PUBLIC LANDS ALLIANCE

Annual Convention & Trade Show

Bellevue, WA • February 7 - 11, 2027

Exhibitor Information Packet

www.publiclandsalliance.org/pla2027

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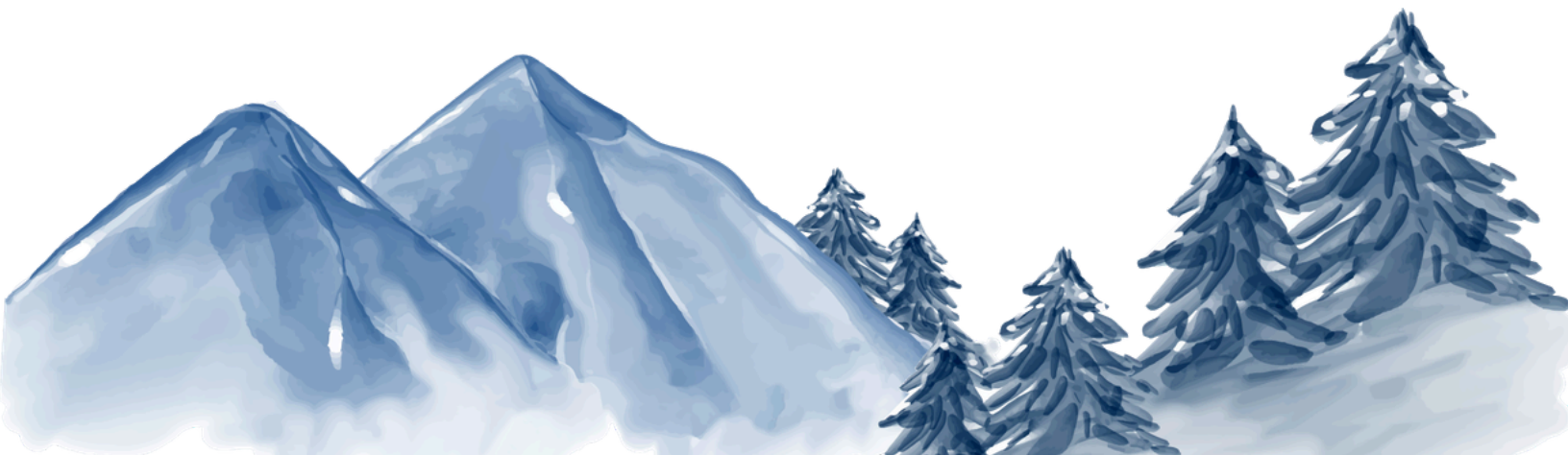


Your Buyers Are Coming to Bellevue. Will They See You?

The Public Lands Alliance Convention & Trade Show is where the nonprofit public lands partnership community comes together to connect, learn, discover new solutions, and do business. If your organization provides products or services that help public lands organizations educate visitors, enhance the visitor experience, operate more effectively, raise funds, or support their mission, the PLA Trade Show is an opportunity to put your organization directly in front of the people looking for what you offer.

Why Exhibit at PLA 2027?

· Meet buyers, decision-makers, and influencers from nonprofit organizations and public land sites across the country.

· Demonstrate your products and services, answer questions, gather feedback, and make connections face-to-face.

· The Trade Show provides an efficient opportunity to strengthen existing relationships while introducing your organization to new prospects.

· Your participation doesn't have to stop at the booth. Attend educational sessions, networking events, and other convention activities to build relationships throughout the week.

Who You'll Meet

The PLA Trade Show attracts buyers, decision-makers, and influencers from nonprofit organizations and public land sites.
They attend to:
· Discover new products and services.
· Evaluate potential vendors and partners.
· Find solutions to operational and visitor-experience challenges.
· Plan for upcoming visitor seasons.
· Identify educational and interpretive resources.
· Find fundraising, donor-recognition, and stewardship solutions.
· Discover technology that improves learning, outreach, and engagement.
· Learn and collaborate with vendors, counterparts and the public lands community.
· Connect with organizations that understand the unique needs of public lands.

The Trade Show is strategically timed when many buyers are planning programs, preparing purchasing orders, and selecting products for the upcoming spring and summer seasons, the busiest time of year for many public lands sites. In addition, buyers are also looking for vendors to help them develop and customize new products for the following year.

What are Buyers Looking For?

Exhibitors can expect interest in a wide range of products and services, including:
· Site-specific, educational, interpretive, and theme-related products.
· Products and services that enhance the visitor experience.
· Donor and volunteer recognition products and services.
· Fundraising and stewardship solutions.
· Technology that enhances learning and outreach.
· Nonprofit management and operational solutions.
· Database management, communications, insurance, POS systems, and fundraising platforms.
· Made-in-the-USA, eco-friendly, and customized products.
· New ideas, products, and solutions that help public lands organizations better serve their visitors and communities.

Exhibitors can promote their brand by:

· Having your company and product/services listed on the PLA website, online exhibitor directory and convention materials.
· Provide and promote show specials, giveaways and activities.
· Use of the PLA 2027 exhibitor logo.
· Samples, giveaways, and door prizes at your booth.
· Registering Exhibitor Representatives to participate onsite.

Exhibitor Representatives May Connect Beyond the Booth

Exhibitor Representatives may access:
· Educational sessions.
· Exhibitor networking activities.
· Tuesday Trade Show Mixer.
· PLA's 50th Birthday Party.
· PLA 2027 convention app
· Other convention activities and events.

The more you participate, the more opportunities you have to connect with the PLA community.

PLA 2027 Hotel Information

Book in the PLA Room Block

The PLA 2027 Hotel and Convention site will be:

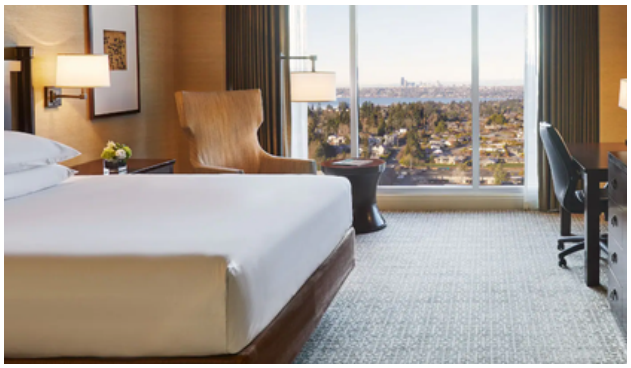
Hyatt Regency Bellevue on Seattle's Eastside

900 Bellevue Way NE
Bellevue, WA
98004

Please book your hotel room using the official PLA 2027 hotel reservation link to ensure that your reservation is made within the PLA group room block and that you receive the special PLA 2027 group rate.

PLA is not affiliated with any third-party housing companies or travel agencies. To protect your reservation and ensure that it is credited to the PLA room block, please do not make your reservation through an unaffiliated housing company or travel agency.

If you encounter any difficulties making your reservation, please contact the Hyatt Regency Bellevue directly for assistance. You may also contact the PLA team at Keynola@publiclandsalliance.org.





EXHIBITOR HOTEL REGISTRATION (updated this year)

As a nonprofit, PLA works to keep convention costs and fees as reasonable as possible. Because PLA's contractual commitments with the host hotel are based on room usage, the Trade Show exhibit hall represents the largest share of PLA's convention costs. Meeting that room commitment helps offset those costs and keeps the Convention and Trade Show strong. For this reason, Exhibitor Representative Registration is $250 per person, waived for those who stay within the official PLA Group Hotel Room Block* at the Hyatt Regency Bellevue and provide their hotel confirmation number at registration. Representatives staying outside the block will be responsible for the $250 fee — so please book your hotel before registering your Exhibitor Representatives. Your participation supports PLA's mission on behalf of the public lands' partnership community.

Booth Package

A trade show booth package is more than exhibit space. Your organization has a place to showcase your products and services, connect with buyers, and promote your organization before and during the convention.

Your booth package does not include registration for Exhibitor Representatives; they must register individually at a cost of $250 per person. This registration fee will be waived for representatives who stay within the official PLA group hotel room block. See Trade Show Contract for more details.

Exhibit Space & Booth Equipment

· Selected Exhibit Space
· 8' back and 8' side rail pipe and drape for standard booths (see floorplan for all options).
· Booth identification sign
· Skirted 6' table, 2 chairs, and a waste can.

Exhibitor Representatives

The number of exhibitor representatives that may be registered is based on the booth size purchased:

- 10' x 10', 10' x 12', and 8' x 17' booths: Up to 3 exhibitor representatives
- 8' x 10' and 4' x 10' booths: Up to 2 exhibitor representatives

Each exhibitor representative must register individually. Registration is $250 per person, with the fee waived for representatives who stay within the official PLA group hotel room block and provide their hotel confirmation number at the time of registration.

Exhibitor Booth Options & Pricing

Booth prices range from $2,100 - $3,225, depending on booth size and location on the Trade Show floor.

View the trade show floor plan for booth sizes, locations, and pricing.



Exhibitor Registration

Become a Convention Sponsor or Corporate Partner for Perks!

Booth selection happens in stages, with Premier Convention Sponsors and Corporate Partners getting access ahead of the general public.

- Premier Convention Sponsors ($10,000+) are the first to access booth selection, ahead of Corporate Partners and other exhibitors. They can reserve booth(s) as soon as the agreement is ratified.
- Corporate Partners have early registration access and booth discounts along with other year around benefits. Learn more here. Complete and pay for Corporate Partner registration before trade show registration to receive your discount code. PLA anticipates that the Trade Show will sell out quickly, so signing up for a corporate partnership can help you reserve your preferred booth. Becoming a Corporate Partner does not guarantee an exhibit booth. Booth locations are available on a first-registered basis within each registration period.
- Contact Keynola Russell to learn more about Convention Sponsorships and the Corporate Partner program.

	Trailblazers	Explorers	Stewards	General Public
Registration opens at 12 pm ET.	Oct 6th, 2026	Oct 13th, 2026	Oct 20th, 2026	Oct 27th, 2026
Corporate Partner Discounts*	$400 discount per booth.	$200 discount per booth	$100 discount per booth	N/A
Booth Prices	Booth prices range from $2,100 - $3,225 based on the size and location on the trade show floor. View the floor plan for booth pricing. To register for multiple booths, you will need to register for each space separately.			
Exhibitor Representative(s)	Booth purchases do not include exhibitor registration. Exhibitor representative registration is $250 per person. The fee is waived for representatives who are staying within the official PLA group hotel room block.* The maximum number of exhibitor representatives is based on booth size: · 10' x 10', 10' x 12', and 8' x 17' booths: Up to 3 exhibitor representatives · 8' x 10' and 4' x 10' booths: Up to 2 exhibitor representatives. All exhibitor representatives must complete individual registration, regardless of whether the registration fee is waived.			
Opening Reception Ticket	$85/person ($45/person if staying in designated PLA hotel room block)			
Optional Field Trips	Public land field trips are being planned for February 7th and February 11th. More details coming soon!			

*Room reservations in the PLA room block must be made **prior** to exhibitor staff registration to waive the registration fee. **The hotel reservation confirmation number must be provided at time of online registration.**

Registration Instructions

3 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.

2. Gather Your Information

·Corporate Partner discount code, if applicable. (This will be sent the day before registration opens)
·PLA hotel confirmation number to receive the Exhibitor Representative registration fee waiver.
·Payment information.
·Preferred booth location and backup choices.

3. Register Online Using a PC or MAC at https://www.publiclandsalliance.org/pla2027/exhibit/boothprices

The 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.

Only enter the required fields to expedite your registration.

To confirm your booth space, you will need to pay by credit card. Those paying by check must provide payment within 10 business days. Checks are to be made out to Public Lands Alliance and mailed to:

Public Lands Alliance - Trade Show
2347 Oregon Pike; Suite 107, Box 240
Lancaster, PA 17601-4674
(NEW ADDRESS)

Once the registration is received, the main contact will be sent a confirmation email with instructions on how to access your booth record to update product description, specials, staffing and other details.

Fraud—Do Not 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 2027 Public Lands Alliance Convention and Trade Show. PLA does not sell participant or member lists. All guestroom reservations should be made by using the hotel room block reservation link.

Show Decorator

Viper Tradeshow Services is the decorator for the 2027 Trade Show. The online PLA 2027 Exhibitor Kit and shipping information will be posted to the convention website in October 2026. It will also be emailed to the main contact for each exhibiting organization.

Email Confirmation

An email confirmation will be sent from tradeshow@publiclandsalliance.org to the main contact once your registration has been submitted. This may be forwarded to individuals to register as Exhibitor Representatives.

Badges / Registration Materials

Badges and registration materials may be picked up onsite at the Hyatt Regency Bellevue on Seattle's Eastside at the PLA Registration Desk.

Questions?

For assistance with trade show logistics, contact tradeshow@publiclandsalliance.org.

For assistance with registration, contact Keynola@publiclandsalliance.org

Important Exhibitor Information

Exhibit Services, Shipping & Drayage

Viper Tradeshow Services is the official decorator for the 2027 Trade Show.
The 2027 Exhibitor Services Kit will provide detailed information regarding:
· Exhibit setup and dismantling.
· Shipping and receiving.
· Drayage/material handling.
· Furniture, electrical, internet, and other optional services.
· Ordering deadlines and applicable fees.
· Move-in and move-out procedures.
The Exhibitor Services Kit will be sent to the Exhibitor Main Contact by email and posted to the convention website in October 2026.

Registration Confirmation

An email confirmation will be sent from tradeshow@publiclandsalliance.org to the main contact once registration has been submitted.

Badges & Registration Materials

Badges and registration materials may be picked up onsite at the Hyatt Regency Bellevue at the PLA Registration Desk beginning Sunday, February 7, 2027.

Important Fraud Prevention Notice

All valid PLA Convention transactions, hotel reservations, and official communications will be available through the PLA Convention website and/or will come from PLA staff using an @publiclandsalliance.org email address.

Please be aware that unaffiliated organizations may impersonate PLA staff by using PLA staff names or displaying misleading or spoofed email addresses. Do not rely on the sender's name alone to verify a message. A PLA staff member's name appearing in an email does not confirm that the message is from PLA.

PLA is not affiliated with third-party housing companies or travel agencies. Do not provide payment or personal information to unaffiliated organizations offering hotel rooms, attendee lists, convention directories, advertising, or other convention-related services.

If you receive an unexpected request for payment, personal information, or other sensitive information, do not respond or provide payment until you have independently verified the request with PLA. Please contact PLA at info@publiclandsalliance.org or call at 301-946-9475.

Other ways to stand out at PLA 2027!

Become a Convention Sponsor

Put your organization in front of the PLA community beyond the exhibit hall with a Convention Sponsorship. A variety of sponsorship opportunities are available to support different goals and budgets, from increasing your visibility at the Convention and Trade Show to putting your brand in front of attendees throughout the event. Convention Sponsors at the $10,000+ level receive Premier Access to booth selection, giving you the earliest opportunity to choose your preferred exhibit space. Premier Convention Sponsors receive enhanced visibility and may reserve/ register for exhibit space as soon as a sponsorship agreement has been ratified.

To learn more, contact Keynola Russell,
Development and Events Manager, at
Keynola@publiclandsalliance.org.

Become a Corporate Partner, a year-long opportunity

Want to stay connected with the public lands community all year long? Corporate Partnership provides opportunities to build your relationship with PLA beyond the annual Convention and Trade Show. As a Trailblazer, Explorer, or Steward you receive early trade show registration access, booth discounts, newsletter advertisements, webinars and more! Learn more here.

Extend Your Reach Through the Silent Auction

The Silent Auction is another opportunity to put your products in front of convention participants while supporting PLA's Education and Scholarship Fund. Donated items are displayed during Trade Show hours along with your donation information. You can include information about your Booth. Consider items that are easy to pack and ship. For large, fragile, or heavy items, consider including shipping to the recipient. All Silent Auction items must have a value of at least $25.00. Silent Auction donations are accepted onsite during exhibit setup hours.

Exhibitor Marketing / Networking

Marketing & Promotion

· 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 2027 PLA Exhibitor logo to promote your affiliation with the Trade Show.
· Opportunity to provide samples, giveaways and door prizes at your booth.

Learning and Networking

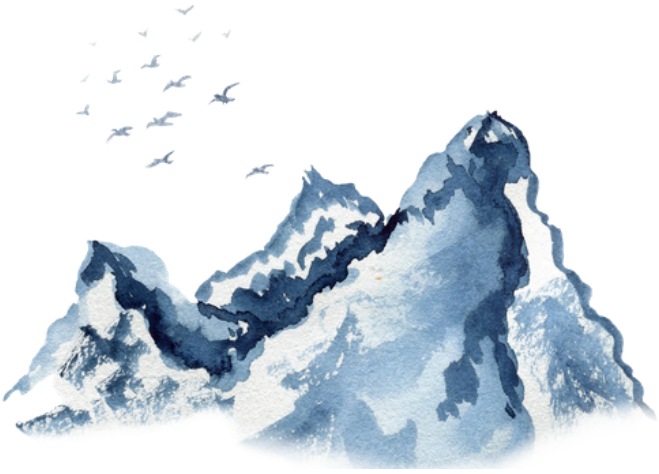
· Access to the Virtual Exhibitor Meeting on Tuesday, January 26, 2027 at 3 pm ET
· Individual exhibitor registration includes individual access to most convention sessions and the trade show.
· Opportunity to participate in optional events, including the Opening Reception and pre- and post-convention field trips. Additional costs may apply.
· Exhibitor networking activities in the exhibit hall, including the Trade Show Mixer and PLA Birthday Party.
· Additional opportunities to connect with the PLA community by staying at the Convention and Trade Show headquarters hotel, the Hyatt Regency Bellevue on Seattle's Eastside.

Make Your Booth Stand Out

Your booth is more than a place to display your products. Give attendees a reason to stop, start a conversation, and remember your organization after the Trade Show.
Create an Experience
Make your booth interactive, useful, or fun. Consider offering:
· A product demonstration.
· A hands-on activity.
· A game or other interactive element.
· A Trade Show special.
· Samples or useful takeaways given away at booth (restrictions detailed in Trade Show Contract)
· A drawing or door prize.
· A product launch or preview.
Have a special offer or activity planned? Add your Trade Show specials to your booth record when you register so they can be included in convention materials and help attendees find you.

PLA 2027 App

Exhibitor representatives will have access to the official PLA 2027 event app, launching in January 2027. The app is a great way to start connecting with the PLA 2027 community ahead of the convention.



Schedule At A Glance

SUNDAY | February 7

- Optional Field Trip(s)
- Registration Opens
- How To PLA! - First-time Attendee Session
- Opening General Session
- Opening Dinner Reception - ticketed event

MONDAY | February 8

- Education Sessions
- Lunch - on your own
- Trade Show Set Up
- Silent Auction Set Up



TUESDAY | February 9

- Trade Show Opens
- Silent Auction Opens
- Education Sessions
- Lunch - box provided
- Trade Show Mixer - open to all attendees

WEDNESDAY | February 10

- Trade Show
- Silent Auction
- Education Sessions
- Lunch - box provided
- PLA 50th Birthday Party
- Closing General Session
- Public Lands Film Festival

THURSDAY | February 11

- Optional Field Trip(s)

View Detailed Schedule

Trade Show Contract

You can review the Trade Show Contract here. Several items have been updated from previous years; please take time to review prior to registration.

Exhibitor Glossary

For clarity, PLA's terminology for the 2027 Public Lands Alliance Convention and Trade Show is:

- **Exhibitor Organization**

  The company, agency, nonprofit, or other organization purchasing exhibit space.

- **Booth Registration**

  The registration required for an Exhibitor Organization to reserve a booth and participate in the Trade Show and applicable convention activities.

- **Main Contact**

  The designated person for completing booth registration who is responsible for paying, handling all exhibitor transactions, and managing communications. Please note that new this year the main contact must also register as an Exhibitor Representative if attending the show.

- **Exhibitor Representative**

  An individual attending the Trade Show on behalf of the Exhibitor Organization; including any exhibit staff that will be at your booth. Each representative must complete individual exhibitor registration.

- **Booth Package**

  The exhibit space, booth equipment, marketing opportunities, and other benefits associated with the booth purchased by the Exhibitor Organization.

- **PLA Group Hotel Room Block**

  The official PLA group room block at the Hyatt Regency Bellevue on Seattle's Eastside. Participants staying within the group hotel room block receive a significant discount. This is most easily accessible using the online link.



Exhibitor Networking Check List!

- ☐ Attend the newcomer event “How To PLA”.
- ☐ Exchange contact information with five people.
- ☐ Attend at least one general session or a concurrent session.
- ☐ Learn about a public land site you’ve never visited.
- ☐ Identify someone you will follow up with after the event.
- ☐ Attend special events including the Trade Show Mixer.
- ☐ Identify a tool or resource you can implement in the next 6 months.
- ☐ Share a photo on LinkedIn using the event hashtag #PLA2027.
- ☐ Attend PLA’s Birthday Party.
- ☐ Download and Use the PLA 2027 Convention App.
- ☐ Bid on a Silent Auction item.



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February 7 - 11 | Bellevue, WA
301-946-9475 | Keynola@publiclandsalliance.org