

PRO EX 2024 TRADE SHOW - FAQ

Q: Who attends the PRO Expedition Conference and Trade Show?

This year, the Annual PRO Aquatics Conference and PRO Educational Forum have merged into a single, dynamic event – the 2024 PRO Expedition & Trade Show.

The largest gathering of parks and recreation professionals in Canada, this event welcomes individuals from across the parks, recreation, and aquatics sectors to network, learn from industry experts, and find top vendors and service providers. PRO Expedition & Trade Show is attended by top directors, managers, elected officials, and thought leaders from Ontario's parks and recreation sector.

Q: What are the dates of the 2024 PRO Expedition? What day will the Trade Show be open?

PRO Expedition is scheduled to take place from **April 17-19, 2024**. The Trade Show will take place on **Wednesday April 17th**.

Q: What are the Trade Show hours? What are the set up and tear down hours?

The complete Trade Show schedule is included below. 2.5 hours has been allocated to Trade Show set up and 1.5 hours to Trade Show tear down.

Tuesday, April 16

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

Wednesday, April 17

8:00 AM – 10:30 AM Trade Show set up
11:00 AM – 5:00 PM Trade Show open hours
11:15 PM – 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

Q: How much does a Trade Show booth cost? What is included?

There are 2 types of Trade Show booths available:

- **Premium Booth** – Premium location with one to two open sides (\$1,400)
- **Standard Booth** – Standard location with one open side (\$1,200)

Each booth is 8 feet by 10 feet and includes: drapery on all closed sides, an 8-foot skirted table, 2 chairs (if needed), 2 trade show representatives (with lunch and beverage ticket provided), and complimentary Wi-Fi access.

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Q: Do PRO Corporate Members receive a discount on Trade Show costs?

Current PRO Corporate Members will receive a \$400 discount on booth costs. This discount applies only to the base booth prices and will not be applied to selected add-ons. Corporate Members will receive a unique discount code prior to registration. Simply enter the discount code prior to check out to receive the \$400 savings. Code must be used to receive the discount and cannot be applied after purchase. To become a Corporate Member today, please visit our [application page](#).

Q: How do I register for a Trade Show booth?

Booth registration is available on the [Trade Show event page](#). During registration you will be asked to select your booth type (Premium or Standard) and location, purchase booth add-ons, and register for Trade Show Bottle BINGO. Contact and dietary information for all Trade Show representatives will also be collected.

***NOTE: Booth selection is on a first come, first served basis.** Please come prepared with the following to complete your registration:

- ✓ **Preferred booth type(s) and location(s)** (see Trade Show Floor Plan at the end of the FAQ).
 - Identify your top choices, in the case that your preferred booth has already been chosen. If you don't see a booth listed as available for purchase, it means it has already been selected.
- ✓ **Names, emails, and dietary preferences for all trade show representatives** working in your booth. These individuals must consent to the [PRO Code of Ethics](#) and agree to a photo release.
- ✓ Credit card to complete payment.

Q: Can I purchase more than one booth?

Exhibitors can purchase a maximum of 2 booths.

Q: Can I bring more than two trade show representatives?

Trade Show registration includes the cost of 2 representatives. Additional representatives can be added at a cost of \$125 per person during the registration process. All registered representatives will receive lunch and a beverage ticket on the day of the Trade Show.

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Q: Do Trade Show booths include electrical access?

Trade Show booths do not include electrical access. Exhibitors wishing to have electrical access at their booth may order through the Exhibitors' Portal. A link to the Exhibitors' Portal will be sent to each vendor in the new year.

Q: What is Trade Show BINGO? How does it work?

NEW for this year! Prepare for an exciting twist! The 2024 delegate giveaway is a PRO water bottle. As a participating exhibitor, you can secure a spot on the bottle, showcasing your logo. Delegates will collect stickers from engaging booths, entering a prize draw upon completion. Elevate your booth experience with a BINGO bottle space, available only during registration for \$250. (Space is limited)

Q: How will the Trade Show be laid out? Do I get to select my booth?

A copy of the Trade Show layout is included at the end of this document, indicating which booths are considered premium and standard. You will have the opportunity to select your booth during registration. **NOTE: Booth selection is on a first come first served basis.** If you don't see a booth in the list of available options to purchase, it means that this booth has already been selected. Once all booths have been confirmed, a final version of the Trade Show map will be shared with exhibitors and Conference delegates.

Q: Is there a deadline to cancel my Trade Show registration?

All Trade Show registrations are final once payment has been received. Refunds, transfers or credits will not be issued to exhibitors unable to attend the Trade Show once registration is complete. If you have any questions about Trade Show opportunities, please contact us prior to registering and making a payment.

Q: What happens after I register?

In later January 2024 exhibitors will receive an email from PRO providing access to the Exhibitors' Portal. There will be a task list to complete, which will include (but is not limited to), uploading proof of insurance, logos, company information, links for media, etc. Electrical access can also be purchased through the portal.

Q: Who should I contact with further questions?

For questions about the PRO Trade Show, please contact Lora Woolner: pro@prontario.org

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TRADE SHOW FLOOR PLAN

