

Alberta Association of Recreation Facility Personnel (AARFP)
43rd Annual Conference, AGM & Trade Show – Sheraton Red Deer
April 26 – 29, 2020

2020 SPONSORSHIP & EXHIBITOR INFORMATION

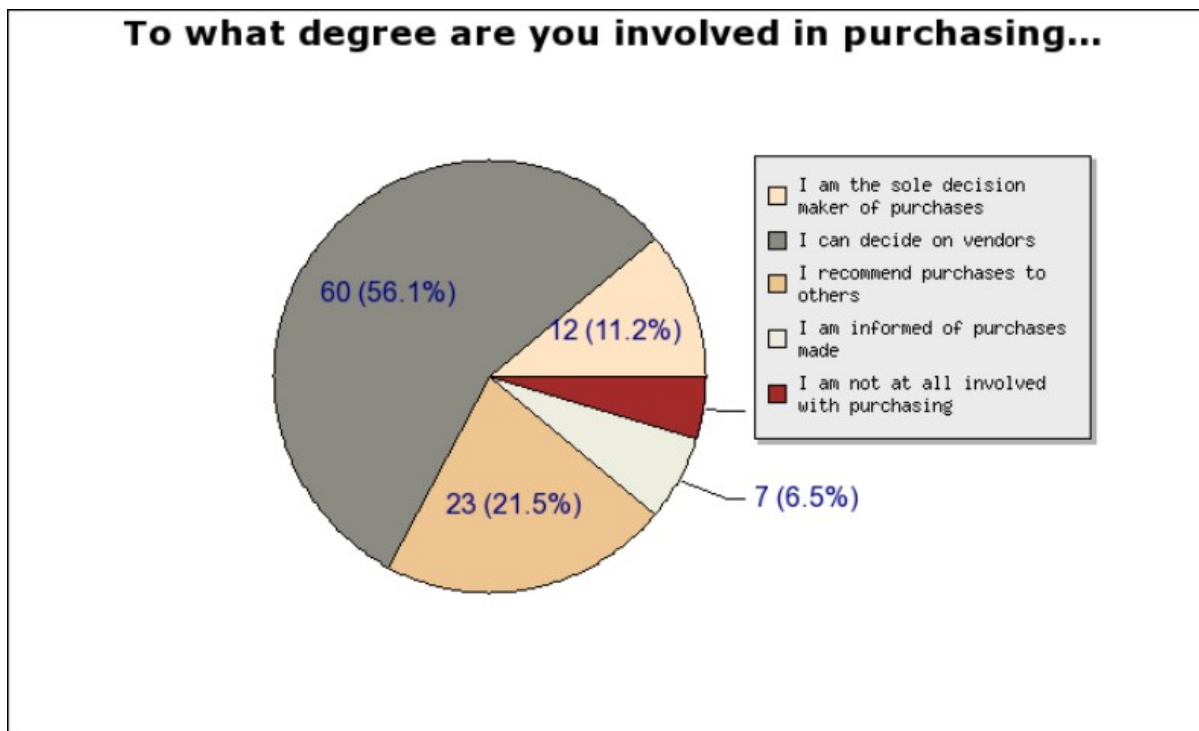
About the AARFP

- The RFP Is a not-for-profit founded in 1978
- Builds linkages among recreation facility operators across Alberta
- Run by volunteer Board of Directors and 3 staff
- Has 60 associate members, 1400 total members
- Trains over 1,000 people annually

Conference Facts and Stats

- 300-350 delegates
- 60+ sessions, workshops
- Exhibit hall with 80+ exhibitors
- 100+ speakers: local, national, international
- 50% of delegates are management & 50% staff
- 89% of delegates have authority or have influence over purchasing decisions.
- Delegates represent virtually every facility in Alberta

DELEGATE PURCHASING DECISION MAKING – ALMOST 89% ARE INVOLVED IN PURCHASING



Again in 2020!

The dinner and trade show will be combined in the Special Event Centre at the Sheraton Red Deer. Attendees will get 1 beverage ticket and will have to get others through networking and talking to associates. All exhibitors and sponsors will get some tickets with more available as an add-on to your booking.

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Sponsorship Opportunities

We want you to show off your products and services to the attendees in a way that is important to you. Each number of points is designed to optimize exposure to delegates, increase profile and promote your brand. Each level of sponsorship is assigned points you can use to get the most from your investment. We are happy to customize benefits to suit your needs best.

Conference Sponsor Levels	Gold \$5,000	Silver \$2,500	Bronze \$1,500
Number of Points	10	5	2

**Exhibit booth space must be purchased upon booking in addition to sponsorship*

Sponsor Benefit List	Point Value	# Available	Description
PRIME LOCATION IN EXHIBIT HALL Next to beverage stations	0		No point value; only available to sponsors; exhibit booth purchase is in addition to sponsorship cost
Trade Show Sponsor	10	1	Trade show name including sponsor name, sponsor logo on entry signage, trade show bags, 100 drink tickets (not standard 25)
Trade Show Drink Tickets (included with sponsorship)	0	included	25 drink tickets included for all sponsors; “drink tickets available here” booth signage
Additional Trade Show Drink Ticket Sponsor	1	unlimited	Use your points to get additional 50 drink tickets to give to delegates on the trade show floor
Education Track Sponsor	4	5	5 Minutes to present your business during the specific track at a time convenient to the sponsor
Opening Keynote Sponsor	4	1	5 Minutes to present your business prior to opening keynote; Recognition at the opening as the Presenting Sponsor; introduce keynote speaker
Awards Banquet Sponsor	4	1	Recognition at the Awards Banquet as the Exclusive Banquet Sponsor; introduce your company and the banquet entertainment
Lunch Sponsor	3	2	Recognition at Tuesday or Wednesday lunch as the Presenting Sponsor; introduce your company prior to the AGM or closing segment
Lanyard Sponsor	3	1	Lanyard Purchase included in sponsorship
Hospitality Function Sponsor	2	3	Recognition as the Exclusive Sponsor of one of the hospitality suites with 50 logoed drink tickets given to all delegates
Breakfast Sponsor	2	3	Recognition at one breakfast as the Presenting Sponsor
Welcome Sign Sponsor	1	1	Company logo on signage welcoming attendees to the conference

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Fun Run Sponsor	1	unlimited	Company logo on t-shirts worn by 50-60 runners during the run, the conference and beyond
Break Sponsor	1	5	One sponsor per break, signage with logo on the break station
Conference bags	1	10	Be one of our sponsors to have your logo included on the bag that all attendees will get at check-in
Vendor Presentations / Demo	1	10	20 minutes during lunch on Monday to present specifically about your company, products or services
Delegate Package Sponsor	0	unlimited	Branded item in valued SWAG bags. Must be some form of logoed promotional item, like a pen, a coffee mug, a note pad etc. Cost of item is not included in sponsorship

Benefits for all sponsors:

- Prime location in exhibit hall (booth purchase is in addition to the cost of sponsorship)
- Sponsor company name, logo, description and website links on conference website
- Preferred / tiered logo placement on conference website
- Preferred / tiered logo placement on all collateral convention materials (including but not limited to; main banner, convention programs, event signage, registration flyer)
- Recognition in Leisure Lines magazine
- Preferred / tiered logo placement on all audio-visual screens during the conference
- Social media mentions (Facebook)
- 25 trade show delegate drink tickets included for all sponsors
- Company included in passport program to encourage delegates to visit associate reps

Conference, AGM and Trade Show attendee titles Include:

- | | | | |
|--------------------------------------|--|--------------------------------------|-------------------------------------|
| 1. Arena Operators | 9. Custodian | 15. Facility Maintenance Coordinator | 23. Lifeguard |
| 2. Arena Supervisors | 10. Customer Service Relations Attendant | 16. Facility Programmer | 24. Maintenance Supervisor |
| 3. Beautification Coordinator | 11. Customer Services Supervisor | 17. Facility Team Leaders | 25. Operations Assistant |
| 4. Building Maintenance Operator | 12. Director of Community Services | 18. Fitness Supervisor | 26. Park Operator |
| 5. Building Maintenance Technician | 13. Equipment Operator | 19. Fleet Maintenance Coordinator | 27. Parks and Facilities Supervisor |
| 6. Community Center Manager | 14. Facility Lead Hand | 20. Gardener | 28. Pool Operators |
| 7. Community Center Operator | | 21. Health Club Attendant | 29. Pool Supervisor |
| 8. Community Development Coordinator | | 22. Leisure Centre Programmer | 30. Supervisor of Strategies |

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Tradeshow Booth Rates for 2020						
	Early bird Price (before February 29, 2020)			Regular Price (on or after February 29, 2020)		
Size	Price	GST	Total	Price	GST	Total
10' x 10'	925.00	46.25	971.25	1025.00	51.25	1076.25
10' x 15'	1350.00	67.50	1417.50	1450.00	72.50	1522.50
20' x 20'	2050.00	102.50	2152.50	2150.00	107.50	2257.50

The 2020 Trade Show offers:

- 73 – 10'x10' booths 4 – 15' x 10' booths 4 – 20' x 20' booths

EXHIBIT HALL INFORMATION

Standard Exhibit Hall Space Includes:

- Draped booth, 6 ft. skirted display table(s), 2 chairs and electrical outlet
- Door prize for each vendor booth
- Dinner served on the trade show floor
- 10 drinks per booth purchase
- Listing of company name on the conference website with website link
- Exhibitor Badges:
 - Two (2) exhibitor badges per 10' X 10' booth
 - Three (3) exhibitor badges per 15' X 10' booth
 - Four (4) exhibitor badges per 20' X 20' booth
- Option to purchase additional badges for exhibit hall only at \$60 + GST (includes supper)

Exhibit Hall Schedule

Date	Time	Open Time	Function
Monday, April 27, 2020	2:30 pm – 5:00 pm		Exhibitor Set-up
	5:30 pm		Exhibitor Supper
	6:30 pm – 10:00 pm	3.5 hours	Exhibit Hall and Attendee Supper
	10:00 pm – 11:30 pm		Exhibitor Dismantle

Optional Exhibitor Purchases:

- Passport program participation - \$50
 - Company name in passport to encourage attendees to visit exhibitors and sponsors
 - Dedicated prizes for attendees who complete the passport
- Vendor presentation - \$200
 - Book a 20-minute presentation or demo of your company's products or services.
 - Sessions will be held during lunch on Monday
 - Great way to launch a new product or get in front of a smaller group who want to know more about your company
- 25 trade show drink tickets - \$150
 - In addition to the 10 tickets already allocated to each exhibitor

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Payments

Payments for exhibit hall spaces and sponsorships are payable upon booking. Payment must be received prior to April 20th 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.

Cancellation Policy

Contract payments are refunded upon receipt of written notice of cancellation, according to the following terms:

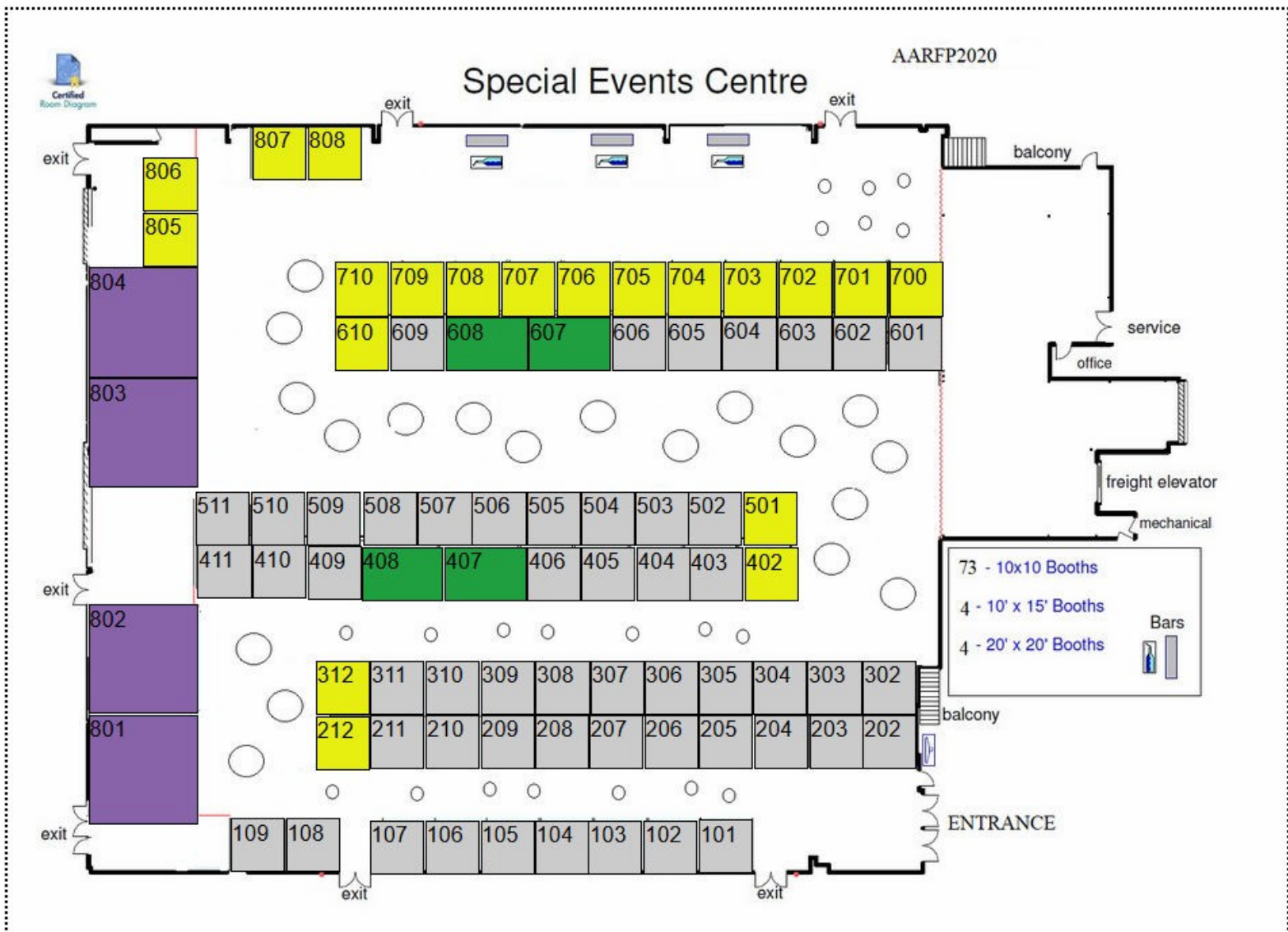
- On or before February 14, 2020 contract payment refunded minus a processing fee of \$250 CDN
- After February 14, 2020, no refunds will be issued

Trade Show Format

- Dedicated Exhibit Hall with all attendees on Monday, April 27, 2020 from 6:30 pm – 10 pm
- Exhibitor supper at 5:30 pm
- Attendee supper in exhibit hall at 6:30 pm

Trade Show Location & Floor Plan

Sheraton Red Deer Special Event Centre



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For more information about sponsorship and exhibits contact:

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