EDUCATIONAL FORUM & TRADE SHOW

CANADA'S LEADING PARKS & RECREATION CONFERENCE

March 24 - 27, 2020 | Blue Mountain Conference Centre

SPONSORSHIP, TRADE SHOW & ADVERTISING OPPORTUNITIES

Cover photo: Mattamy National Cycling Centre, Milton, Ontario; Excellence in Facility Design PRO Award Winner
As Canada’s largest annual forum for parks and recreation professionals, the PRO Forum brings together top directors, managers, elected officials, and thought leaders in the recreation sector to discuss and tackle pressing issues, collaborate on solutions, and define best practices.

With a wide range of sponsorship and advertising opportunities, the PRO Forum offers industry product, program, and service suppliers a flexible, effective, and affordable way to reach decision makers and increase brand awareness.

Parks and Recreation Ontario is well-respected in the sector as an organization that brings together decision makers and industry leaders, as well as a trusted brand that works towards building capacity. Your investment as a sponsor capitalizes on PRO’s name recognition and our ability to reach your target audience.

**WHY BECOME A PRO FORUM SPONSOR?**

**BUYING POWER**

- Parks & recreation professionals in attendance from across Canada
- 600+

- Of delegates have a role in purchasing process
- 92%

- Of delegates are high-level parks & recreation professionals
- 70%

- Over half of purchasers with budgets of $1m+ for capital projects
- 54%

**For Trade Show opportunities, see page 5.**
**For Advertising opportunities, see page 5.**

**BENEFITS OF SPONSORSHIP**

**Provincial and national brand exposure**
Position yourself as a leader in change and innovation. Gain immediate competitive advantage for your business – ensure your brand is known within the Parks and Recreation industry across Canada and Ontario, its largest province.

**Connect directly with sector decision makers**
Take advantage of networking opportunities with people in a position to make purchasing decisions. 70% of the delegation are Directors, Managers or Supervisors – valuable business connections.

**Gain a competitive edge**
If you are considering sponsoring, then your competitors are too. Ensure it’s your company standing out and being seen by over 600 Parks and Recreation professionals.

**Choose a package to suit your budget and goals**
Depending on your budget, PRO will work with you to create a sponsorship package unique to your company’s marketing goals and sales.
REACHING DECISION MAKERS & INDUSTRY LEADERS

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

By Purchasing Role
- Makes Final Purchasing Decisions: 35%
- Makes Final Recommendations: 26%
- Included in the Recommendation Process: 31%
- No Role: 8%

By Operating Budget
- < $2.5 million: 30%
- $1 - 2.5 million: 24%
- $500,000 - 1 million: 29%
- > $500,000: 17%

SPONSORSHIP STREAMS

EXPOSURE

TITLE SPONSOR
Be recognized as the prominent sponsor and have superior brand placement at the Forum.

GALA AWARDS BANQUET SPONSOR
Show your support while PRO showcases your company at this prestigious event.

SESSION SPONSOR
Introduce your company’s product, service or program directly to an interested audience.

KEYNOTE SPONSOR
Make remarks at one of the engaging and inspiring keynote presentations. Brand the room and leave a lasting impression by sponsoring one of the week’s most attended events.

PRODUCT EXPERIENCE SPONSOR
Showcase your product in an interactive session. Get in front of the delegation to share and show the virtues of your product or service directly.

SECTOR EDUCATION SPONSOR
Gain onsite exposure and attend as an event sponsor. Then, continue the dialogue with delegates by hosting a post-event webinar.

Exposure packages ensure that all eyes will be on your business. Additional unique exposure opportunities available.
SPONSORSHIP STREAMS

BRANDING*

Gain visibility with branding opportunities that are sure to get you noticed! Opportunities starting at $500.

TRADE SHOW SPONSOR
Maximize your brand's exposure in a space where delegates are searching for new ideas, programs, and innovative developments. Stand out amongst the 80+ exhibitors, and invite your clients to attend.

DELEGATE BAG SPONSOR
Have your company name and logo featured on the delegate bags. These take home bags will feature your logo will be seen onsite and live on well after the event.

DELEGATE NECK WALLET SPONSOR
The delegate Neck Wallet Sponsor is recognized by your company name and logo featured on the face of the neck wallet worn by all participants throughout the event.

DELEGATE GIFT SPONSOR
Send delegates off with a trendy branded product featuring your company’s logo.

MOBILE APP SPONSOR
The Mobile App Sponsor will see your logo and brand featured in the event app used by the delegation.

CHARGING STATION & LOUNGE SPONSOR
Feature your custom signage in these areas and display your company’s literature.

DELEGATE BAG INSERT
Can’t attend the event? Include a promotional item or material in the delegate bag.

NETWORKING*

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

SECTOR LEADERS’ NETWORKING SPONSOR
Sponsor a senior leader meeting/session, or host a leadership reception. Take the opportunity to meet those with decision making power in a casual reception atmosphere or engaging meeting.

SOCIAL SPONSOR
Include your logo and signage and act as the host at the Wednesday Night Social. Invite clients to attend and meet delegates for one-on-one conversations.

CONNECT & CELEBRATE SPONSOR
Receive maximum exposure as the exclusive sponsor at a selected reception. Brand the room and make a lasting impression while mingling with key decision makers. Choose from the Welcome, 1st Timers’, Awards Receptions or the PRO Annual General Meeting.

BREAKFAST SPONSOR
Sponsor one or all of the event breakfasts and connect directly with delegates. This includes a reserved table and branding the space.

RECHARGE BREAK SPONSOR
Sponsor a networking break and re-energize attendees with coffee, tea, and healthy snacks. Recognition includes your brand featured exclusively in all break areas.

* Additional unique exposure opportunities available.

Contact Mike Hood to develop a custom package that meets your objectives.
mhood@prontario.org | 416-426-7405
Put your ad in front of over 15,000 parks and recreation professionals in the Program Brochure. The Delegate Handbook is given to every delegate in attendance and will travel with them back to their community.

To purchase ad space, please contact Mike Hood: mhood@prontario.org | 416-426-7405

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<th>SIZE</th>
<th>PROGRAM BROCHURE</th>
<th>DELEGATE HANDBOOK*</th>
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* Black and white advertisement for Delegate Handbook

TRADE SHOW OPPORTUNITIES

Become a trade show exhibitor to get immediate access to the PRO Aquatics Conference delegates.

Register for your booth today here: http://bit.ly/2020PROForumTSRegistration

Contact: Mike Hood
mhood@prontario.org
416-426-7405

Full Trade Show details on page 6.
Contact Mike Hood to develop a custom package that meets your objectives.

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TRADE SHOW DETAILS

TUESDAY, MARCH 24, 2020

*Welcome Networking Reception (Not in the Trade Show area)
8:15 PM - 10:30 PM

WEDNESDAY, MARCH 25, 2020

TRADE SHOW SET UP
8:00 AM - 11:00 AM

TRADE SHOW HOURS

Trade Show Luncheon
11:30 AM - 1:30 PM

Trade Show Refreshment Break
2:45 PM - 3:15 PM

Trade Show Cocktail Reception
4:30 PM - 6 PM

Trade Show Tear Down
6:00 PM - 8:00 PM

*Exhibitor & Delegate Networking Social (Not in the Trade Show area)
9 PM - MIDNIGHT

*Special invitation to Exhibitors.

BOOTH COSTS

PRO CORPORATE MEMBER

10' Booth
$949.00

20' Booth
$1,898.00

PRO INDIVIDUAL MEMBER

10' Booth
$1,149.00

20' Booth
$2,298.00

NON-MEMBER *

10' Booth
$1,349.00

20' Booth
$2,698.00

*Become a PRO Corporate Member and pay only $300 for your corporate membership. Benefits include an annual listing of Ontario Municipal Parks and Recreation departments.

*Special invitation to Exhibitors.
PRO’S SUPPORT FOR EMERGING LEADERS

CORK PULL

The "Cork Pull", which takes place during the Trade Show, is hosted by PROSeeds Ontario, in partnership with Parks and Recreation Ontario. PROSeeds is a registered provincial charity that supports initiatives to enhance opportunities for Ontarians to participate in recreation, sport, parks and other leisure activities. Funds raised through this event cover the costs for the student winner of the Bob Secord Student Leadership Award.

When registering, you can donate $20, $50 or $75 to the Cork Pull. PRO will purchase a bottle(s) totalling this amount to be used at the event. You can also indicate if you will be bringing your own bottle. Onsite you will receive the appropriate recognition. A charitable receipt will be issued for your donations with receipt.
Join a network of over 6,500 industry leaders and become a part of a powerful, collective voice for the future of parks and recreation in Ontario.

Discover more benefits:
Mike Hood
416-426-7405
mhood@prontario.org

ARE YOU A CORPORATE PRO MEMBER?
Benefits include access to an annual municipal listing.

SAVE 30% on your Trade Show booth as a Corporate Member

FUTURE OPPORTUNITIES

AQUATICS CONFERENCE & TRADE SHOW 2020
Fall 2020

200+ PASSIONATE DELEGATES
40+ LEARNING SESSIONS
35+ TRADE SHOW EXHIBITORS