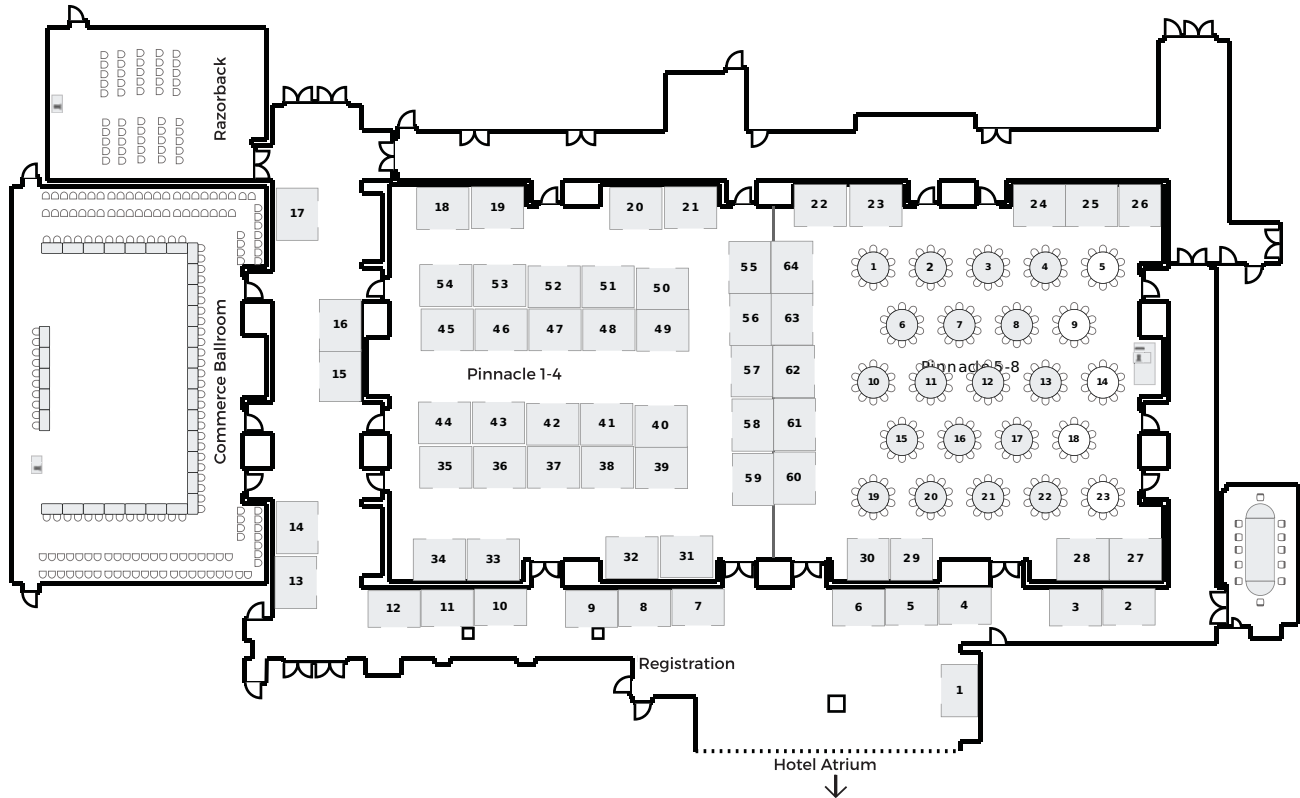
STANDARD EXHIBIT BOOTH

Cost: \$2,500

Includes:

- 10 x 8 foot booth space
- Pipe and drape separating booths
- One 6-foot table with tablecloth, no skirting
- Two folding chairs
- Electrical available (\$50)
- Wi-Fi access available
- One full conference registration

Exhibit Area



Sponsorship Rules and Regulations

Payment:

Payment in full, made payable to NASPD 2019 must be received in order to reserve exhibit space and/or an event sponsorship. You must fill out the Exhibitor and Sponsorship Agreement and mail it with your payment to the address indicated on the form by **June 30, 2019**, to guarantee that your company logo and information will be included in the conference program book.

Registration and Admission

No one will be permitted without a conference name badge. Any and all exhibitors must be registered with the conference.

Installation and Dismantling

All booths must be set-up by 8 a.m. on Wednesday, Sept. 4 for the opening session. All booths must be dismantled by noon, Friday, Sept. 6. Any items left by the sponsor after noon on Friday will be discarded.

Installation Hours: Monday, Sept. 2, 8 a.m. - 6 p.m. and Tuesday, September 3, 8 a.m. - 6 p.m.

Exhibit Hours: Wednesday, Sept. 4, 8 a.m. - 3 p.m. and Thursday, Sept. 8, 8 a.m. - 3:30 p.m.

Dismantle Hours: Thursday, Sept. 8, 3:30 - 6 p.m. and Friday, Sept. 9, 8 a.m. - noon

Protection of Host Property

Sponsors will not be allowed to attach anything (decorations, signs, banners, etc.) to walls or columns without approval of the host property. The use of Scotch tape or decals on walls, floors, partitions, doors, windows or furniture is strictly prohibited. The use of nails, tacks, brads or other driven fasteners is prohibited. Exhibitors violating this regulation are expressly bound, at their expense, to repair any damage they may cause.

Sub-Leasing/Relocation of Exhibits

Subletting or sharing of exhibit space is admitted. The NASPD reserves the right to reassign space as necessary and to alter the location of the exhibit space(s). The conference committee also reserves the right to determine eligibility of any company or product for inclusion in the exhibit space.

Liability

The exhibitor agrees to assume all risk of loss, injury, theft or damage of any kind or nature whatsoever to any exhibit or component thereof, including any goods, merchandise, and business records or other property that may be in or come into exhibitor's possession during the course of the exhibit, or in the course of assembling or disassembling the exhibit and to assume all incidental to the movement and operation of the exhibit and hereby releases the NASPD and the Arkansas State Parks (ASP), its contractors and the host property from any liability whatsoever.

Termination or Interruption of Trade Show

In the event the trade show site becomes unfit for occupancy or is substantially interfered with by reason of picketing; strike; embargo; injunction; act of war; act of God; fire, emergency declared by any government agency by virtue of any ordinance or law of any municipality, state or federal government agency; or any act beyond the control of the NASPD, this contract may be terminated by the NASPD. The determination required by this paragraph shall be within the sole, reasonable discretion of the NASPD. In the event the trade show is interrupted for any reason including, but not limited to, emergencies of any type, failure of utilities or other public services, the exhibitor waives any and all claims against the NASPD and the ASP.

Partnerships/Sponsorship Agreement/Levels

PLATINUM Presenting Sponsor

Cost: \$20,000

Includes:

- Specific mention at all sponsored events
- 4 full conference registrations
- Tabletop advertisements at sponsored meals
- Special placement as the largest sponsor designation in the conference booklet
- Logo placement during conference
- Inclusion in conference news release
- Name badge identifying conference sponsors
- Sponsor appreciation certificate
- Database of attendee mailing addresses
- Sponsor listing on the conference webpage and in the conference booklet
- Insert in registration packet (1 page, double-sided, maximum 8.5 x 11 inches)

GOLD

Cost: \$15,000

Sponsor for: (select one)

- Tuesday evening dinner
- Wednesday evening dinner
- Thursday evening awards banquet dinner
- Friday evening dinner

Includes:

- 3 full conference registrations
- Tabletop advertisements at sponsored meals

- Specific mention at sponsored event
- Special placement in the conference booklet
- Logo placement during conference
- Inclusion in conference news release
- Name badge identifying conference sponsors
- Sponsor appreciation certificate
- Database of attendee mailing addresses
- Sponsor listing on the conference webpage and in the conference booklet
- Insert in registration packet (1 page, double-sided, maximum 8.5 x 11 inches)

SILVER

Cost: \$10,000

Sponsor for: (select one)

- Tuesday lunch
- Wednesday lunch
- Thursday lunch
- Friday lunch

Includes:

- 2 full conference registrations
- Logo placement during conference
- Inclusion in conference news release
- Name badge identifying conference sponsors
- Sponsor appreciation certificate
- Database of attendee mailing addresses
- Sponsor listing on the conference webpage and in the conference booklet
- Insert in registration packet (1 page, double-sided, maximum 8.5 x 11 inches)

BRONZE

Cost: \$5,000

Sponsor for: (select one)

- All break-time snacks
- Monday reception
- Tuesday reception
- Thursday reception

Includes:

- 1 full conference registrations
- Name badge identifying conference sponsors
- Sponsor appreciation certificate
- Database of attendee mailing addresses
- Sponsor listing on the conference webpage and in the conference booklet
- Insert in registration packet (one page, double-sided, maximum 8.5 x 11 inches)

FRIEND OF NASPD / \$500 AND ABOVE

General contributions are also accepted. For a monetary donation of \$500 or more, you will be included in the conference program and acknowledged to the group as your gift is used to support specific items during the conference. Please indicate your contribution amount on the exhibitor/ sponsor registration form. Please complete the enclosed exhibitor/sponsor registration form online.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Additional sponsorship opportunities will be available, please Contact **Joe Jacobs** at joe.jacobs@arkansas.gov for more information. Updates will be posted at: ArkansasStateParks.com/NASPD2019

Exhibitor and Sponsorship Agreement

If your company is interested in being included in this exciting event, please share your information with us.

Name: _____ Alt Contact Name: _____

Company you are representing: _____

City, State, Zip: _____

Phone: _____ Alt Phone: _____

Email Address: _____

Alt Contact Address: _____

What type of Sponsorship are you interested in?

10' X 8' Standard booth, total # of booths needed _____

Enhanced booth size needed _____

Please make checks payable to NASPD and return to address below.

NASPD 2019

PO Box 91567

Raleigh, NC 27675

Partner Opportunities:

- | | |
|--|--|
| <input type="radio"/> Platinum Partner | <input type="radio"/> Gold Partner |
| <input type="radio"/> Silver Partner | <input type="radio"/> Bronze Partner |
| <input type="radio"/> Standard Exhibitor | <input type="radio"/> Friends of NASPD |

Meal Sponsorships:

- | | |
|---|---------------------------------------|
| <input type="radio"/> Snack | <input type="radio"/> Off-Site Dinner |
| <input type="radio"/> Welcome Reception | <input type="radio"/> Hospitality |
| <input type="radio"/> Lunch | <input type="radio"/> Awards Dinner |

Other Sponsorships:

- | | |
|--|--------------------------------------|
| <input type="radio"/> Beverage | <input type="radio"/> Website |
| <input type="radio"/> Welcome Bag | <input type="radio"/> Transportation |
| <input type="radio"/> Tasting | <input type="radio"/> Lanyard |
| <input type="radio"/> Outdoor Activity | <input type="radio"/> Program |

SIGNED: _____ DATE: _____

Rogers, Arkansas

September 2-6, 2019

