



PRO EXPEDITION & TRADE SHOW

APRIL 17-19, 2024 | BLUE MOUNTAIN RESORT

Why Should I Attend? Here are 4 good reasons:

Relevance - Choose from over 60 education sessions that address today's most critical issues for parks and recreation, in addition to pre-conference training and certification opportunities. Sessions are designed to ensure delegates can return to their organizations ready to implement new ideas.

Networking - Where else can you meet face to face with over 500 leaders and influencers who are equally passionate about parks and recreation and eager to share their expertise with you? Networking at the PRO Expedition is one of the most highly-rated experiences by delegates.

Innovation - Find new vendors and suppliers, and see the latest innovations in park and recreation facilities, equipment, programs and services. It's your chance to strike a great deal with a new vendor.

Recharge - PRO Expedition will leave you energized, with a new suite of ideas, tools and resources in your back pocket, ready to be implemented when you return to your organization.

Want to Attend? Here's How to Convince Your Boss

Especially in the current economy, we're all under pressure to maximize budgets and use our time wisely. Attending the PRO Expedition and Trade Show is an investment, both in yourself and in the future of your programs. Here are some tips for making a case to attend:

92% of past delegates indicated they will apply what they learned at the conference in their everyday work.

96% of conference attendees rated the conference content as strong or very strong.

98% of conference attendees indicated they were satisfied or very satisfied with the event.

- 1. Review the education sessions.** Review the program in advance and share a list of the educational sessions you plan to attend, explaining how they support your goals. Ask your supervisor to suggest sessions that might be of particular relevance to your organization.
- 2. Share your experience.** Offer to deliver a short presentation to your colleagues after the conference, to share what you learned and highlight opportunities that may be of interest to your organization.
- 3. List which vendors you will visit** at the Trade Show and how this will help your organization. Identify potential business opportunities that could develop from building connections.
- 4. Prepare a plan** that will show your supervisors who will cover for you and how your workload will be handled while you are attending the conference.



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Expense Worksheet

This worksheet will help you justify your expenses. Refer to the [registration](#) and [hotel](#) information and forms online or in the Conference brochure for details.

| Expense | Tips for Building the Case | Cost Estimate |
|---|--|---------------|
| Conference Registration Fee | Be aware of member discounts and early bird rates. If you aren't a PRO member, consider joining to save on your registration! | \$ |
| Extra fees (e.g. pre-conference sessions) | Most fees are covered in your registration, but if there is a pre-conference session, extra fees may apply. | \$ |
| Hotel | Be sure you book using the PRO code for the best rate. Calculate the number of nights x Room Rate <i>Note: consider shared accommodations to save \$</i> | \$ |
| Meals | Note which meals are included in your package, and which ones you will have to buy on your own. | \$ |
| Transportation | Use a mapping service to calculate travel distance and use your organization's mileage reimbursement. Or, include costs for flights, parking, rental car, taxi, etc. | \$ |
| Misc. reimbursable expenses | Check your organization's policy for other types of expenses you can claim (e.g. tips, internet fees, etc.) | \$ |
| Total | | \$ |

"It was a fantastic week of learning, networking, and reinvigorating my passion for Recreation. It is a fantastic opportunity to engage with like-minded individuals to share innovations, tips, or even laugh about how we often all face similar challenges within our roles. I can't wait for next year!"

– Past PRO Conference and Trade Show Delegate



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Sample Email to Supervisor/Manager

Dear <supervisor's name >,

I came across the [2024 PRO Expedition and Trade Show](#), taking place April 17-19, 2024 in Blue Mountain, ON. This is the largest annual gathering of parks, recreation and aquatics professionals in Canada, with more than 60 sessions, inspiring keynote speakers and a trade show of over 60 leading-edge vendors. I am seeking approval for the registration fee, travel expenses and necessary meal expenses to attend.

This is a great opportunity for me to learn from top industry leaders while growing professionally and to bring back innovative ideas and best practices to enhance our programs and services. In addition to the sessions, there will be many opportunities for me to meet and build relationships with parks and recreation industry experts from across the province.

I have identified several sessions that will allow me to gain knowledge and new skills that will help me develop and contribute to our operations:

< Insert a few session titles and descriptions and describe how they will contribute to your development and the enhancement of the programs and services in your organization. >

Following the conference, I would be happy to share my learnings, takeaways and recommendations inspired by the Conference with staff either in a presentation or report so that we can all benefit from this new knowledge.

The <early bird> <PRO Member> full conference registration fee is <\$xxxx>, and is only available from January 11-24, 2023. This price will increase **starting January 25**. Registration provides full access to all educational sessions, keynotes, networking events and the trade show. Here is an overview of the cost for my attendance:

| | |
|------------------|----------|
| Conference Fees: | <\$xxxx> |
| Hotel: | <\$xxxx> |
| Meals: | <\$xxxx> |
| Transportation: | <\$xxxx> |
| Misc Fees: | <\$xxxx> |
| Total: | <\$xxxx> |

I strongly believe that there is a high return on this investment for < our organization/name of organization >. The skills and knowledge I will acquire and the professional connections I will make will be valuable assets for our community.

Thank you for considering supporting my attendance at the 2024 PRO Expedition and Trade Show. If there is any further information you require, please do not hesitate to ask.

Sincerely, < your name here >