



Alberta Association of Recreation Facility Personnel (AARFP)

41st Annual Conference, AGM & Trade Show

The Fenlands Banff April 15 – 18, 2018

2018 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 90+ exhibitors
- 100+ speakers: local, national, international
- 50% of delegates are management & 50% staff
- 80% of delegates have authority or have influence over purchasing decisions.
- Delegates represent virtually every facility in Alberta

2017 Delegate Survey Results:

1. * Overall, how would you rate this conference?

Answer	0%	100%	Number of Response(s)	Response Ratio
Excellent			41	33.3 %
Very good			63	51.2 %
Good			16	13.0 %
Fair			3	2.4 %
Poor			0	0.0 %
No Response(s)			0	0.0 %
Totals			123	100%

New in 2018!

Each attendee will get 3 beverage tickets for use on the trade show floor. Sponsors will be able to purchase additional beverage tickets using sponsorship points for distribution to attendees at their booths. Sponsor locations with beverage tickets available will be identified on the trade show floor plan.

Conference, AGM and Trade Show attendee titles Include:

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

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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 \$1,000
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			No point value; only available to sponsors; exhibit booth purchase is in addition to sponsorship cost
Trade Show Beverage Sponsor	2	5	100 logoed beverage tickets for use during the trade show
Education Track Sponsor	4	5	Introduce presenters and host a session on an aspect of the education track sponsored
Opening Keynote Sponsor	4	1	Recognition at the opening as the Presenting Sponsor; introduce keynote speaker
Fun Run Sponsor	1	10	Company logo on t-shirts worn by 50-60 runners during the run, the conference and beyond
Breakfast Sponsor	2	3	Recognition at one breakfast as the Presenting Sponsor
Lunch Sponsor	3	3	Recognition at one lunch as the Presenting Sponsor; introduce dignitary, or activities
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 <u>not</u> included in sponsorship
Awards Banquet Sponsor	4	1	Recognition at the Awards Banquet as the Exclusive Banquet Sponsor; introduce the banquet entertainment
Entertainment Sponsor	3	1	Recognition at the closing lunch as the Exclusive Closing Entertainment Sponsor; introduce the closing entertainment
Hospitality Function Sponsor	2	3	Recognition as the Exclusive Sponsor of one of the hospitality suites with logoed drink tickets included
Welcome Sign Sponsor	1	1	Company logo on signage welcoming attendees to the conference
Lanyard Sponsor	2	1	Lanyard Purchase included in sponsorship
Delegate Exhibit Hall Bag Sponsor	3	1	Bag Purchase included in sponsorship

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Benefits for all sponsors:

- Prime location in exhibit hall
- Sponsor information and links on conference website
- Preferred / tiered logo placement on conference web-site
- 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)

EXHIBIT HALL INFORMATION

Standard Exhibit Hall Space Includes:

- Draped booth, 6 ft. skirted display table(s), 2 chairs and electrical outlets
- Listing of company name on the conference website with company description and 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

Exhibitor Registration: first come, first serve – self-selection on interactive floor plan;
Only sponsors can select prime locations near beverage stations in exhibit hall

Tradeshaw Booth Rates for 2018

Earlybird Price (before March 1, 2018)				Regular Price (on or after March 1, 2018)		
Size	Price	GST	Total	Price	GST	Total
10' x 10'	850.00	42.50	892.50	950.00	47.50	997.50
10' x 15'	1275.00	63.75	1338.75	1375.00	68.75	1443.75
20' x 20'**	2000.00	100.00	2100.00	2100.00	105.00	2205.00

****Companies purchasing 20' x 20' booths will be given 4 sponsorship points**

The 2018 Trade Show offers:

- **64** – 10'x10' booths,
- **7** – 15' x 10' booths,
- **4** – 20' x 20' booths

Exhibit Hall Schedule

Date	Time	Open Time	Function
Monday, April 16	2:00 pm – 5:00 pm		Exhibitor Setup
	6:30 pm – 10:00 pm	3.5 hours	Exhibit Hall Open
	10:00 pm – 11:30 pm		Exhibitor Dismantle

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Payments

Payments for exhibit hall spaces and sponsorships are payable upon booking. Payment must be received prior to April 9th 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 1, 2018 contract payment refunded minus a processing fee of \$250 CDN
- After February 1, 2018, no refunds will be issued

EXHIBIT HALL FLOOR PLAN

To register for your sponsorship or exhibit booth, visit: www.aarfp.com.



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Program Format

- April 15 – 18, 2018
- 2.5 days of general and breakout sessions
- Dedicated Exhibit Hall with all attendees on Monday, April 16, 2018 from 6:30 pm – 10 pm; includes supper with the attendees at the Banff Park Lodge.

Trade Show Location

The Fenlands Banff Recreation Centre
100 Norquay Road, Banff, AB

For more information about sponsorship and exhibits contact:

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Plan Ahead Events

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