

Sponsorship & Trade Show Package



RE-CONNECTING *in* RECREATION

44th ANNUAL AARFP CONFERENCE & TRADE SHOW
APRIL 23-26, 2023 • RED DEER, ALBERTA



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IN-PERSON CONFERENCE & TRADE SHOW

Our annual AARFP Conference has been leading the industry as a trusted source of trends, and research information for recreation facility professionals. Now more than ever, our community needs the knowledge and skills to keep employees and the public safe while staying at the leading edge of the industry. Your knowledge, support and expertise as sponsors & exhibitors has helped us build this strong following and loyal attendance.

For 2023, we are planning to deliver the most epic in-person conference and trade show we have ever delivered. The staff turnover in the recreation industry is high and there are a lot of new faces making operational and purchasing decisions. We anticipate attendance to increase for that very reason. It's important that these people are exposed to everything that the recreation industry has to offer from innovative technology and regulation updates to current industry products and services.

We also want our sponsors and exhibitors to shine during the conference and trade show, as you are the experts that add so much value to this event!

SPONSOR INFORMATION

Standard Benefits for all sponsors:

- Sponsor company name, logo, and website links on AARFP website, and monthly e-news
- Preferred / tiered logo placement on conference website
- Preferred / tiered logo placement on all conference materials (including event signage, take-aways)
- Recognition in Leisure Lines magazine
- Preferred / tiered logo placement on all audio-visual screens during the conference
- Social media mentions
- *First right of refusal for the same sponsorship opportunity in the following conference year*



SPONSORSHIP OPPORTUNITIES

We want you to show off your products and services to the attendees in a way that is important to you. Each opportunity is designed to optimize exposure to delegates, increase profile and promote your brand. You can choose what you want based on your needs and budget. We are happy to customize benefits to suit your needs best as well. If you want something not listed, let us know and we will work with you!

Sponsor Benefit List	Cost	# Available	Description
Trade Show Sponsor	\$2,000	1	<ul style="list-style-type: none"> Trade show naming rights 15 minutes to present business during trade show Logo on entry signage Logo on drink ticket given to delegates Logo on food serving tables
Welcome BBQ & Welcome Sign Sponsor	\$1,500	‡ SOLD	<ul style="list-style-type: none"> Company logo on signage at registration Company logo on signage at BBQ
Lanyard Sponsor	\$1,500	‡ SOLD	<ul style="list-style-type: none"> Logo on all lanyards for all delegate name tags
Delegate Bag Sponsor	\$1,500	‡ SOLD	<ul style="list-style-type: none"> Logo on bag given to all delegates at registration to use for all SWAG.
Tradeshow VIP Transportation Sponsor	\$1,500	2	<ul style="list-style-type: none"> Take up to 30 delegates of your choice to the tradeshow in a Party Bus Signage at the entrance of the pickup spot and on the inside of the bus 30-minute meet and greet with VIP guests prior to tradeshow
Opening Keynote Sponsor	\$1,000	‡ SOLD	<ul style="list-style-type: none"> 5 minutes to present your business prior to the opening keynote. Recognition as the presenting sponsor opportunity to introduce keynote Logo on entry signage
Awards Banquet & Entertainment Sponsor	\$1,000	‡ SOLD	<ul style="list-style-type: none"> Recognition as the banquet sponsor Opportunity to introduce entertainment. Logo on award's banquet program Logo on entry signage



SPONSORSHIP OPPORTUNITIES Continued ...

Sponsor Benefit List	Cost	# Available	Description
Grand Prize Sponsor	\$1,000	1	<ul style="list-style-type: none"> Recognition signage with your logo near prize at all major activities. 5 minutes to present your business prior to the grand prize draw <p>Opportunity to pull the winning ticket</p>
Hospitality Room Sponsor	\$1,500	3 1 SOLD	<ul style="list-style-type: none"> Naming rights of one hospitality room as the presenting sponsor Signage at entrance to hospitality room on sponsored night <p>Logo on drink ticket given to delegates for sponsored night</p>
Closing Keynote Sponsor	\$750	1	<ul style="list-style-type: none"> 5 minutes to present your business prior to the closing keynote. Recognition as the presenting sponsor Opportunity to introduce speaker. Logo on entry signage
Lunch Sponsor	\$750	3 2 SOLD	<ul style="list-style-type: none"> Recognition at one lunch as the presenting sponsor Signage with logo at lunch area
Golf Tournament Sponsor	\$750	1 SOLD	<ul style="list-style-type: none"> Naming Rights 2 complimentary golf registrations Recognition at 1 tee box and prize supplied by AARFP Signage at golf course entrance Option to have representative stationed at your sponsor hole for promotions
Nutrition Break Sponsor	\$500	1 SOLD	<ul style="list-style-type: none"> Recognition signage with your logo at all nutrition breaks throughout conference
Breakfast Sponsor	\$500	3 1 SOLD	<ul style="list-style-type: none"> Recognition at one breakfast as the presenting sponsor Logo on signage at breakfast area



SPONSORSHIP OPPORTUNITIES Continued ...

Delegate Package Sponsor <i>Item must be received by Friday, April 21st</i>	\$500	Unlimited 1 SOLD	<ul style="list-style-type: none">• Branded item in valued SWAG bags.• Must be some form of logoed promotional item (pen, mug, note pad)• NOTE: cost & delivery of item is not included in sponsorship
Fun Run Sponsor <i>March 10th deadline</i>	\$250	8 1 SOLD	<ul style="list-style-type: none">• Your logo shared with up to 7 others on the back of the fun run shirt
Golf Hole Sponsor	\$200	9 1 SOLD	<ul style="list-style-type: none">• 1 Complimentary golf registration• Recognition at 1 tee box and prize supplied by AARFP

***NOTE:** Sponsorship are sold on first come, first serve basis.*

Deadlines to secure all sponsorships are April 7th, 2023 unless otherwise noted above.



TRADE SHOW INFORMATION

Membership Application Link (Remember to purchase your Associate Membership first):

<https://aarfp.member365.ca/public/login/membership/b68d3ea91b60533ab54e38b9fba3df981c6455c1/1>

Trade Show Location:

G.H. Dawe Community Centre – 56 Holt St, Red Deer, AB T4N 6A6

Date:

Monday April 24th, 2023

Time:

Exhibitor Set Up – 3:30PM–5:30PM

Associate Rep Meeting – 5:30PM–6:00PM

Associate Rep Dinner – 6:00PM–6:30PM

Trade Show Start – 6:30PM

Trade Show End – 10:00pm

Exhibitor Dismantle – 10:00PM–11:30PM

Post Trade Show Hospitality – 9:00PM–1:00AM – Bo's Bar & Grill – 2310 50 Ave, Red Deer, AB T4R 1C5

Cost:

Early Bird

10x10 – \$925.00 plus GST – \$971.25 with GST

20x20 – \$2050 plus GST – \$2152.50 with GST

Regular Price

10x10 – \$1025.00 plus GST – \$1076.25 with GST

20x20 – \$2150 plus GST – \$2257.50 with GST

Payment:

Payments for booths and sponsorship are payable upon booking. Payment must be received prior to April 20, 2023 or your company will not be able to set up. Onsite purchase of trade show passes must be paid for by credit card before or at the time of entry.

Other Details:

- Each booth will be draped with a 6 ft. skirted table, 2 chairs and electrical outlet
- Equipment loading and removal will be located at the west side of the building
- Exhibitor Badges:
 - Two (2) exhibitor badges per 10'x10' booth
 - Four (4) exhibitor badges per 20'x20' booth
- Option to purchase additional badges for exhibit hall only at \$60 + GST (includes supper)
- Option to donate an item to the online auction



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Cancellation Policy:

In the event a company has to cancel a booth or sponsorship they must contact the AARFP office at office@aarfp.com immediately. Full refunds will be processed if cancellation occurs on or before March 23, 2023. After March 23, 2023, full payment will be required.

Hotel & Hospitality Information:

The main conference hotel is the Red Deer Resort and Casino. Red Deer Resort & Casino | 3310 50th Avenue Red Deer AB | 403-346-2091

*ALL BOOKINGS AT THIS HOTEL REQUIRE A MINIMUM 3 NIGHT STAY WITH 1 NIGHT NON-REFUNDABLE BOOKING DEPOSIT PER RESERVATION.

To book less than 3

nights*: <https://reservations.travelclick.com/108483?groupID=3307243> *Conference Rates do not apply to anything booked outside the RFP Conference Block or that do not meet the 3 night minimum.

To Book Your Room: Phone: 1-800-662-7197 | Email: reservations@rdrcasino.ca

Quote: AARFP Conference Rate

Post Trade Show Hospitality room:

Bo's Bar and Grill starting after the trade show - 2310 50 Ave, Red Deer, AB T4R 1C5

Golf Tournament

Don't forget to sign up for the 10th Annual Skip Hayden Memorial Golf Tournament

<https://aarfp.member365.ca/public/event/details/58e3d60c074c50b530dc1fb0918e3babb9b2fd2d/1>

The Association dedicates the tournament in honour of Paul "Skip" Hayden's 30 year membership. We honour his dedication and service as an Instructor, Board Member, President, Life Member and Friend. His leadership and enthusiasm was an example for all to follow as a practitioner of integrity and loyalty to his employer and this organization. His sense of honour was formidable and unforgettable. His personal fitness regime included power walking every day of his life, which contributed to his abilities as a competitive RFP Golfer.

And so, we continue to honour his legacy with the 10th Annual Skip Hayden Golf Tournament.

When: Tuesday, April 25 | 1:30 pm – 4:30 pm

Where: Meadowlands Golf Course | Sylvan Lake

Registration Required: \$70.00/golfer - To Register click [HERE](#)

Team requests can be sent to executivedirector@aarfp.com. Teams will be assigned closer to the tournament date.



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TRADE SHOW FLOOR PLAN



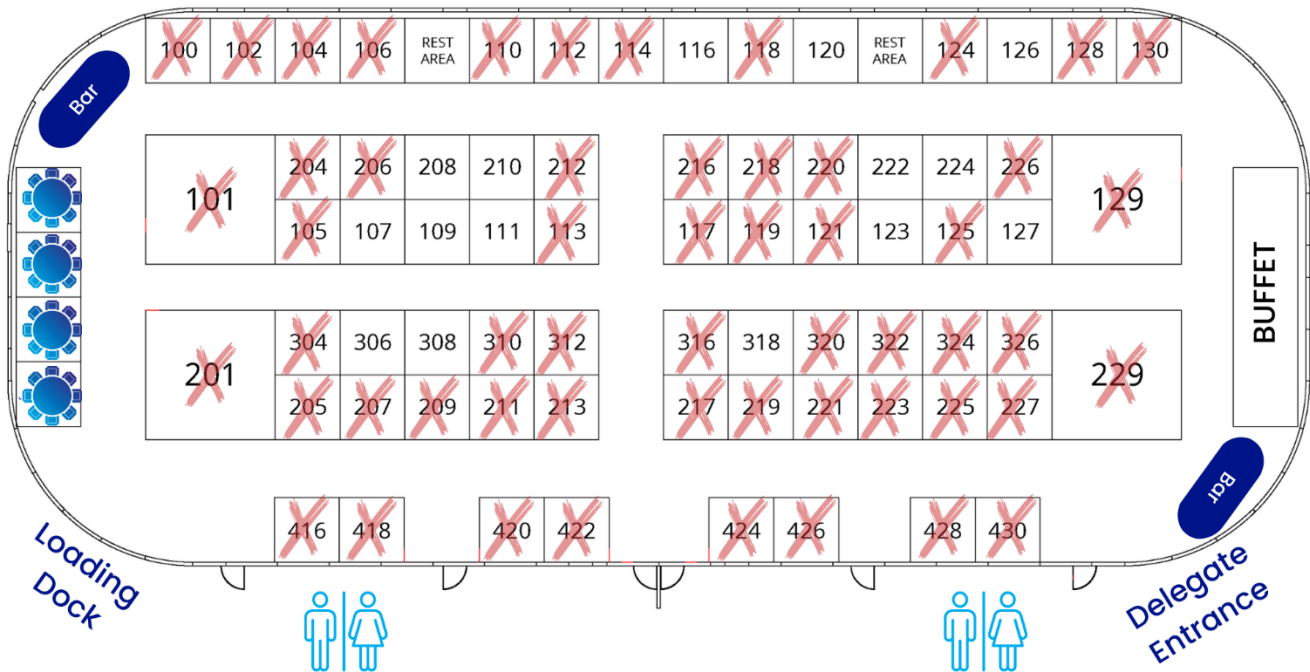
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G.H Dawe Community Centre | 56 Holt St. Red Deer AB

Seating
 Washroom
 Booth (70)
 Bar
 Sold



- Booth 100 & 102 - [Pinnacle Aquatic Group Inc.](#)
- Booth 101 - [Big Hill Services & Arena Supplies Ltd.](#)
- Booth 104 - [Western Gym & Recreational Supplies Ltd.](#)
- Booth 105 - [Forbo Flooring Systems](#)
- Booth 106 - [Startec Refrigeration Services Ltd](#)
- Booth 110 - Coloured Shale Products
- Booth 112 - [Softline Solutions AB Inc](#)
- Booth 113 - [Parkworks](#)
- Booth 114 - [Univerus Sport & Recreation](#)
- Booth 117 - [Multigas Detection](#)
- Booth 118 - [Bitzer Canada Inc.](#)
- Booth 119 & 121 - [Schoolhouse Products Inc](#)



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Booth 124 -	Canadian Recreation Solutions Inc.
Booth 125 -	EVR Parent Company
Booth 128 -	Park N Play Design Company Ltd.
Booth 129 -	W.E. Greer
Booth 130 -	Jet Ice Ltd.
Booth 201 -	Regent Supply
Booth 204 -	Athletica Sport Systems Inc.
Booth 205 -	Ultimate Fabrication Inc.
Booth 206 -	Splashables Inc.
Booth 207 & 209 -	Trane Canada ULC
Booth 211 -	White-Ice
Booth 212 -	Kubota
Booth 213 -	Global Sport Resources
Booth 216 -	Parkcraft
Booth 217 -	Commercial Aquatic Supplies
Booth 218 -	Kinetic Systems Inc.
Booth 219 -	CIMCO
Booth 220 -	Alberta Parks and Recreation Association
Booth 221 -	Blue Imp
Booth 223 -	Quantum Recreation
Booth 225 -	Western Noise Control
Booth 226 -	Aquam
Booth 227 -	Titan Sport Systems Ltd.
Booth 229 -	Industrial Machine Inc.
Booth 304 -	LIV North Inc
Booth 310 -	REALice Canada
Booth 312 -	Clear Water Controls Inc.
Booth 316 -	Centaur Products Ltd.
Booth 320 & 322 -	dbi Systems Integrated Inc.
Booth 324 -	Jac Inc/Trinity Inc
Booth 326 -	Peregrine Integrity Management
Booth 416 -	Omni Sport Inc
Booth 418 -	Allied Technical Sales
Booth 420 -	Stonhard
Booth 422 -	Urban Rubber Paving Inc.
Booth 424 -	Tomko Sports Systems Alberta
Booth 426 -	Henderson Recreation Equipment Ltd.
Booth 428 -	AUTOMATED AQUATICS CANADA LTD.
Booth 430 -	Longbow Sales Inc.



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