



2024 PRO EXPEDITION

SPONSORSHIP & TRADE SHOW OPPORTUNITIES



PARKS AND RECREATION ONTARIO

April 17-19, 2024

Blue Mountain Village

Conference Centre, Ontario

RAISE YOUR PROFILE AT CANADA'S LARGEST PARKS AND RECREATION EVENT

BUYING POWER

Parks and Recreation Ontario is proud to present the province's biggest event for parks, recreation, and aquatics professionals yet: the PRO Expedition. Set to take place from April 17-19, 2024, this will be Canada's largest networking, knowledge-sharing, and professional development event for the sector!

The 2024 PRO EX is a one-of-a-kind opportunity to raise brand awareness and conduct outreach in the sector. We are offering cross-event sponsorship, advertising, and exhibition opportunities, to enable broad-sector exposure.

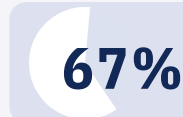
Connect with hundreds of influencers and decision-makers over three days and make an impact in the sector. This event offers dynamic, flexible, and affordable marketing options to increase your visibility. For almost twenty years, Parks and Recreation Ontario has been the voice of the sector. Your investment as a sponsor, exhibitor, or advertiser capitalizes on PRO's name recognition and our ability to reach your target audience. Get in touch with our team to find out how you can build a custom outreach package!



recreation
professionals in
attendance from
across Canada



of delegates have a
role in purchasing
process



of delegates are
high level
recreation
professionals



over half of
purchasers with
budgets of \$1m+
for capital projects

SPONSORSHIP BENEFITS



Brand Exposure

Your brand will be positioned as a change leader, allowing valuable connections to your target market. We work with you to give you direct access to relevant delegates, giving you a platform to build brand awareness and strategic relationships while getting your messaging out there.



Make an impact with decision makers and influencers

This is an opportunity to experience unparalleled access to provincial decision-makers and influencers. If you are exhibiting, our sponsorship packages will benefit you with prime positions in high traffic areas, establishing important business connections and accelerating connectivity with quality leads.



Gain a competitive edge

If you are considering sponsoring, then your competitors are too. Develop brand recognition by becoming a sponsor at Canada's premier parks and recreation conference. We have developed a dynamic agenda with ample networking opportunities and exhibition time.

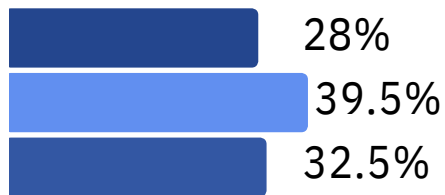


Tailor made packages

We adapt our sponsorship packages to meet your requirements and budget. Whether you intend to sign on as a keynote, title, trade show sponsor or host social events, we have opportunities at competitive prices to put you at the forefront of our delegates' experience.

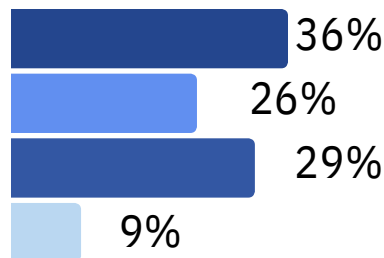
REACHING DECISION MAKERS AND INDUSTRY LEADERS

BY ORGANIZATION RANK



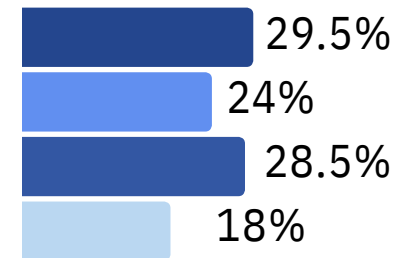
- Decision Makers
Senior Management, Elected Officials
- Middle Management
Managers, Supervisors
- End Users
Coordinators, Program Staff

BY PURCHASING ROLE



- Makes Final Purchasing Decisions
- Makes Final Recommendations
- Included in the Recommendation Process
- No Role

BY OPERATING BUDGET



- > \$2.5 million
- \$1 - 2.5 million
- \$500,000 - 1 million
- > \$500,000

SPONSORSHIP STREAMS

EXPOSURE

Exposure packages ensure that all eyes will be on your business. Select one of the packages below for maximum exposure leading up to, during, and after the 2024 PRO Expedition.

TITLE SPONSOR

This is the ultimate opportunity to place your company top of mind among PRO members and delegates. Through this extensive package, you will show your commitment to the parks and recreation sector and make valuable personal connections with Conference delegates.

KEYNOTE SPONSOR

Engage the audience for 20 minutes leading into one of the keynote addresses. Brand the room and leave a lasting impression by sponsoring these highly anticipated sessions.

*Current PRO members receive a 10% discount on exposure sponsorship packages

SPONSORSHIP TIERS

SPONSORSHIP TIER	BENEFITS
TITLE SPONSOR \$25,000	<ul style="list-style-type: none">• Name recognition in the event title• A 40-minute product experience session presentation• Receipt of event delegate contact information with consent• Logo placement in all event related member communications, reaching over 6,500 parks and recreation professionals• Logo placement on six posts across PRO's social media channels• Five top banner ads in PRO's biweekly NewsBrief• Complimentary PRO Corporate Membership• Listing on the PRO Exhibition webpage
KEYNOTE SPONSOR \$15,000	<ul style="list-style-type: none">• A 20-minute presentation before the keynote• Receipt of Conference delegate contact information with consent• Logo placements in three event-related member communications, reaching over 6,500 parks and recreation professionals• Three leaderboard ads in PRO's biweekly NewsBrief• Listing on the PRO Expedition webpage
PRODUCT SPONSOR \$10,000	<ul style="list-style-type: none">• We are going green! Sponsor our main delegate gift of the season- a reusable travel mug with YOUR logo printed on it• This gift will be given to all 500+ of our delegates

*HST will be added to all prices

KEY DATES

December 1, 2023 - Deadline to register as an exhibitor to be included in the program

CLICK HERE TO LEARN MORE ABOUT EXHIBITING

All inquiries and submissions can be directed to:

pro@prontario.org

SPONSORSHIP STREAMS

BRANDING

Gain visibility with branding opportunities that are sure to get you noticed. Additional branding opportunities are available upon request. Please contact PRO for further details.

TRADE SHOW SPONSOR

Sponsoring the Trade Show will maximize your brand's exposure in a space where delegates are searching for new ideas, programs, and developments. Stand out amongst the crowd and invite your clients to attend.
Cost: \$8,500

DELEGATE NECK LANYARD SPONSOR

Print your company logo on the lanyard of the delegate name badge worn by every delegate for maximum visibility.
Cost: \$6,000

CHARGING STATION & LOUNGE SPONSOR

Feature custom signage and distribute approved literature in all charging and delegate lounge spaces.
Cost: \$2,500

SPONSOR A STUDENT

Sponsor the future of recreation. Give the opportunity for students to attend the conference without a financial barrier.
Cost: Contact PRO

*HST will be added to all prices

*Current PRO members receive a 10% discount on networking sponsorship packages. Member discounts do not apply to branding packages.

NETWORKING

Position your brand as an industry leader and enhance the delegate experience through thoughtful sponsorship placements at one of our high-profile networking events.

SOCIAL SPONSOR

Display your logo and signage at one of the following social events. Mingle with attendees, make brief remarks, and introduce the event as host of one of these popular receptions: Welcome Reception, Trade Show Cocktail Reception, Wednesday Night Social, PRO Awards Presentation.
Cost: Starting at \$6,000

BREAKFAST SPONSOR

Welcome delegates to another day at the Conference and invite them to connect with you at one of three Conference breakfasts. This package includes a reserved table and a prominent display of your company's signage.
Cost: \$3,000

LUNCH SPONSOR

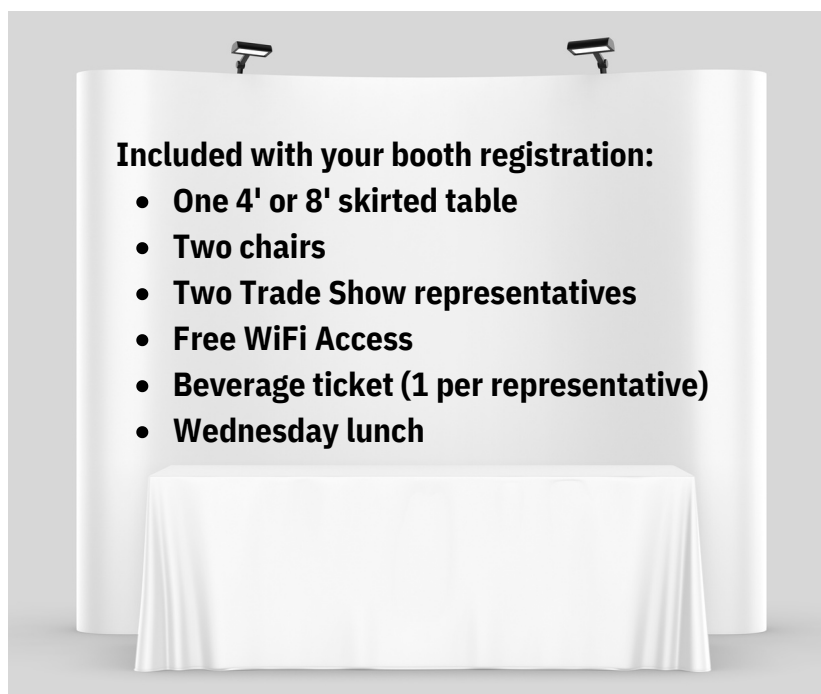
Network and connect directly with Conference delegates as they gather for lunch at one of the two Conference lunches. This package includes a reserved table and a prominent display of your company's signage throughout the dining room.
Cost: \$4,500

BREAK & REFRESHMENT SPONSOR

Sponsor a networking break and re-energize conference delegates with coffee, tea and snacks. Your company's logo and signage will be displayed in all break areas during your selected break period.
One break: \$1,500 | Additional break: \$1,350

TRADE SHOW OPPORTUNITIES

Becoming a trade show exhibitor allows you interact directly with PRO Ex delegates, along with PRO members at large. This is an excellent opportunity to meet current and future customers face-to-face and highlight what your products and services have to offer. The 2024 Trade Show is expected to draw over 500 delegates and PRO members from the parks, recreation, aquatics, and community sport sectors. Build your booth package from the menu below or contact us for specialized set ups.



ADD ON TO YOUR BOOTH:

- Electrical access (\$115-\$280 based on needs)
- Additional trade show representatives (\$125)
- Inclusion on the Trade Show BINGO card (\$250**)

*HST will be added to all prices

*Costs vary by booth location. Email us to view a map of the exhibit area.

** Each delegate will be given a Trade Show BINGO card and encouraged to engage with booths to receive a stamp. Delegates with the most stamps will be eligible for a prize draw. Exhibitors can participate by purchasing a square for \$250 to be featured on the card or offering a gift card or giveaway valued at \$50 or more.

**SAVE
SIGNIFICANTLY**

on booth fees as a
Corporate Member

Become a PRO corporate member to take advantage of our member discounts and join a network of over 6,500 industry leaders dedicated to advancing the parks, recreation and community sports sector across Ontario. Contact us to learn more about the benefits of corporate membership.

TRADE SHOW DETAILS

BOOTH COSTS

PRO Member

Standard Booth	\$800
Premium Booth	\$1,000

Non-Member

Standard Booth	\$1,200
Premium Booth	\$1,400

*HST will be added to all prices

—————→ Contact **pro@prontario.org** to develop a custom package that meets your objectives.

TRADE SHOW SCHEDULE

Tuesday April 16th

8:30 PM - 10:30 PM Welcome Networking Reception

Wednesday April 17th

8:00 AM - 10:30 AM Trade Show Set Up

11:15 AM - 1:00 PM Trade Show Luncheon

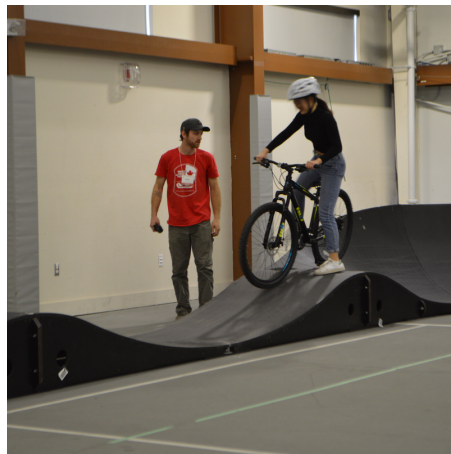
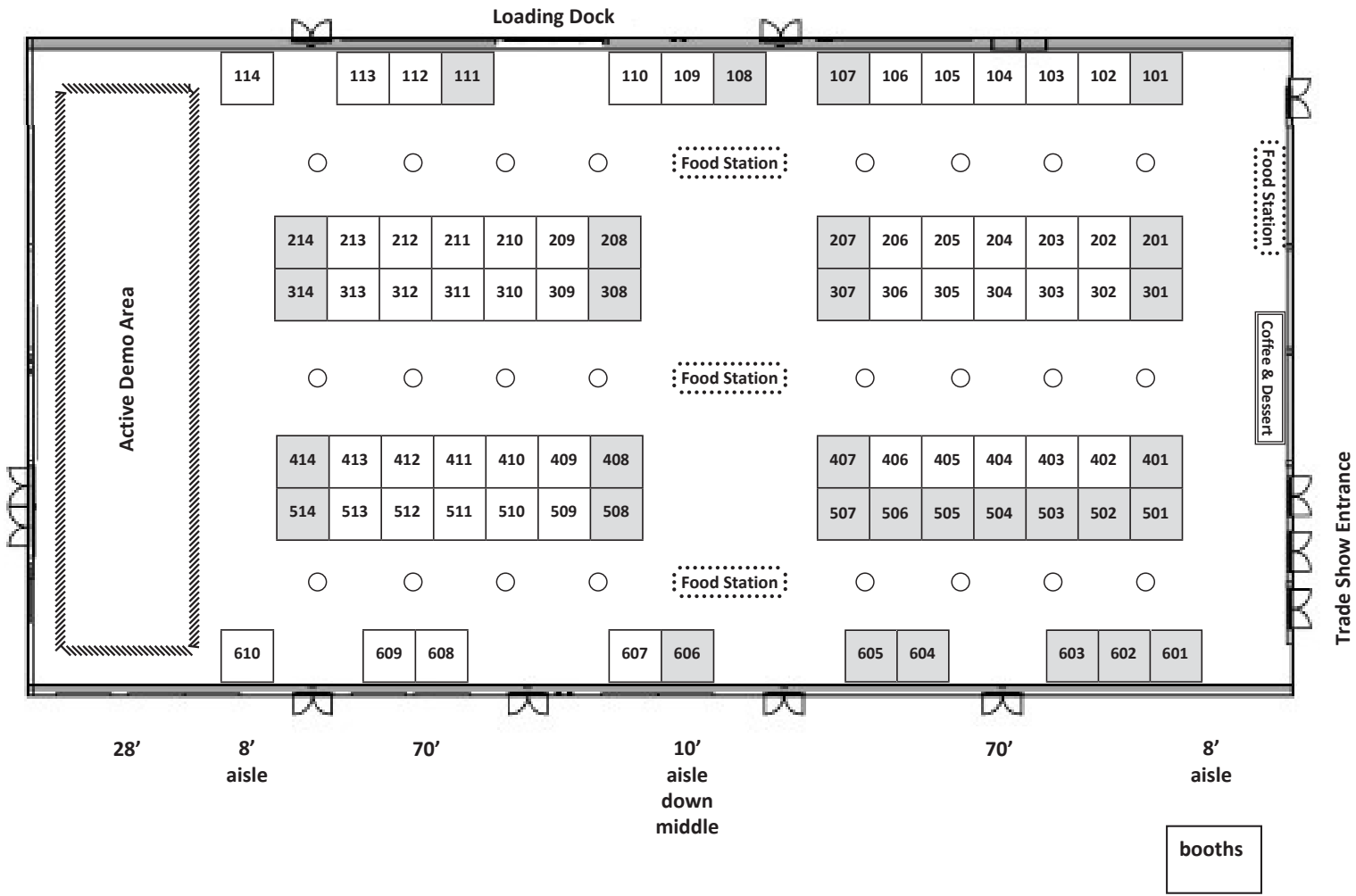
2:50 PM - 3:00 PM Trade Show Refreshment Break

4:00 PM - 5:30 PM Trade Show Cocktail Reception

5:30 PM - 7:00 PM Trade Show Tear Down



TRADE SHOW LAYOUT



ADVERTISING OPPORTUNITIES

Approximately \$1 billion is spent annually in the parks and recreation sector. Get your share of the market by advertising in the Conference Mobile App, Attendee Email Blast, or the biweekly NewsBrief.

Over 500 delegates are expected to attend the 2024 PRO Exhibition. All attendees will have access to the Conference Mobile App and Email Blast communications. NewsBrief advertisements will be distributed to our mailing list of over 6,000 parks and recreation professionals.

Pricing

Ad Type	Dimensions	Member	Non-Member
Conference Mobile App	600x 400px	\$600.00	\$750.00
Attendee Email Blast	600 x 400px	\$500.00	\$600.00

*HST will be added to all prices.

Advertising Material Key Dates

Advertising material and requests must be submitted via this form by February 1, 2024 in order to be included in the Conference Mobile App and Attendee Email Blast.

[CLICK HERE TO ORDER A 2024 PRO EX AD](#)



Interested in year-round advertising? Show off your brand in our bi-weekly newsletter publication, NewsBrief, sent out to our 6500 members across Ontario! [Head to our website](#) to learn more.



ESTABLISH YOURSELF IN THE RECREATION FIELD WITH PREMIUM MARKET SPACE.
LET'S TALK!

pro@prontario.org

www.prontario.org

1 Concorde Gate, Suite 302

Toronto, ON M3C 3N6