

87<sup>TH</sup> ANNUAL MRPA CONFERENCE



# MRPA Annual Conference 2024

## Sponsorship & Exhibit Hall Guide

**September 24-27, 2024**

Mayo Clinic Health System Event Center  
Mankato, Minnesota





**September 24-27, 2024**

Mayo Clinic Health System Event Center | Mankato, Minnesota



**Dear Prospective Sponsor and/or Exhibitor:**

The Minnesota Recreation and Park Association (MRPA) will host our 87<sup>th</sup> Annual Conference and Exhibit Hall in September 2024. You are invited to participate as a sponsor and/or exhibitor. To receive the best booth placement and the greatest exposure in general mailings and email blasts, be sure to register today!

***Since 1937, MRPA members have dedicated their time and energies to enhancing the parks and recreation profession in their communities and in the state of Minnesota.***

The MRPA Annual Conference is a great place for your business to get recognized while helping provide an educational and inspirational event.

**Become a key sponsor and get your business in front of hundreds of park and recreation professionals and decision-makers.** Sponsorship opportunities and events during the four-day conference include: keynote speakers, break-out sessions, networking events, exhibit hall and more.

**We believe the conference is consistent with the mission of MRPA as we strive to:**

- Provide continuing education, technical assistance, and social exchange among all members
- Serve as an information resource on trends/developments/future changes related to the delivery of parks and recreation services

If we can provide additional information to your business to encourage consideration of our request, please feel free to contact us. We would also be happy to personally meet with you and customize a proposal to fit your needs.

Sincerely,

**Cheryl Kormann**

*Annual Conference Sponsorship Chair*

**Paul Peanasky, Joey Schugel, and Riley Donovan**

*Annual Conference Exhibit Hall Chairs*





## Conference Sponsorship Opportunities September 24-27, 2024

Mayo Clinic Health System Event Center, Mankato, Minnesota

### SPONSORSHIP PACKAGES CAN BE CUSTOMIZED TO YOUR ORGANIZATION.

Welcome to the Minnesota Recreation and Park Association (MRPA) Annual Conference and Exhibit Hall, Minnesota’s leading industry show for park and recreation professionals and agencies. Meet influential leaders in the parks and recreation profession: park superintendents and directors, outdoor and therapeutic recreation specialists, facility managers, forestry professionals, environmental educators and purchasing agents from a variety of municipal, county, state, park district and private facilities.

The 2024 MRPA Annual Conference and Exhibit Hall is a unique opportunity for your business to get recognized while helping provide an educational and inspirational event. Become a key sponsor and get your business in front of hundreds of park and recreation professionals and decision makers. Sponsorship opportunities and events during the four-day conference include: keynote speakers, educational workshops, networking events, exhibit hall and more.

### Conference Sponsorship Opportunities

|  |         |
|--|---------|
| Package: Elevator Wraps (2), Ground Decals (3), and Window Decals (1), (3 available) | \$5,000 |
| Delegate Gift (1 available)  | \$4,000 |
| Conference App (1 available)   | \$3,000 |
| Luncheon (2 available)   | \$3,000 |
| Keynote Speaker (2 available)  | \$3,000 |
| Coffee Station (3 available)   | \$2,500 |
| Exhibit Hall (1 available)   | \$2,500 |
| Networking Event (2 available)   | \$2,500 |
| Education Track (4 available: aquatics, health, programming, or parks)               | \$2,500 |

|  |         |
|--|---------|
| Maintenance Rodeo (4 available)  | \$1,500 |
| Pre-Conference Institute (2 available)<br><i>An in-depth session on an industry topic held Tuesday, Sept. 24</i> | \$1,500 |
| Directors’ Forum (1 available)   | \$1,500 |
| Student Support<br><i>Sponsorship supporting student attendance at the conference</i>                            | \$1,500 |
| Offsite Institute (3 available)<br><i>An educational session taking place within the community</i>               | \$1,000 |
| Education Session (1 per session)  | \$500   |





# SPONSORSHIP



**2024 MRPA Annual Conference  
& Exhibit Hall  
September 24-27, 2024**

**SPONSORSHIP  
CONTACT:**

**Cheryl Kormann**  
cherylk@newulmmn.gov  
507-359-8340

## 2024 Conference Sponsorship Benefits

| BENEFITS   | \$5,000      | \$4,000      | \$3,000        | \$2,000 - \$2,500 | \$500 - \$1,500 |
|--|--------------|--------------|----------------|-------------------|-----------------|
| MRPA Website / Emails: Company Logo and Link   | X            | X            | X              | X                 |                 |
| MRPA Website / Emails: Company Listing   |              |              |                |                   | X               |
| MRPA Annual Conference - Full Package Admission (1)  | X            | X            | X              |                   |                 |
| Naming Rights for One Event or Large Space Area  | X            | X            | X              |                   |                 |
| Logo on Conference App (App sponsor only)  |              |              | X              |                   |                 |
| Exhibit Hall: One Complimentary Standard Booth Space   | X            | X            | X              | X                 |                 |
| Exhibit Hall: Public Address Recognition   | X            | X            | X              | X                 |                 |
| Conference Banner: Logo on Banner  | X            | X            | X              | X                 |                 |
| Conference Guide: Ad (Width x Height)  | 7.5" x 4.75" | 7.5" x 4.75" | 3.625" x 2.25" | 3.625" x 2.25"    |                 |
| Conference Guide: Company Logo   | X            | X            | X              | X                 |                 |
| Conference Guide: Company Listing  |              |              |                |                   | X               |
| Pre-Conference <i>MRPA Minnesota</i> magazine: Feature Article                               | X            |              |                |                   |                 |
| Pre-Event <i>MRPA Minnesota</i> magazine: Company Logo                                       | X            | X            | X              | X                 |                 |
| Pre-Event <i>MRPA Minnesota</i> magazine: Company Listing                                    |              |              |                |                   | X               |
| Opportunity to Provide One-Page Promo or Small Product in Attendee Packet (approved by MRPA) | X            |              |                |                   |                 |
| Printed Attendee Contact List  | X            | X            | X              | X                 |                 |





## 2024 MRPA Annual Conference & Exhibit Hall September 24-27, 2024

### EXHIBIT HALL CONTACTS:

**Paul Peanasky**  
ppeanasky@ci.faribault.mn.us

**Joey Schugel**  
joeys@newulmmn.gov

**Riley Donovan**  
rileyd@ci.austin.mn.us

## Exhibit Hall General Information

### September 26, 2024

Mayo Clinic Health System Event Center  
1 Civic Center Plaza  
Mankato, MN 56001

### Exhibitor Check-In and Set-Up

10 a.m. - 12:30 p.m.

### Exhibit Hall Hours

1 - 4 p.m.

### Exhibitor Breakdown

4 p.m.

### Networking Event

Follows

### Vendor Package

- Booth size: 10' wide by 10' deep draped space (includes 10' back and 3' side drapes)
- One 6' table and two padded chairs
- Outdoor space is available for larger equipment. Contact MRPA for assistance.
- Signage (your company name) of approximately 7"x 44" (available until one week prior to show)
- Printed roster of conference delegates, MRPA does not provide the list of delegate information electronically
- MRPA memento
- Wireless internet access
- Free parking in the Civic Center ramp

### Sessions Included

Participating exhibit hall vendors are welcome to attend any educational sessions held on that day. Visit [mnrpa.org](http://mnrpa.org) to download the session brochure available in August.

### Publicity

A descriptive list of exhibitors is distributed to each conference delegate. See registration form. All exhibitors will be recognized on MRPA's website.

### Donations

We're soliciting cash donations, which we'll then use to purchase prizes to be given away during the exhibit hall hours. Vendors providing cash donations for these prizes will be recognized at the exhibit hall with special signage and lots of fan fare! Vendors may also still give away door prizes at their booth.

### Not Able to Attend?

If you're not able to attend, you can still participate! There are also sponsorship opportunities available.

### Early Bird Rate

#### **Register by August 1, 2024 for the Early Bird Rate!**

MRPA reserves the right to limit exhibit hall registrations to those firms providing products and services consistent with MRPA's mission and values. Assignments are generally made on a first-come, first-serve basis. MRPA reserves the right to make final booth assignments. Registration confirmations will be sent upon receipt of your paid booth registration. The early bird registration fee is through August 1, 2024. A \$50 late fee will be applied after this date. The registration deadline is September 12 or until filled.

### Hotel Accommodations

**Courtyard by Marriott**  
**901 Raintree Road**  
**Mankato, MN 56001**

**Room Rate:** \$179 plus tax

For hotel reservations, MRPA has a room block reserved at the Courtyard by Marriott.

Call 507-388-1234 to make your hotel reservation – ask for the Minnesota Recreation and Park Association group rate.

**Deadline to receive the MRPA group rate is August 25, 2024.**



## 2024 MRPA Annual Conference & Exhibit Hall September 24-27, 2024

# EXHIBIT HALL

### EXHIBIT HALL CONTACTS:

**Paul Peanasky**  
ppeanasky@ci.faribault.mn.us

**Joey Schugel**  
joeys@newulmmn.gov

**Riley Donovan**  
rileyd@ci.austin.mn.us

## Exhibiting Options

### Premium Booth Spaces

Premium booth spaces include all the benefits and opportunities of a standard booth space, but are located in premium locations within the event layout to optimize your organization’s exposure and foot traffic.

The premium booth spaces are noted on the event layout on page 7. These spaces are available on a first-come, first-serve basis. If your company registers for a premium booth space and these spaces are no longer available, MRPA will contact your company to learn if you’d prefer one standard booth or a double booth space.

### Registration Payment

Register online at [mnrpa.org](http://mnrpa.org) or mail your form and payment (checks payable to MRPA) to:

**Minnesota Recreation & Park Association  
2024 Annual Conference  
200 Charles Street NE  
Fridley, MN 55432**

### Registration Confirmation

A confirmation email will be sent to you upon receipt of your paid exhibitor registration. A second email with additional conference information will be sent as the event nears.

### Refunds & Cancellation Policy

Should you find it necessary to cancel your booth space reservation or electrical requests, the following cancellation policy will apply:

- All booth cancellations must be made with written notice and are subject to \$100 administrative fee
- **By August 1, 2024:**  
Full refund minus administrative fee
- **Between August 3 and 24, 2024:**  
50% refund minus administrative fee
- **After August 24, 2024:**  
No refund

### Exhibit Hall Questions

**Paul Peanasky**  
ppeanasky@ci.faribault.mn.us  
507-334-2064

**Joey Schugel**  
joeys@newulmmn.gov  
507-233-2121

**Riley Donovan**  
rileyd@ci.austin.mn.us  
507-396-5027





**2024 MRPA Annual Conference  
& Exhibit Hall**  
September 24-27, 2024

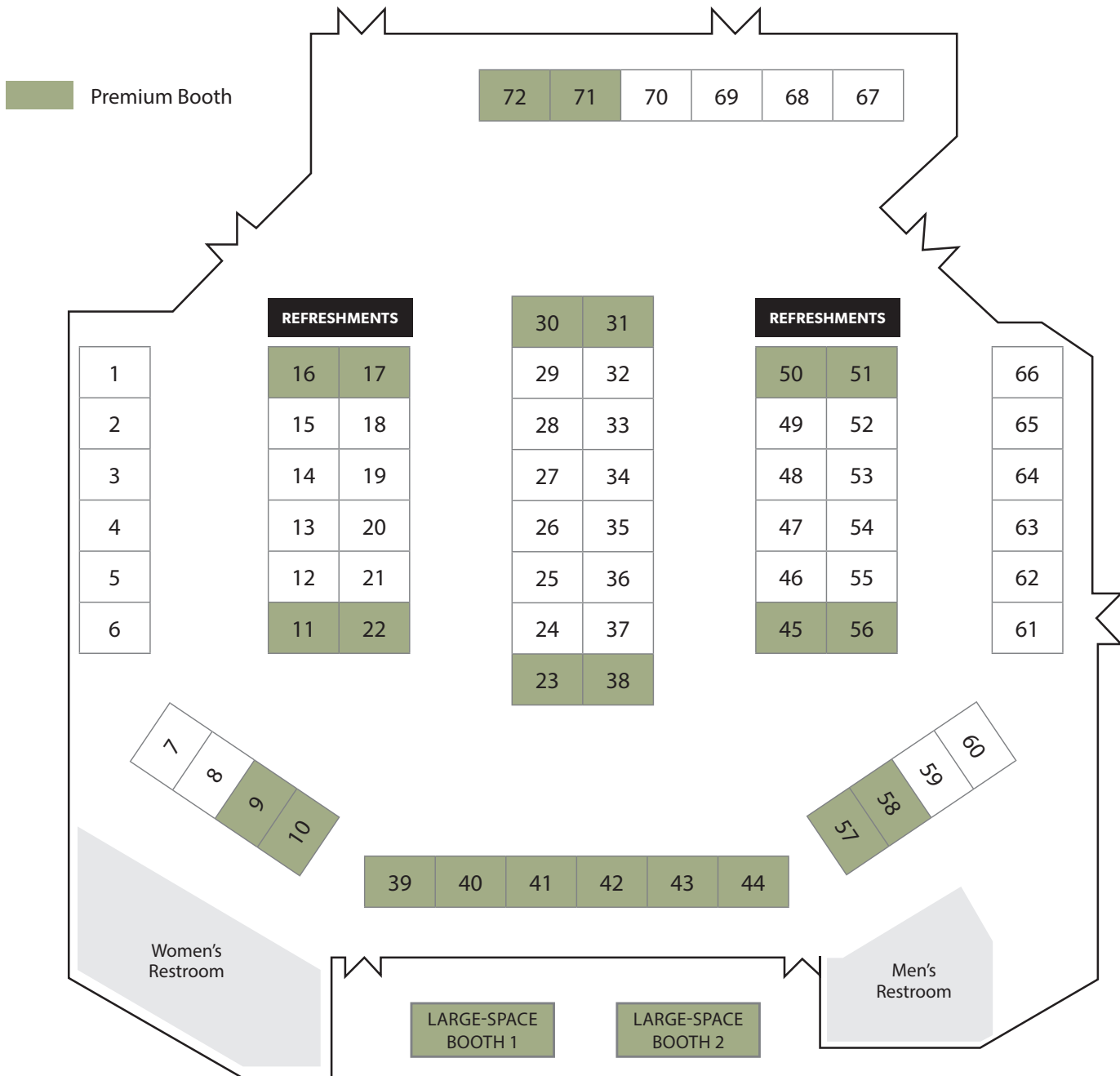
**EXHIBIT HALL  
CONTACTS:**

**Paul Peanasky**  
ppeanasky@ci.faribault.mn.us

**Joey Schugel**  
joeys@newulmmn.gov

**Riley Donovan**  
rileyd@ci.austin.mn.us

**2024 Exhibit Hall Floor Plan**



# Exhibitor/Sponsor Agreement

|              |  |         |       |     |
|--------------|--|---------|-------|-----|
| Company      |  |         |       |     |
| Address      |  | City    | State | Zip |
| Contact Name |  | Title   |       |     |
| Phone        |  | Website |       |     |
| Email        |  |         |       |     |

## Exhibit Hall Booths

| Qty                       | Member Type  | Standard Booth<br>Early Bird Rate<br>(Thru 8/1/24) | Premium Booth<br>Early Bird Rate<br>(Thru 8/1/24) | Standard<br>Booth<br>Standard Rate<br>(After 8/2/24) | Premium Booth<br>Standard Rate<br>(After 8/2/24) | Totals |
|---------------------------|--|--|---|--|--|--------|
|                           | <b>MRPA Member</b>   | \$625  | \$775   | \$675  | \$825  | \$     |
|                           | <b>Non-Member</b>  | \$925  | \$1,075   | \$975  | \$1,125  | \$     |
|                           | Sponsors at \$2,500 level or greater receive one complimentary standard booth                    |  |   |  |  | \$0    |
|                           | Large Space Booth: add \$2,750   |  |   |  |  | \$     |
|                           | Sponsor Premium Booth Upgrade (an upgrade from standard sponsor booth): add \$150                |  |   |  |  | \$     |
|                           | Electrical: Complete Mayo Clinic Health System Event Center Form and send directly to the venue. |  |   |  |  |        |
|                           | Optional Lunch Tickets: \$35 each  |  |   |  |  | \$     |
|                           | Cash Donation to Purchase Prizes   |  |   |  |  | \$     |
| <b>Exhibit Hall Total</b> |  |  |   |  |  | \$     |

## Conference Sponsorship

| Quantity                 | Sponsorship Area               | Part of North Star Partnership?                   |                             | Fee     | Totals |
|--------------------------|--------------------------------|---|-----------------------------|---------|--------|
|                          | Elevator Ground Wraps & Decals | <input type="checkbox"/> Yes (place \$0 in total) | <input type="checkbox"/> No | \$5,000 | \$     |
|                          | Delegate Gift                  | <input type="checkbox"/> Yes (place \$0 in total) | <input type="checkbox"/> No | \$4,000 | \$     |
|                          | Conference App                 | <input type="checkbox"/> Yes (place \$0 in total) | <input type="checkbox"/> No | \$3,000 | \$     |
|                          | Luncheon                       | <input type="checkbox"/> Yes (place \$0 in total) | <input type="checkbox"/> No | \$3,000 | \$     |
|                          | Keynote Speaker                | <input type="checkbox"/> Yes (place \$0 in total) | <input type="checkbox"/> No | \$3,000 | \$     |
|                          | Coffee Station                 | <input type="checkbox"/> Yes (place \$0 in total) | <input type="checkbox"/> No | \$2,500 | \$     |
|                          | Exhibit Hall                   | <input type="checkbox"/> Yes (place \$0 in total) | <input type="checkbox"/> No | \$2,500 | \$     |
|                          | Networking Event               | <input type="checkbox"/> Yes (place \$0 in total) | <input type="checkbox"/> No | \$2,500 | \$     |
|                          | Education Track                | <input type="checkbox"/> Yes (place \$0 in total) | <input type="checkbox"/> No | \$2,500 | \$     |
|                          | Maintenance Rodeo              | <input type="checkbox"/> Yes (place \$0 in total) | <input type="checkbox"/> No | \$1,500 | \$     |
|                          | Pre-Conference Institute       | <input type="checkbox"/> Yes (place \$0 in total) | <input type="checkbox"/> No | \$1,500 | \$     |
|                          | Directors' Forum               | <input type="checkbox"/> Yes (place \$0 in total) | <input type="checkbox"/> No | \$1,500 | \$     |
|                          | Student Support                | <input type="checkbox"/> Yes (place \$0 in total) | <input type="checkbox"/> No | \$1,500 | \$     |
|                          | Offsite Institute              | <input type="checkbox"/> Yes (place \$0 in total) | <input type="checkbox"/> No | \$1,000 | \$     |
|                          | Education Session              | <input type="checkbox"/> Yes (place \$0 in total) | <input type="checkbox"/> No | \$500   | \$     |
| <b>Sponsorship Total</b> |                                |   |                             |         | \$     |

|                       |  |  |  |  |    |
|-----------------------|--|--|--|--|----|
| <b>Total Enclosed</b> |  |  |  |  | \$ |
|-----------------------|--|--|--|--|----|

**Payment Method :**  Check enclosed  Paid online at mnrpa.org Pay with:  Visa  Mastercard

Credit Card No. Expiration 3 digit code

Sponsor/Exhibitor Signature:

*By my signature, I agree to the terms and conditions set forth by MRPA as described in this document.*



# Exhibitor/Sponsor Agreement

## Attendee Information

Company name to appear on booth sign:

Attendee names (will appear on name tags)

|       |      |
|-------|------|
| First | Last |
|-------|------|

|       |      |
|-------|------|
| First | Last |
|-------|------|

|       |      |
|-------|------|
| First | Last |
|-------|------|

|       |      |
|-------|------|
| First | Last |
|-------|------|

|       |      |
|-------|------|
| First | Last |
|-------|------|

Do you have a larger prize (\$25+) to be raffled off?  Yes  No

If so, what is the item(s)?

Prize value amount \$

Will you have give-aways at your booth?  Yes  No

## Company Description

Describe your company's products or services in 25 words or less, or attach your description on a separate page:

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## MRPA Exhibit Hall Terms and Conditions Indemnification Policy

Minnesota Recreation and Park Association Annual Conference Exhibit Hall participants agree to hereby indemnify and hold harmless Minnesota Recreation and Park Association, its members, employees or agents against all liability for personal injury and property damages or less arising from the use of exhibit hall space or any activities in connection with the MRPA Annual Conference Exhibit Hall. Annual Conference Exhibit Hall management reserves the right to restrict, close and remove exhibits which because of noise, method of operation, uncooperative personnel, discord in advertising, or for any other reason becomes objectionable to the overall conduct, success and high standards established by Minnesota Recreation and Park Association.

## MRPA Exhibit Hall

**Hazardous chemicals and materials are prohibited.**

### Right to Prohibit

MRPA reserves the right to prohibit, reject or restrict any exhibit, item, person or article that is not suitable in maintaining the character of the exhibition.

### Care of Facility

The exhibitor is directly responsible for any damages. No items are to be affixed to walls, ceilings or floors without permission.

### Gasoline Operated Vehicles

The exhibitor agrees to comply with any convention site, fire agency and MRPA rules or decisions regarding gasoline operated equipment.



**PLEASE MAKE CHECKS PAYABLE TO: MRPA**

### SUBMIT THIS FORM TO:

Minnesota Recreation and Park Association  
2024 Annual Conference  
200 Charles Street N.E.  
Fridley, MN 55432

Questions? Contact Michelle Snider  
at 763-571-1305 x100 or [snider@mnrpa.org](mailto:snider@mnrpa.org)



**SEND THIS COMPLETED FORM AND PAYMENT DIRECTLY TO THE VENUE.**



**MRPA** Minnesota Recreation and Park Association



**MAYO CLINIC HEALTH SYSTEM**  
EVENT CENTER

**2024 MN Parks & Rec Conference - Vendor Order Form**

Items checked below are at the expense of the exhibitor at the rates listed below. **All Booths furnished with 1 - 8' Table & 2 Folding Chairs, and Pipe & Drape backdrop - equipment below is in addition.** ALL PRICES ARE PER SHOW COST plus APPLICABLE SALES TAX. Orders will be completed after payment is received in full.

Company Name \_\_\_\_\_

Booth # \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone # \_\_\_\_\_

E-Mail \_\_\_\_\_

|   |   | Advance Price                             | Week Of Price | Qty    | Total  |
|---|---|---|---------------|--------|--------|
| <b>Additional Tables</b><br>Includes Skirt & Linen  | 6' x 18"  | \$30.00                                   | \$60.00       |        |        |
|   | 6' x 30"  | \$30.00                                   | \$60.00       |        |        |
|   | 8' x 30" - 1 is included                                    | \$30.00                                   | \$60.00       |        |        |
|   | Table Add On - Stool Height - 42" Tall                      | \$20.00                                   | N/A           |        |        |
|   | Hi-Top (30" round, 42" tall) w Linen                        | \$50.00                                   | N/A           |        |        |
| <b>Additional Seating</b>   | Folding Chair - 2 are included                              | \$10.00                                   | \$20.00       |        |        |
|   | Tall Stool w/ Back  | \$30.00                                   | \$60.00       |        |        |
| <b>Flooring</b><br>Black Unless Noted   | Carpet - 10'x10' piece                                      | \$175.00                                  | N/A           |        |        |
|   | Carpet - 10'x20' piece                                      | \$275.00                                  | N/A           |        |        |
|   | Carpet - 20'x20' piece                                      | \$375.00                                  | N/A           |        |        |
| <b>Electricity</b>  | Single Outlet - 120V  | \$40.00                                   | \$80.00       |        |        |
|   | 220V. 30A single phase ①                                    | \$100.00                                  | N/A           |        |        |
|   | 220V. 30A triple phase ①                                    | \$150.00                                  | N/A           |        |        |
|   | Additional Extension Cord                                   | \$15.00                                   | \$30.00       |        |        |
|   | Power Strip   | \$15.00                                   | \$30.00       |        |        |
|   | Electrician - 2hr Min                                       | \$95/hr                                   | N/A           |        |        |
| <small>*Note: Any power 30 amp single phase and up is subject to a separate electrical bill along with an inspection fee. The total bill may have to be determined on the day of the show. If at all possible, please include a picture of the cable ends or plugs you plan to use so that we are prepared for your arrival as electrical requirements vary at each expo or show.</small> |   |   |               |        |        |
| <b>Internet</b>   | WiFi - Free   | \$0.00                                    | \$0.00        | \$0.00 | \$0.00 |
|   | Hard Line Internet  | \$100.00                                  | N/A           |        |        |
| <b>Forklift - Up to 4,000 lbs</b>   | Load In - per use   | \$50.00                                   | \$100.00      |        |        |
|   | Load Out - per use  | \$50.00                                   | \$100.00      |        |        |
|   | Forklift - Over 4,000 lb load                               | Please contact Event Center about pricing |               |        |        |
| <b>Miscellaneous</b>  | Water - per gallon  | \$2.00                                    | \$5.00        |        |        |
|   | TVs, Additional Tech  | Please contact Event Center about pricing |               |        |        |
| <b>Shipments</b>  | Shipment arrives more than 5 days before                    |   |               |        |        |
|   | Load In - per day   | \$100.00                                  | N/A           |        |        |
|   | Storage of shipping materials during event - 1 time payment | \$150.00                                  | \$500.00      |        |        |
| <b>Subtotal</b>   |   |   |               |        |        |
| <b>Tax 7.875%</b>   |   |   |               |        |        |
| <b>Grand Total</b>  |   |   |               |        |        |

E-mail completed forms to [csteene@mankatomn.gov](mailto:csteene@mankatomn.gov)

Credit Card - Event Center will send you a link upon receiving completed form. To pay via check;  
Mayo Clinic Event Center, Attn Caylee Steene, 1 Civic Center Plaza, Mankato, MN 56001