

PRO FORUM 2012

MARCH 27 - 30 NIAGARA FALLS, ONTARIO

SHERATON ON THE FALLS

www.prontario.org



PARKS AND RECREATION ONTARIO

SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

Make your connection with Ontario and beyond...

Dear Colleague:

Parks and Recreation Ontario (PRO) cordially invites you to sponsor or exhibit at the 2012 Educational Forum and Trade Show, March 27 - 30, 2012 at the Sheraton on the Falls in Niagara Falls, Ontario.

The Forum draws over 500 recreation, park and health promotion professionals from across the province, and the country, who come to network with colleagues, discover new developments and trends, and share creative ideas and best practices for developing healthy, active and vibrant communities. This is a dynamic Forum for sector leaders, which includes concurrent workshops, panel discussions, keynote addresses, discussion forums and networking receptions.

This is your opportunity to showcase your products, services and make important contacts with a broad audience of prominent professionals in the public, private and academic sectors.

Reserve your booth space or sponsorship package now and take advantage of this excellent marketing opportunity! PRO has worked hard to design a variety of packages that allow you to choose one that best suits your need and helps you to connect with your target audience. Choose from one of the listed packages or let us customize a sponsorship approach to best profile your company in front of our delegates.

We look forward to seeing you in Niagara Falls!

Healthy People

Vibrant Communities

Sustainable Environments

SPONSORSHIP OPPORTUNITIES

Sponsorship Levels for Every Budget

These are highlights of the profile afforded to your company through sponsorship at this event. For more specifics and additional details, please refer to the chart on the following page.

Title Sponsor \$15,000

Elevate your impact at the Forum by becoming the **Title Sponsor**. As the Title Sponsor, your company will receive recognition throughout the event. Prepare your remarks as you address the delegation in both the opening and closing ceremonies, and – as our guest – you and your colleagues can personally meet and network with our delegates at each and every event and special reception!

Diamond Sponsor \$10,000

As one of two **Diamond Sponsors**, you will have the opportunity to address the full delegation at your sponsored event. Share your message directly with future clients. We invite you and two colleagues to continue to share your passion for the recreation and parks sector as you connect with our group through the duration of the Forum.

Exclusive Sponsorship of one of the following:
Event Registration
Gala Banquet

Platinum Sponsor \$7,000

The **Platinum Sponsorship** offers you and a colleague the opportunity to make a lasting impression with your audience. When you present remarks at your sponsored event, delegates will see first-hand your commitment to the parks and recreation sector!

Exclusive Sponsorship of one of the following:
Keynote Address (4 available)

Gold Sponsor \$5,000

If you are looking for more personal interaction with the delegation, the **Gold Sponsorship** may be just for you. With product and materials on display at the sponsored event, you can circulate the room making personal contact and building relationships with decision makers and those who need and want your service.

Exclusive Sponsorship of the following:
Meeting of the Senior Leaders' Network Part 1
Meeting of the Senior Leaders' Network Part 2
Wednesday Luncheon
Trade Show Luncheon
Awards Ceremony

Silver Sponsor \$3,000

Participation as one of the **Silver Sponsors** offers your company high visibility with additional branding, marketing, and advertising opportunities throughout the Educational Forum. Take a step up from the traditional Trade Show exhibit strategy and move your company into the spotlight with this affordably-priced sponsorship package!

Exclusive Sponsorship of one of the following:
Breakfast (3 available)
PRO Annual General Meeting
Welcome Reception
Wednesday or Thursday Social Networking Event
Internet Café

Bronze Sponsor \$2,500

As a **Bronze Sponsor**, the event you select provides an intimate opportunity to meet a select group of delegates with whom you want to make specific and targeted contact. Your words of welcome to the group help set the stage for the casual networking that naturally happens in this kind of environment.

Exclusive Sponsorship of one of the following:
First Timers' or Awards Reception
HIGH FIVE® Reception
Senior Leaders' Network Breakfast
Trade Show Break

Friend \$1,500

The **Friend** level provides you with the opportunity to gain brief and valuable exposure to the entire delegation or to a specific and targeted group. Work the room to meet the people on your list of contacts and make connections for the future.

Exclusive Sponsorship of the following:
Break Sponsor (3 available)

Supporter \$1,000

There are endless opportunities for you to be a **Supporter** of the Forum. Be it sponsoring an individual workshop session or a table at the Gala Awards Banquet, you have the opportunity to increase visibility for your company and to align your brand with active and healthy individuals and communities.

Sponsorship of one of the following:
Individual Workshop Session (various throughout Forum)
Table Sponsor at the Gala Banquet

SPONSORSHIP OPPORTUNITIES & BENEFITS

Sponsorship Tier	Supporter	Friend	Bronze	Silver	Gold	Platinum	Diamond	Title
Contribution Level	\$1,000	\$1,500	\$2,500	\$3,000	\$5,000	\$7,000	\$10,000	\$15,000
Sponsorship Opportunities	Choose from exclusive event sponsorship opportunities listed on page 3							
Ad Space in promotional brochure*	Logo	Logo	Logo	1/4 Page	1/3 Page	1/2 Page	2/3 Page	Full Page
Recognition in onsite program	X	X	X	X	X	X	X	X
Logo on PRO Forum website	X	X	X	X	X	X	X	X
Link from Forum website to sponsor's website	X	X	X	X	X	X	X	X
Logo on onsite signage	X	X	X	X	X	X	X	X
Special introduction at sponsored event	X	X	X	X	X	X	X	X
Logo placement in PRO e-bulletin	X	X	X	X	X	X	X	X
Complimentary full or daily* registration(s)		1*	1*	2*	3*	2	3	4
Display of product/materials at sponsored event		X	X	X	X	X	X	X
Exclusive event signage		X	X	X	X	X	X	X
Delegate bag insert			X	X	X	X	X	X
Opportunity to address the delegates at the sponsored event			X	X	X	X	X	X
Product/material placement on delegate chair				X	X	X	X	X
Complimentary 8' x 10' exhibit space at Trade Show					1	1	1	2
Complimentary Trade Show area registrations					1	2	4	5
Additional table reserved for your company at the sponsored event					X	X	X	X
Logo placement on special event program					X	X	X	X
Invitation to special receptions					X	X	X	X
Priority Sponsorship/Trade Show space for 2013						3rd	2nd	1st
Seat(s) at the dignitaries' tables on the day of the sponsored event						1	2	3
Link on PRO homepage							X	X
Logo on delegate name tag								X

Additional Added-Value Items

*Sponsorship must be confirmed by November 30, 2011

INDIVIDUAL CONFERENCE MATERIAL SPONSORSHIP & ADDITIONAL OPPORTUNITIES

Forum Note Pads & Pens \$2,500

To help limit the environmental impact, delegates will receive a note pad and pen with your company's logo on it in their delegate bag. This is an exceptional opportunity for a corporate call to action or branding statement.

Forum Water Bottles \$2,000

Every time conference attendees fill their water bottles, both during and after the Educational Forum, they will think of you! To help reduce the use of disposable water bottles, the Forum water bottle, with your company's logo printed on one side of the bottle, will be distributed to all delegates.

Delegate Bags \$1,500

An indispensable Forum item, delegate bags will have your company's logo and the PRO logo printed on it. Given to each delegate, the bag contains all the printed material for the Forum.

Forum Name Badges \$1,500

Name badges represent an exclusive awareness opportunity for the duration of the Forum. The exclusive sponsor of the name badge is sure to experience an increase in awareness amongst all attendees.

Delegate Bag Insert \$300

Can't attend the Forum? Reach our delegates by inserting promotional material in the Forum delegate bags. This option is included, free of charge, for all Trade Show exhibitors and select sponsor packages (see above).

Why Sponsor?

- This exciting marketing opportunity will enable your company to:
- Benefit from exclusive market exposure to meet your sales objectives
 - Gain a competitive edge in the market place
 - Elevate the impact of your presence at the Trade Show with new and existing clients
 - Build corporate image
 - Be positioned as an industry leader
 - Display your company's commitment to Ontario's recreation, parks and health promotion industries

EXHIBITOR & TRADE SHOW OPPORTUNITIES

Meet your current and future customers...

The Forum offers you unparalleled opportunities to reach parks and recreation decision makers from across the country. It is also a chance for you and your company to make personal contact and to set the stage for sales. The Forum and Trade Show have been designed to maximize contact between our delegates and you, our exhibitors.

Trade Show Hours

Trade Show Set Up:

Thursday, March 29, 2011 8:00 am - 11:00 am

Trade Show Hours:

Thursday, March 29, 2011 11:30 pm - 2:00 pm
3:15 pm - 4:00 pm

Tear Down:

Thursday, March 29, 2011 4:00 pm - 5:30 pm

Thursday Networking Event:

Thursday, March 29, 2011 8:30 pm - 2:00 am

Trade Show Exhibitor Benefits

- 1) Two representatives are invited to join the delegates at the Trade Show events. Additional representatives may participate (additional cost)
- 2) Representatives are invited to attend the Keynote and program sessions on March 29 and the Thursday Networking Event
- 3) Recognition during the Trade Show Luncheon
- 4) Additional acknowledgment through door prize draws at the Trade Show
- 5) Listing and link on the Forum website
- 6) Promotional item insert in delegate bags

Accommodations...

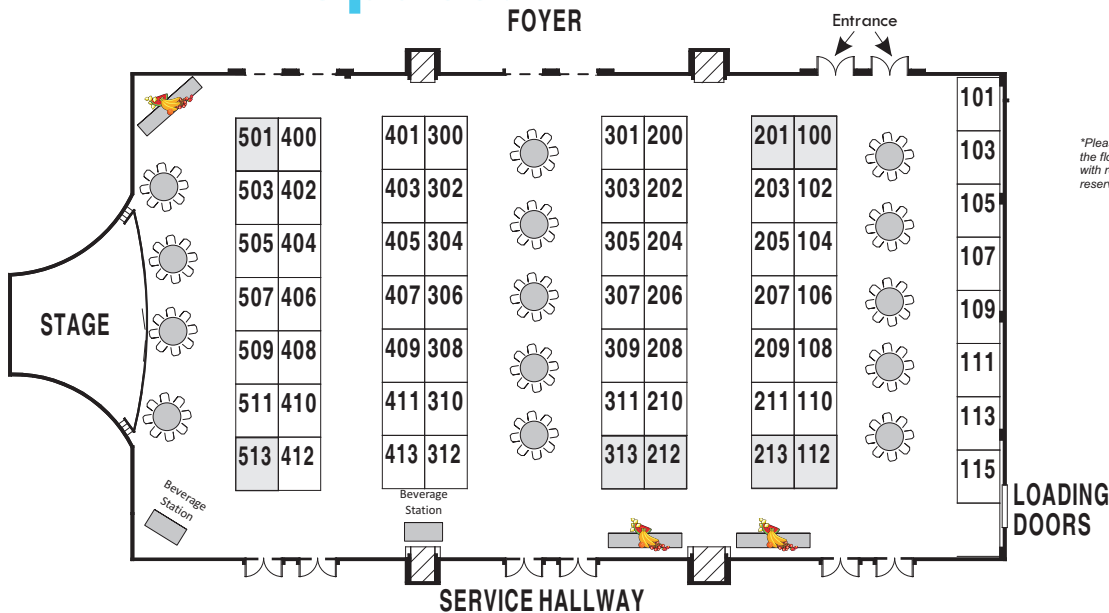
Book your room early to get a falls view and great deals (standard rooms are: Fallsview \$139; Cityview \$99). These rooms can be booked calling 1-888-229-9961

Location: Sheraton on the Falls, 5875 Falls Avenue Niagara Falls, ON L2G 3K7

Booth Information:

- Number of Booths:** 66
- Booth Dimension:** 8' deep x 10' wide
- Drape Colour:** Black
- Includes:** One 6' skirted table
Two Chairs
One Wastebasket

EXHIBIT Space:



*Please note that PRO reserves the right to alter the floor plan without notice and to reposition booths with reasonable notice and that shaded booths are reserved for sponsors.

LOADING SPECS:
ELEV. DIMENSIONS
8'WDx8'HG.x16'DP.
WEIGHT CAP: 8300 LBS

Want to register?...Visit page 8 and 9

PAST PRO FORUM SPONSORS & EXHIBITORS

Ontario Tire Stewardship



PAST EXHIBITING COMPANIES AND SUPPORTERS

ABC Recreation
 Aquam Aquatic Specialists Inc.
 C.A.A.W.S.
 Canadian Ramp Company
 Canadian Playground Safety Institute
 Canadian Red Cross
 Cannon Design
 Centaur Products Inc.
 Cimco Refrigeration
 City of Brampton
 Crozier Enterprises
 David A. Clark Consulting
 Dairy Farmers of Canada
 Doapark Canada Inc.
 eLearnology Inc.
 Environics Analytics
 FieldTurf
 F.J. Galloway and the IBI Group
 FlagHouse
 Forum Athletic Products Inc.
 Government of Ontario

Green Gym
 Haber Blain Insurance Brokers
 Heart & Stroke Foundation of Ontario
 Henderson Recreation Equipment Ltd.
 HIGH FIVE®
 Innova Disc Golf
 J Smarts
 Jambette Playground Equipment
 JF Group
 KidSport Ontario
 Laurentian Athletics Industries Ltd
 Les Sols Sportica Inc.
 Lettuce Make Thyme INC.
 MacLennan Jaunkalns Miller Architects
 Ministry of Health Promotion & Sport
 Motion Specialties
 Musco Sports Lighting Canada
 National Fitness Products of Canada
 Natural Fruit Canada Inc.
 New Line Skateparks
 OES Scoreboards

Ontario Tire Stewardship
 Open Air Productions Inc.
 Paris Equipment Manufacturing Ltd.
 Paul S. Leskew & Associates
 PBK Architects
 PlayPower Lt. Canada
 R.K. & Associates
 Recreation Playsystems
 Schoolhouse Products Inc.
 SDR Seating Inc.
 Sport Systems Canada Inc.
 Sportability International
 Sports Montreal
 (Karibou's World in Action)
 Sprung Instant Structures
 Taylors Recycled Plastic Products Inc.
 The Aussie X
 Toronto Star
 True Sport
 Volunteer²
 Wenger Corporation
 Westpoint Sports Flooring

TRADE SHOW & SPONSOR – TERMS & CONDITIONS

The 2012 Parks and Recreation Ontario (PRO) Educational Forum & Trade Show will be held in Niagara Falls, ON, from March 27 - 30, 2012. The Trade Show will be held on March 29, with set up on and tear down on March 29 as well.

LOCATION OF EXHIBITS

All exhibits will be located in the Great Rooms at the Sheraton on the Falls.

EXHIBIT BOOTHS AND TABLES

Booths are 8' x 10' and vary in location. Table spaces are 6'. Please see the enclosed floor plan for details. Booths will be provided with an 8' high black drapery background and 3' high black dividers. PRO will provide a 6' draped table, chair(s), and a wastepaper basket, if requested. Additional furnishings and equipment may be ordered at cost. Hours and dates for installing, showing and dismantling exhibits shall be those specified by management in setup instructions to be issued to each exhibitor. Exhibitors must adhere to the terms of their contract which state that no exhibit will obstruct the view of or hide the exhibits of adjacent booths.

ASSIGNMENT OF EXHIBIT SPACE

All assignments of space will be made as early as possible in accordance with the wishes and requirements of the exhibitor, although PRO reserves the right to determine all assignments and change location assignments at any time as it may, in its sole discretion, deem necessary. Booth assignments will be based on the time and date of receipt of application and full payment and on a first-come first-served basis.

LIABILITY AND INSURANCE

Neither PRO nor the Hotel will be financially obligated or otherwise committed in the event that the show is cancelled or deferred on account of strikes, fires, casualties, Acts of God or causes beyond its control. The exhibitor will assume the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitors displays, equipment, and other property brought upon the premises of the exhibition facility, and will indemnify and hold harmless: Parks and Recreation Ontario, Sheraton on the Falls and any authorized representative, agent or employee of the foregoing of any and all losses, damages and claims. Every precaution will be taken to safeguard the exhibitor's property, however Parks and Recreation Ontario cannot take responsibility for loss or damage to exhibits or exhibitors' personal belongings, however caused. Exhibitors are advised that the Trade Show is taking place on carpeted flooring. Parks and Recreation Ontario cannot take responsibility and remain harmless for any damages done to individuals by exhibitors products or services, however caused. Parks and Recreation Ontario cannot be held liable for any damage to goods and injury to persons.

SECURITY AND SAFETY

The Trade Show area will open one-half hour prior to the official opening time for registered exhibitors who display an exhibitor's badge. All persons entering the exhibit hall must register. Persons attending the Educational Forum will be given registration badges to permit admission to the Trade Show area.

LOADING AREA AND SET UP

All deliveries or unloading must come in through the Loading Dock and must check in with the appropriate hotel staff upon arrival. Exhibitors are responsible to provide all necessary manpower and carts when unloading and loading equipment.

OTHER REGULATIONS

Exhibitors shall not use the facilities in any manner that shall cause damage to the premises or equipment.

Exhibitors using electricity will provide their own power bars and/or extension cords. For electricity rates please see the registration page.

Exhibitors who are using interactive displays must produce evidence of \$5,000,000 general liability insurance and property damage insurance. The Trade Show exhibitors are responsible for the replacement and cost of insurance related to participation in the Trade Show. Exhibitors providing an interactive display must indicate it on the following page.

STORAGE & MATERIALS HANDLING

Exhibitors, that need to ship any displays to and from the Hotel, must contact the Hotel's Shipping and Receiving Department to ensure all Way bills and other documents are properly completed. We kindly ask that all displays be brought in the day of the Trade Show Set Up (March 29, 2012), as storage space is limited. If you require storage space prior to March 29, 2012, you may send your products/displays as early as March 27, 2012. All deliveries must be labeled, with the following information: PRO FORUM – *Company Name & Contact* C/O Sheraton On The Falls Hotel, 5875 Falls Avenue, Niagara Falls, ON L2E 6W7, 905-374-4445, Box(es) ____ of ____, CSM: Tim Laslo. Any exhibitors sending displays, etc. in advance, or having the Hotel store it after the Trade Show, will be charged \$25.00 per day plus applicable taxes. Deliveries must be made to the receiving/loading dock of the Hotel. The Hotel will not accept deliveries to the front door. Shipments received prior to March 27, 2012 will be subject to an additional shipping and receiving charge.

DELEGATE KIT INSERT

All exhibitors, and select sponsors, have the right to provide a "promotional insert" in the delegate bag. Inserts should be sent directly to the Hotel and must arrive by March 26, 2012 and not arrive prior to this date. If shipments arrive prior to this date a \$25 per item, per day holding fee will be charged. The following information must be clearly labelled on the package: 2012 PRO FORUM – Fotini Iriotakis Sheraton On The Falls Hotel, 5875 Falls Avenue, Niagara Falls, ON L2E 6W7 Box(es) ____ of ____.

REGISTRATION FORM

ORGANIZATION/COMPANY

Part A - for Sponsorship
Part B - for Trade Show Booth

Company: _____

Contact Name: _____

Address: _____

City: _____ Province: _____ Postal Code _____

Telephone: _____ Website: _____

Email: _____

Please note that any photos or videos taken during PRO-sanctioned events may be used by PRO for promotional use (ie. brochures, publications, web-based mediums). Participants are reminded of this condition of registration and we appreciate your consent of use.

PART A SPONSORSHIP *Please mark your selections*

Title Sponsor \$ 15,000

Diamond Sponsor \$ 10,000
Select one of the following:
 Event Registration Gala Banquet

Platinum Sponsor \$ 7,000
Select the following:
 Keynote Address (4 available)

Gold Sponsor \$ 5,000
Select the following:
 Meeting of the Senior Leaders' Network Part 1 or Part 2 Wednesday Luncheon Trade Show Luncheon Awards Ceremony

Silver Sponsor \$ 3,000
Select one of the following:
 Breakfast (3 available) PRO Annual General Meeting Welcome Reception
 Wednesday Networking Event Thursday Networking Event Internet Café

Bronze Sponsor \$ 2,500
Select one of the following:
 First Timers' Reception Senior Leaders' Network Breakfast HIGH FIVE® Reception Awards Reception Trade Show Break

Friend \$ 1,500
Select the following:
 Break (3 available)

Supporter \$ 1,000
Select one of the following:
 Table Sponsor at Gala Awards Banquet Individual Workshop Session

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Forum Note Pads & Pens \$ 2,500

Forum Water Bottles \$ 2,000

Delegate Bags \$ 1,500

Forum Name Badges \$ 1,500

Delegate Bag Insert (automatically included with Trade Show Booth registration and with Sponsorship packages of \$2500 or greater) \$ 300

TOTAL PART A \$ _____

PART B TRADE SHOW BOOTH ORDER

I would like to reserve a booth(s) at the Trade Show

- PRO Member** (at least one individual from your company must have a PRO membership) **\$699** x _____ (# of booths) = \$ _____
 Non Member **\$899** x _____ (# of booths) = \$ _____

Booth Location Preference 1st _____ 2nd _____ 3rd _____ 4th _____
Please complete all 4 booth preferences. Please note that shaded booths in the Exhibit Space are reserved for Sponsors.

Please try to locate our booth near (specify exhibitor name) _____

Please try to locate our booth away from (specify exhibitor name) _____

Included in your booth registration is one skirted table, two chairs, and one wastebasket.

Please confirm which of these items you will require at your booth. Table* # _____ Chair(s)* Wastebasket*
 (*note that these items require advanced booking and additional charges will apply if ordered on-site)

Exhibit Personnel Please notify PRO immediately of any exhibit personnel changes and If any of your exhibit personnel have any dietary or special needs.

1. _____ (Included) 2. _____ (Included)

Please indicate which items you will be providing during the Trade Show:

- Yes, I will bring a draw prize for the Trade Show - **Description of prize:** _____
 Yes, I will provide a delegate bag insert (included in Booth cost) – 400 copies of insert, required by March 26, 2012

ADDITIONAL OPTIONS:

- | | | |
|--|---|----------|
| Additional Exhibit Personnel:
<i>(exceeding two staff)</i> | <input type="checkbox"/> 1. _____ | \$100.00 |
| | <input type="checkbox"/> 2. _____ | \$100.00 |
| Electrical Outlets: | <input type="checkbox"/> 1500 watt, 120 volt duplex circuit | \$112.00 |
| Equipment: | <input type="checkbox"/> Additional Chair | \$10.00 |
| | <input type="checkbox"/> Additional Table | \$20.00 |

SUBTOTAL OF BOOTH & ADDITIONAL OPTIONS \$ _____

HST TOTAL (13% HST on Booth & Additional Options) \$ _____

TOTAL PART B \$ _____

TOTAL CONTRACT (total of Part A & Part B) \$ _____

FOR SPONSORS AND TRADE SHOW EXHIBITORS

We hereby make application for Trade Show booth space(s) and/or a Sponsorship package as indicated for use at the 2012 Parks and Recreation Ontario Educational Forum and Trade Show at the Sheraton on the Falls in Niagara Falls, ON. We agree to abide by the terms and conditions stated within this brochure. We are aware that booth space and sponsorship packages will be assigned in order of receipt of registration forms with full payment and that all fees paid are non-refundable, however, fees can be transferred to other sponsorship opportunities.

Authorized by _____ Signature _____ Date _____

PAYMENT OPTIONS

I am paying the amount of \$ _____ (FULL payment due with registration)

- Cheque - Please make all cheques payable to "Parks and Recreation Ontario"
 Visa MC Card # _____ Expiry ____/____

Cardholder Name: _____

Signature: _____

All fees paid are non-refundable; however, fees can be transferred to other sponsorship opportunities. Full payment is required to confirm sponsorship and trade show booth(s).

Please return completed form and full payment to:

Parks and Recreation Ontario
 1 Concorde Gate, Suite 302,
 Toronto, ON M3C 3N6

Tel: 416.426.7142

Fax: 416.426.7371

Email: forum@prontario.org

Web: www.prontario.org



**PRO
FORUM
2012**

MARCH 27 - MARCH 30 NIAGARA FALLS, ONTARIO

www.prontario.org

For more information contact:

Fotini Iriotakis
Trade Show and Exhibitors
Tel: 416.426.7313
Email: firiotakis@prontario.org

Nancy Messham
Sponsorship Opportunities
Tel: 416.426.7383
Email: nmessham@prontario.org


PARKS AND RECREATION ONTARIO

Parks and Recreation Ontario
1 Concorde Gate, Suite 302
Toronto, ON M3C 3N6