



2024 NRPA Annual Conference

Exhibitor Marketing Toolkit

May 2024

About This Toolkit

Thank you very for partnering with us as an exhibitor at our 2024 NRPA Annual Conference in Atlanta! 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.

To help get the word out about the Exhibit Hall to your networks as well, we’ve put together a toolkit to make it easy for you and your marketing and communications team to share information about the NRPA Annual Conference. This toolkit includes:

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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

We are using the core messaging below in all our communications to build excitement about the NRPA Annual Conference. You're welcome 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.
 - **NRPA's theme for the 2024 NRPA Annual Conference is "Where You Belong."**
- 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 in 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 you belong*. 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 Atlanta, Georgia, 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 towards 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 2024 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 2024 NRPA Annual Conference, you will not just gain actionable new 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 Atlanta, 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 (formerly Twitter): [@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 at the end of your post.

NRPA's Annual Conference hashtag is #NRPAConference2024. Please use this hashtag when posting! Using it will help us amplify the NRPA Annual Conference and reach even more great attendees.

Important Link

The latest information about the 2024 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 - September Include a graphic. (jump to options) | Will we see you there? We’re headed to Atlanta on October 8-10 for the premier meeting of the park and recreation community: #NRPAConference2024! #WhereYouBelong Sign up here to join us: conference.nrpa.org . |
| | Post May - September Include a graphic. (jump to options) | At the 2024 NRPA Annual Conference, you will experience inspirational education sessions, powerful networking opportunities and an inside look at the latest products. The #NRPAConference2024 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 . #WhereYouBelong |
| | Post May - September Include a graphic. (jump to options) | We will be in beautiful Atlanta this October, showing park and rec pros like you INSERT WHAT YOU’RE SHOWING/EXHIBITING. It’s #WhereYouBelong. Find us at Booth INSERT BOOTH NUMBER. |
| | Post May - September | #NRPAConference2024 is a can’t miss event! Register today: conference.nrpa.org . |
| | Post May - September | Park and recreation professionals like you are dedicated to building strong, healthy and resilient communities, every day. We’re excited to meet you at #NRPAConference2024. It is #WhereYouBelong. Find us at Booth INSERT BOOTH NUMBER. |

| Channel | Suggestions | Sample Posts |
|-----------------|---|--|
| | Include a graphic. (jump to options) | Register to get the inside scoop: conference.nrpa.org . |
| | Post in October Include a video or photos. (jump to ideas) | Our ✈️ flights are booked and our 🧳 bags are packed – we’re so excited to head to Atlanta next week! #NRPAConference2024 Will we see you at the Exhibit Hall? Find us at Booth INSERT BOOTH NUMBER . #WhereYouBelong |
| | | |
| LinkedIn | Post May - September Include a graphic. (jump to options) | Will we see you there? We’re headed to Atlanta on October 8-10 for the premier meeting of the park and recreation community: #NRPAConference2024! #WhereYouBelong Sign up here to join us: conference.nrpa.org . |
| | Post May - September Include a graphic. (jump to options) | At the 2024 NRPA Annual Conference, you will experience inspirational education sessions, powerful networking opportunities and an inside look at the latest products. The #NRPAConference2024 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 . #WhereYouBelong |

| Channel | Suggestions | Sample Posts |
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| | Post May - September Include a graphic. (jump to options) | We will be in beautiful Atlanta this October, showing park and rec pros like you INSERT WHAT YOU'RE SHOWING/EXHIBITING . It's #WhereYouBelong. Find us at Booth INSERT BOOTH NUMBER . #NRPAConference2024 is a can't miss event! Register today: conference.nrpa.org . |
| | Post May - September 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 #NRPAConference2024. It is #WhereYouBelong. Find us at Booth INSERT BOOTH NUMBER . Register to get the inside scoop: conference.nrpa.org . |
| | Post in October Include a graphic. (jump to options) | We love meeting colleagues, peers, friends and partners at the NRPA Annual Conference. Will we see you at the Exhibit Hall next week? Find us at Booth INSERT BOOTH NUMBER . #NRPAConference2024 #WhereYouBelong. |
| | | |
| X (Formerly Twitter) | Post May - September Include a graphic. (jump to options) | Will we see you? We're headed to Atlanta on October 8-10 for the premier meeting of the park and rec community: #NRPAConference2024! It's #WhereYouBelong! Sign up here to join us: conference.nrpa.org . |
| | Post May - September | We'll be at #NRPAConference2024, INSERT MORE ABOUT WHAT YOU'RE SHOWING AT YOUR EXHIBIT TABLE . Find us at Booth INSERT BOOTH NUMBER . conference.nrpa.org . |

| Channel | Suggestions | Sample Posts |
|------------------|--|--|
| | Include a graphic. (jump to options) | |
| | Post May - September Include a graphic. (jump to options) | We're peachy-keen 🍑 to be in Atlanta in October for #NRPAConference2024, showing park and rec pros like you INSERT WHAT YOU'RE SHOWING . Find us at Booth INSERT BOOTH NUMBER . Don't miss it! It's #WhereYouBelong conference.nrpa.org . |
| | Post May - September Include a graphic. (jump to options) | Park and rec pros are dedicated to building strong, healthy and resilient communities. 🌱👥 We're excited to meet you at the #NRPAConference2024. It is #WhereYouBelong conference.nrpa.org . |
| | Post in October Include a video or photos. (jump to ideas) | Our ✈️ flights are booked and our 🧳 bags are packed — we're so excited to head to Atlanta next week! Will we see you at the Exhibit Hall? Find us at Booth INSERT BOOTH NUMBER . #NRPAConference2024 #WhereYouBelong |
| | 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 - September <i>Use a photo of the team who will be at</i> | Will we see you there? We're headed to Atlanta on October 8-10 for the premier meeting of the park and recreation community: #NRPAConference2024! It's #WhereYouBelong. Link in bio to sign up. |

| Channel | Suggestions | Sample Posts |
|---------|--|--|
| | <p><i>the Exhibit Hall.</i></p> | |
| | <p>Post May - September</p> <p><i>Use a photo from last year's Annual Conference.</i></p> | <p>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.</p> <p>We're headed back this year to INSERT MORE ABOUT WHAT YOU'RE SHOWING AT YOUR BOOTH. Find us at Booth INSERT BOOTH NUMBER.</p> <p>Link in bio to sign up. #NRPAConference2024 #WhereYouBelong</p> |
| | <p>Post May - September</p> <p><i>Use a photo of your team packing up your exhibit materials.</i></p> | <p>We're so excited to head to Atlanta in October. Will we see you at the Exhibit Hall? It is a can't-miss event.</p> <p>Find us at Booth INSERT BOOTH NUMBER. #NRPAConference2024 #WhereYouBelong</p> |
| | <p>Post May - September</p> <p><i>Use a photo of your team with park and recreation professionals.</i></p> | <p>Park and recreation professionals like you are dedicated to building strong, healthy and resilient communities, every day. 🍌🌱 We're excited to meet you at #NRPAConference2024. It is #WhereYouBelong. Find us at Booth INSERT BOOTH NUMBER.</p> <p>Register to get the inside scoop: conference.nrpa.org.</p> |
| | <p>Post in October</p> | <p>We're peachy-keen 🍑 to be in Atlanta in October for #NRPAConference2024, showing park and rec</p> |

| Channel | Suggestions | Sample Posts |
|---------|--|---|
| | Include a video or photos. (jump to ideas) | <p>pros like you INSERT WHAT YOU'RE SHOWING/EXHIBITING. Find us at Booth INSERT BOOTH NUMBER.</p> <p>Don't miss it! Link in bio to sign up. #WhereYouBelong</p> |

Additional post ideas include:

1. A countdown – could be daily, weekly or monthly – to the Annual Conference

2. Pictures of your team preparing for the 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. Reposting NRPA content, with a note about being excited to exhibit

6. Content about why you love the Annual Conference/your favorite part

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 with 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 length](#) below:

| Facebook | LinkedIn | X (Formerly Twitter) | Instagram |
|------------------|--------------------|----------------------|---|
| 1 minute or less | 30 seconds or less | 44 seconds | Story: 15 seconds Reel: 1 minute or less |

Ideas for videos include:

1. The team loading up the van you're using to get your exhibit to the Annual Conference

2. A video of your team "playing" with equipment you'll be showing at the Exhibit Hall – going down slides, etc.

3. A quick few second interview with one of your team members about what they're most excited about for the Annual Conference

4. Sharing videos of Atlanta and Atlanta parks, combined with messaging about being excited

5. Shot of the Exhibit Hall once there

6. Video footage of Atlanta once there

Graphics

Using graphics is an eye-catching way to market your exhibitor status! We’re including a few graphics that we invite you to use.

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 in both your email marketing and on your website.

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 (formerly Twitter) and Instagram below.

| Social Media Account | Best Practices |
|----------------------|---|
| Facebook | <p>Best day(s) to post: Mondays through Thursdays</p> <hr/> <p>Worst day(s) to post: Sundays</p> <hr/> <p>Best practices:</p> <ul style="list-style-type: none"> - Use 2-5 hashtags with each post. - Always include an image or photo. - Videos are a great way 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. |

| Social Media Account | Best Practices |
|-----------------------------|--|
| 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 (Formerly Twitter) | Best day(s) to post: Tuesdays, Wednesdays, Thursdays |
| | Worst day(s) to post: Sundays (however, day matters less on X than it does on other platforms.) |
| | Best practices: <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 less (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 | Best day(s) to post: Tuesdays and Wednesdays |
| | Worst day(s) to post: Sundays |
| | Best practices: <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](#).

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.)

Text

Will we see you at this year's NRPA Annual Conference?

At the 2024 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 Atlanta on October 8-10. 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. Find us at Booth **INSERT BOOTH NUMBER**.

This event — where you can come together to network with, learn from and celebrate each other — is where you belong.

Register here to join us: conference.nrpa.org

Media Relations Tips

Media relations is a great way to build excitement about an event such as the 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 FUZZIES



HELPFUL
TOP LISTS, BEST
WAYS TO DO
SOMETHING

For example, if you're launching a new product at the NRPA Annual Conference, that would be 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 reach out to Danielle Doll at ddoll@nrpa.org. We are happy to share best practices, support your team in pitching and work together to make sure the story is a success!