



April 21-24, 2024
Lethbridge, AB

**45TH RFP
CONFERENCE &
TRADE SHOW**

**SPONSORSHIP & TRADE
SHOW PACKAGE**

GET ON TRACK WITH SPONSORSHIP



RFP is thrilled to invite you to our annual Conference and Trade Show: The Bridge To Recreation. This highly anticipated event brings together key stakeholders in the recreation industry from Alberta, BC, the Maritimes and Northwest Territories who share your passion and vision. Our 2023 Conference and Trade Show had 330+ attendees with 95% of them playing a role in decision making, so lets make this conference even better.

Join us in commemorating our 45 years by marking your calendars for an unforgettable event filled with fellowship, education, and fun. Our conference is renowned as a trusted source of trends and research information for recreation facility professionals. Your knowledge, support and expertise as sponsors & exhibitors has helped us build this strong following and loyal attendance. Together we will be bridging the gaps in recreation.

As sponsors and exhibitors, we want you to take center stage during the conference and trade show. Your company, products, and services will be showcased both in the live trade show, throughout the conference and in our virtual app platform. This is the perfect opportunity to connect directly with decision makers.

Established in 1978, the Alberta Association of Recreation Facility Personnel (RFP) is a not-for-profit association that trains over 1,000 recreation facility operators each year in Alberta, Saskatchewan, British Columbia, Nunavut, and the Northwest Territories.

We provide excellence in training and professional development for individuals involved in the operation of recreation facilities. AARFP is made up of a volunteer board of directors, four staff members, 60+ associate members, and 1,400+ dedicated members.

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SPONSORSHIP

Build brand awareness through the publicity and marketing of the RFP Conference & Trade Show

Reach your target audience and new ones as the Conference generates huge interest from recreational professionals

Be seen supporting the recreation industry and providing the cutting-edge information, technology and innovation

First right of refusal for the same sponsorship opportunity in the following Conference year

Preferred / tiered logo placement on all audio-visual screens during the Conference & Trade Show

Sponsor name, logo, website links and recognition on AARFP website, newsletter, conference materials social media and Leisure Lines

We want you to show off your products and services to the attendees in a way that is important to you. We are happy to customize the package to suit your needs best as well. If you want something not listed, let us know!

Sponsorship Opportunities	Benefits & Recognition
Trade Show Sponsor \$2,500	<ul style="list-style-type: none"> Trade show naming rights Logo on entry signage, print material, food serving table and registration desk Logo on drink ticket given to delegates
2 Available Mobile App \$1,500	<ul style="list-style-type: none"> Your company logo will be prominently featured on our mobile event app and it will link out to your website
Welcome BBQ & Welcome Sign Sponsor \$1,500	<ul style="list-style-type: none"> Company logo on signage at registration & BBQ Your logo on a cup which will be given to all delegates at the welcome BBQ
Lanyard Sponsor \$1,500	<ul style="list-style-type: none"> Logo on all lanyards for all delegate name tags
Delegate Bag Sponsor \$1,500	<ul style="list-style-type: none"> Logo on bag given to all delegates at Trade Show to use for all the week

SPONSORSHIP OPPORTUNITIES

Sponsorship Opportunities	Benefits & Recognition
<p>2 Available Hospitality Room Sponsor \$1,500</p>	<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 Logo on drink ticket given to delegates for sponsored night
<p>Opening Keynote Sponsor \$1,000</p> <p>SOLD</p>	<ul style="list-style-type: none"> 5 minutes to present your business prior to the opening keynote or to have a video presentation Recognition as the presenting sponsor Opportunity to introduce keynote Logo on entry signage <p>SOLD</p>
<p>Awards Banquet Entertainment Sponsor \$1,000</p> <p>SOLD</p>	<ul style="list-style-type: none"> Recognition as the banquet sponsor Opportunity to introduce entertainment. Logo on awards banquet program Logo on entry signage <p>SOLD</p>
<p>Grand Prize Sponsor \$1,000</p> <p>SOLD</p>	<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 Opportunity to pull the winning ticket <p>SOLD</p>
<p>6 Available Trade Show Giveaways 1 of \$1,000 or \$500 or 4 of \$250</p> <p>SOLD</p>	<ul style="list-style-type: none"> You will be thanked for the sponsorship during the giveaway which will happen at the trade show The winner will be given the prize at the sponsors booth and pictures will be taken Your logo will be on the giveaway
<p>Closing Keynote Sponsor \$750</p>	<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
<p>2 Available Lunch Sponsor \$750</p>	<ul style="list-style-type: none"> Recognition at one lunch as the presenting sponsor Signage with logo at lunch area Opportunity to distribute promotional material (subject to approval by RFP)

SPONSORSHIP OPPORTUNITIES

Sponsorship Opportunities	Benefits & Recognition
Nutrition Break Sponsor \$500 SOLD	<ul style="list-style-type: none"> Recognition signage with your logo at ALL nutrition breaks throughout conference
3 Available Breakfast Sponsor \$500	<ul style="list-style-type: none"> Recognition at one breakfast as the presenting sponsor Logo on signage at breakfast area
Delegate Package Sponsor \$500	<ul style="list-style-type: none"> Branded item in valued SWAG bags. Must be some form of logoed promotional item (pen, mug, note pad) <p>NOTE: cost & delivery of item is not included in sponsorship</p>
Photo Booth Sponsor \$500	<ul style="list-style-type: none"> Have your logo with RFP conference on the photo wall where people will be taking pictures
Fun Run Sponsor \$250 March 10th deadline	<ul style="list-style-type: none"> Your logo shared with up to 7 others on the back of the fun run shirt
Connectivity Sponsor \$250	<ul style="list-style-type: none"> Everyone needs connection which includes internet, radio and cellular. This is an opportunity to demonstrate your product or tie your brand to that positive emotion associated with connectivity Your logo will be displayed on all material providing information regarding the internet access during the Conference & Trade Show from RFP
Activity Sponsor \$250	<ul style="list-style-type: none"> 1 Complimentary activity ticket Logo on signage at the activity Public recognition during activity

**NOTE: Sponsorship are sold on first come, first serve basis.
Please contact us at communications@aarfp.com**

Deadline to secure all sponsorships are April 7th, 2024 unless otherwise noted above.

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ASSOCIATE SHOWCASE PAID ASSOCIATE SESSION

We are providing you an opportunity to educate individuals on your services, products, and information in an educational in-person format. There are four, one hour long educational sessions that are available on Monday, April 22, 2024. One session is \$350 and the deadline to express interest is March 1st.

The sessions are from:

~~10:30am-11:30am, 12:30am-1:30pm, 2:00pm-3:00pm, 3:30pm-4:30pm~~

We require that your PowerPoint be sent to our Technical Director for a quality check before March 24th. The presenter must be a member, follow RFP Values and Code of Ethics of RFP and the presentation must assist the development of the recreation industry.

This hour-long spot is an opportunity to present your company, services, products or latest information. There is no guarantee for attendees, however this session will be marketed and promoted like our educational sessions.



330+ recreation professionals will be at the RFP Conference & Trade Show

Email communications@aarfp.com if you are interested in this opportunity!

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TRADE SHOW INFORMATION

Trade Show Location: **Cavendish Farms Centre, Lethbridge**

DATE: **MONDAY APRIL 22ND, 2024**

Hotel & Hospitality Information: **Sandman Signature Lethbridge**

The AARFP Trade Show offers an excellent opportunity for delegates to familiarize themselves with your products, services and what your brand has to offer. This great occasion will allow you to strength your network, build new relationships, and get the attention of the key decision makers.

WWW.AARFP.COM/EXHIBITOR-SPONSORSHIP/

COST

Early Bird Rate Ends March 21

10x10: \$925.00+GST - \$971.25+GST

20x20: \$2050+GST - \$2152.50+GST

Regular Price

10x10: \$1025.00+GST - \$1076.25+GST

20x20: \$2150+GST - \$2257.50+GST

PAYMENT

Payments for booths and sponsorship are payable upon booking. Payment must be received prior to April 20, 2024 or your company will not be permitted to participate. Onsite purchase of individual Trade Show passes must be paid for by credit card before or at the time of entry. You must be an AARFP Associate member to purchase a booth.

OTHER DETAILS

If you are interested in additional badges for the exhibit hall you can purchase them for \$65+GST (includes supper)

If you have any items you would like to donate to the auction please let us know

BOOTH DETAILS

Each booth will be draped with a 6 ft. skirted table, 2 chairs and with an electrical outlet.

Exhibitor badges:

Two (2) exhibitor badges per 10'x10' booth

Four (4) exhibitor badges per 20'x20' booth

WWW.AARFP.COM/EXHIBITOR-SPONSORSHIP/

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 22, 2024. After March 22, 2024, full payment will be required.

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