



Exhibitor Information Packet

2022 Convention and Trade Show

Hyatt Regency St. Louis at the Arch
St. Louis, MO | March 6-9, 2022

Register at www.publiclandsalliance.org/pla2022

What is the Public Lands Alliance Trade Show?

The Public Lands Alliance Trade Show is the best place to sell, promote and market your products and services to buyers from nonprofit organizations supporting national parks, forests, refuges and other public land sites across America.



More than 120 companies exhibit annually !

View a list of the 2020 exhibitors [here](#). Once exhibitor registration opens, a real-time report of 2022 exhibitors will also be posted on the convention website.



Reasons to Exhibit

Market and sell your organization, product and services at the premier annual gathering of the public lands partnership community.

Meet buyers, influencers and decision-makers that purchase for nonprofit retail stores, educational programs and philanthropic initiatives supporting more than 600 public land sites across the US.

Generate new leads through convention marketing materials, on-site program, online exhibitor directory, face-to-face interactions, show specials and a variety of networking opportunities.

Learn and engage with attendees through convention sessions and an exhibitor-buyer roundtable.

Register at www.publiclandsalliance.org/pla2022

Who Attends the Trade Show?

Participants are **buyers, decision makers and influencers** that use this event to shop and learn about products and services to educate, promote and enhance the visitor experience on public lands.



What are Buyers Looking For?

Site-specific educational and theme-related products and services that enhance the visitor experience.

Donor and volunteer recognition products and services that acknowledge fundraising and stewardship support from individuals, businesses and corporate partners.

Innovative technologies that enhance learning and outreach efforts on public lands.

Nonprofit management solutions that provide operational efficiencies in areas such as database management, insurances, communications, POS systems and fundraising platforms.

Made in the USA, eco-friendly and customized items that add to a diverse product mix for visitors to shop on public lands.

Come meet with and learn about the nonprofit organizations supporting America's public lands.

The trade show takes place during a period when buyers are preparing to fill their stores and plan events for their busy spring and summer seasons.

Exhibitors are encouraged to fully participate in the convention by joining public lands peers in sessions and networking events!

How Can You Increase Your Exposure?

Become a Convention and Trade Show Sponsor

Elevate your brand's awareness and promote your marketing and outreach goals as an event sponsor. A variety of opportunities are available to fit your needs and budget. To learn more, contact Jocelyn Boss, Development Manager, at Jocelyn@publiclandsalliance.org.

Support PLA as a Corporate Partner

As a PLA Corporate Partner, you gain valuable access to the nonprofit public lands community year-round. As a Trailblazer, Explorer or Steward, your participation entitles you to receive benefits including: **early trade show registration access, booth discounts and more!** [Learn more here.](#)



Provide Samples

Buyers like samples to share with their review team. Depending on your product, you may distribute samples at your booth or mail them to buyers after the show. If you'd like to have a sample/gift item from your company included in attendee tote bags, please see convention sponsorship opportunities.

Offer Show Specials

Encourage purchases by advertising show specials as soon as possible so that buyers may begin preparing orders prior to arriving onsite. Most buyers need to review new items with a team of decision makers and appreciate show specials with 60 day extensions. Show specials may be added to your registration record.



Create Interactive Opportunities at Your Booth

Draw people to your booth with an announcement of a door prize, contest or interactive opportunity at your booth. You may add this information to your registration record.

Trade Show General Information



St. Louis, MO

All convention and trade show events, except for the Opening Reception, will take place at the Hyatt Regency St. Louis at the Arch.

Hyatt Regency St. Louis at the Arch

315 Chestnut Street
St. Louis, MO 63102

Room Rate: \$175/night + taxes & fees

Online Reservations: [Click here](#)

Reserve Your Room and Save *Exhibit staff receive discounts!*

If organization registers more than one exhibit staff, \$250 registration fee is waived with a confirmation number from hotel group room block (maximum number of exhibit staff vary by exhibit size). Exhibitors also receive discounts on Opening Reception ticket if staying in the hotel room block.

Partial Schedule of Events

Schedule subject to change, check the [website](#) for updates and details.

Sunday, March 6

- Opening Reception
6:30 – 8:30 pm
(ticketed event)

Monday, March 7

- Convention Sessions
8:00 am – 6:00 pm
- Exhibitor Meeting / Q&A
Time TBD
- Exhibitor Set-Up
2:00 – 8:00 pm
(Decorator scheduled until 7pm)
- PLA Happy Hour
5:30 – 10:00 pm

Tuesday, March 8

- Exhibitor Set-Up
7:00 – 8:30 am

Tuesday, March 8 (Cont.)

- Convention Sessions
8:00 am – 5:15 pm
- Trade Show Open*
9:00 am – 6:30 pm
- Public Lands Partnership Mixer in Exhibit Hall*
5:15 pm–6:30 pm

Wednesday, March 9

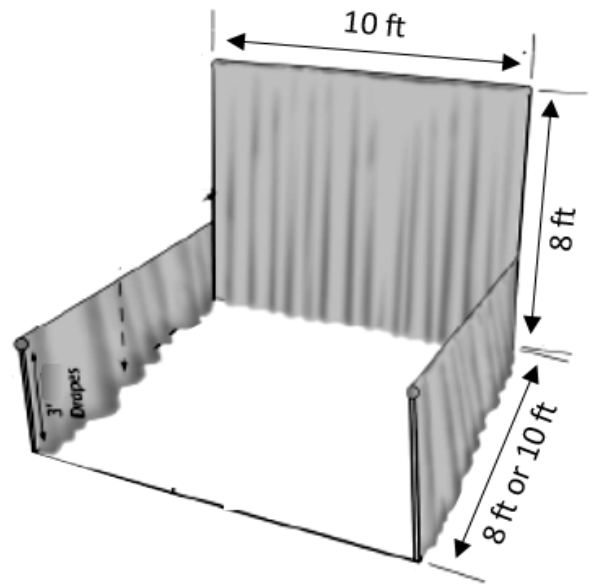
- Convention Sessions
8:00 am – 4:15 pm
- Trade Show Open*
9:00 am – 3:00 pm
- Exhibitor Tear Down
3:00 – 6:00 pm

**Beverage breaks and mixer will take place in/ near the trade show exhibit hall.*

Exhibit Registration

Exhibitor Registration Package

- Exhibits vary in size and specifications are provided on online interactive floorplan.
- Booths will have a 8ft back wall and 3ft side rail pipe and drape (unless multiple or corner booths are purchased).
- Package includes one booth identification sign and wastebasket (a skirted table and 2 chairs may be purchased for \$35 as a package from the show decorator).
- Exhibit hall and foyer are carpeted.
- First exhibitor staff registration is included in booth price. Additional exhibitor staff registrations are \$250 each or complimentary if that exhibitor is staying in the PLA room block at the host hotel.
- Maximum number of exhibitor staff allowed for each booth varies based on booth size.
- View the online interactive floorplan for detailed exhibit size specifications, pricing and maximum number of exhibitor staff per exhibit space.
- View the PLA 2022 Trade Show Exhibitor Contract and Exhibit Services Kit for more details about booth, furnishings, drayage and set up.



Promotion and Advertising

- Company listing, product/service description, show specials and web links will appear on the PLA website and in convention materials and directory
- Use of the 2022 PLA exhibitor logo to promote your affiliation with the PLA Trade Show
- Opportunity to provide samples, giveaways and door prizes at your booth

Learning and Networking

- Exhibitor badge provides entrance to trade show and most convention sessions
- Buyer and Exhibitor Forum on Monday, March 7
- Exhibitor Meeting on Monday, March 7
- Optional events like the Opening Reception
- Activities held in and near the exhibit hall include beverage breaks and Tuesday evening mixer
- Enjoy added networking time with the PLA community by staying at the convention and trade show host hotel.

Trade Show Registration and Discounts

Booths range in price from \$1,600—\$4,900 based on size and location. Online interactive floorplan provides detailed exhibit specifications and pricing. To register for multiple booths, you will need to register for each space separately.

Become a 2022 Convention Sponsor at the \$7,500+ Level and Receive Premier Access to Booth Selection Prior to Trailblazers!				
Registration	Trailblazers	Explorers	Stewards	General Public
EARLY Registration Opens	Oct. 5, 2021 at 12 pm EDT	Oct. 12, 2021 at 12 pm EDT	Oct. 19, 2021 at 12 pm EDT	Oct. 26, 2019 at 12 pm EDT
Corporate Partner Discounts*	\$300 discount per booth	\$200 discount per booth	\$100 discount per booth	N/A
Additional Exhibitor Staff **	\$250 per person / complimentary for exhibitors staying at PLA host hotel. <i>Number of additional exhibitor staff varies based on size of booth. Details provided on floorplan.</i>			
Opening Reception Ticket (Sunday; 6:30 — 8:30 pm)	\$50 (or \$25 if staying at the host hotel**)			

* **Corporate Partner Discounts:** 2022 Corporate Partners receive benefits, including early registration access, booth discounts and the best booth locations! As a Corporate Partner you are helping advance PLA's mission and work on behalf of the public lands community. [Learn more here.](#)

Corporate Partner program registration must be completed and paid prior to your trade show registration in order to receive access to respective corporate partner discounts and benefits. Once your Corporate Partner payment is received, you will receive a discount code via email to use when you register for the 2022 PLA Convention and Trade Show.

** **Hotel Discounts:** Room reservations in the PLA room block must be made prior to exhibitor staff registration to qualify for discounts, as the hotel reservation confirmation number must be provided at time of online registration.

Registration Instructions

4 Easy Steps to Register

1. Review Materials

Prepare by reviewing the Exhibitor Information packet, contract and floorplan available on the [PLA convention and trade show website](https://www.publiclandsalliance.org/pla2022/exhibitors).

2. Gather Applicable Discount Codes

- You will need your Corporate Partner code to access early registration and booth discounts.
- You will need your PLA Group Room Block Confirmation number from the Hyatt Regency St. Louis at the Arch to receive exhibitor staff discounts.

3. Register Online Using a PC or MAC at publiclandsalliance.org/pla2022/exhibitors

(online form is not mobile responsive)

It takes about 10-15 minutes to register. If you fail to complete the registration process within 30 minutes your session will terminate and the booth will be released back for sale.

To confirm your booth space, you will need to provide:

- Main contact information, company name, address and phone number
- All exhibitors are required to agree to the terms and conditions set forth in the 2022 Trade Show Contract.
- You must pay by credit card or send a check made payable to “PLA” within 10 business days of registering to:

Public Lands Alliance-Trade Show
1835 7th St. NW #242
Washington, DC 20001

Main contact may login back into booth record at a later time to update description, specials, staffing and other details.



COVID-19 Policy and Protocols

In addition to signing a waiver of liability, all PLA 2022 participants will be required to provide either proof of being fully vaccinated against COVID-19 or a negative COVID-19 test from no more than 72 hours prior to arrival onsite. [Click here](#) for more details about this policy.

Piracy—Don't be misled!

Please be cautious of third party hotel or convention directory solicitations you may receive by phone or email suggesting an affiliation to the 2022 Public Lands Alliance Convention and Trade Show.

Show Decorator

Paramount Convention Services is the decorator for the 2022 Trade Show. The online PLA 2022 Exhibitor Kit and shipping information will be posted to the [convention website](#) in November.

Email Confirmation

The main contact identified when registering will receive an email confirmation from tradeshow@publiclandsallainace.org.

Badges / Registration Materials

Badges and registration materials may be picked up onsite at the PLA registration desk at the Hyatt beginning Sunday, March 6, 2022.

Questions?

For assistance with registration and trade show logistics, contact PLA Trade Show Coordinator, Amy Norris, at tradeshow@publiclandsalliance.org.

Register at www.publiclandsalliance.org/pla2022