Exhibitor Information Packet

2020 Convention and Trade Show

Crystal Gateway Marriott

Arlington, VA | March 1-5, 2020

Photo: Frank Ruggles

Register at www.publiclandsalliance.org/convention
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 2019 exhibitors here. Once exhibitor registration opens, a real-time report of 2020 exhibitors will also be posted on the convention website.

Markets and sells 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.

Advocate for America’s public lands and partners by participating in PLA’s Capitol Hill Day.

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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.

![Image of people at a trade show]

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, networking events, field trips and PLA’s Capitol Hill Day!

Register at www.publiclandsalliance.org/convention
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, visit our Sponsorship page or 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.

Donate to the Silent Auction
Promote your products, services and company with convention participants. The silent auction is a popular part of the convention and the proceeds provide educational scholarships to PLA members. Donation forms will be available on the convention website and onsite at the convention. You may include a small sign and business cards to accompany your silent auction donation.

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.

Register at www.publiclandsalliance.org/convention
Trade Show General Information

Partial Schedule of Events

Schedule subject to change, check the website for updates and details.

**Sunday, March 1**
- Optional Field Trips and Training Sessions (TBD)
  8:00 am – 1:45 pm
  (ticketed event)
- Convention and Trade Show Orientation
  2:15 – 2:45 pm
- Deep Dive Sessions
  3:00 – 5:00 pm
- Buyer and Exhibitor Forum
  5:15 – 6:30 pm
- Opening Reception
  6:30 – 8:30 pm
  (ticketed event)

**Monday, March 2**
- Convention Sessions
  8:30 am – 5:30 pm
- Exhibitor Meeting / Q&A
  1:00 – 2:00 pm
- Exhibitor Set-Up
  2:00 – 8:00 pm
  (GES scheduled until 6pm)
- PLA Happy Hour Specials
  5:30 – 10:00 pm
- DC Monument Tour (TBD)
  7:30 – 10:00 pm
  (ticketed event)

**Tuesday, March 3**
- Exhibitor Set-Up
  7:00 – 8:00 am
- Convention Sessions
  8:30 am – 5:15 pm
- Trade Show Open*
  9:45 am – 7:00 pm
- Public Lands Partnership Mixer in Exhibit Hall*
  5:00 pm – 7:00 pm

**Wednesday, March 4**
- Convention Sessions
  8:30 am – 5:00 pm
- Trade Show Open*
  9:30 am – 3:30 pm
- Exhibitor Tear Down
  3:30 – 6:00 pm
- Closing Banquet & Awards Ceremony
  7:00 – 9:30 pm
  (ticketed event)

**Thursday, March 5**
- PLA Capitol Hill Day
- Optional Field Trip (TBD)
  (ticketed event)

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

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Arlington, VA
All convention and trade show events, except for field trips and Capitol Hill visits, will take place at the Crystal Gateway Marriott in Arlington, VA. Location has easy access to Washington, D.C., Reagan Airport (DCA), public transportation, restaurants, shops, museums and entertainment options.

Crystal Gateway Marriott
Arlington, VA
1700 Jefferson Davis Highway
Arlington, VA 22202

Room Rate: $209/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. Exhibitors also receive discounts on Opening Reception, Closing Banquet and field trip tickets if staying in the hotel room block.

Register at [www.publiclandsalliance.org/convention](http://www.publiclandsalliance.org/convention)
Exhibit Registration

Exhibitor Registration Package

- Exhibits vary in size and specifications are provided on online interactive floorplan.
- Booths will have three 8’ high pipe and drape walls (unless multiple, corner or extended height booths are purchased).
- Package includes one 6’ skirted table, two chairs, booth identification sign and wastebasket. Exhibit hall is carpeted. There is no natural light.
- 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.
- 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.

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 2020 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 Sunday from 5:15—6:30 pm
- Exhibitor Meeting on Monday from 1:00—2:00 pm prior to exhibitor set up
- Optional events include pre/post training, field trips, Opening Reception, Closing Awards Banquet.
- Activities held in and near the exhibit hall include beverage breaks, Tuesday evening mixer and the silent auction.
- Exhibitors are invited to join convention participants for PLA’s Capitol Hill Day on Thursday to educate Congress about America’s public lands and partners.
- Enjoy discounts on Happy Hour specials and added networking time with the PLA community by staying at the convention and trade show host hotel.

Register at www.publiclandsalliance.org/convention
Trade Show Registration and Discounts

Tabletop and booth exhibits range in price from $1,250—$2,500 based on size, location and height. Online interactive floorplan provides detailed exhibit specifications and pricing. To register for multiple booths, you will need to register for each space separately.

<table>
<thead>
<tr>
<th>Registration</th>
<th>Trailblazers</th>
<th>Explorers</th>
<th>Stewards</th>
<th>General Public</th>
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</thead>
<tbody>
<tr>
<td>EARLY Registration Opens</td>
<td>Sept. 17, 2019 at 12 pm EDT</td>
<td>Sept. 24, 2019 at 12 pm EDT</td>
<td>Oct. 8, 2019 at 12 pm EDT</td>
<td>Oct. 15, 2019 at 12 pm EDT</td>
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<tr>
<td>Corporate Partner Discounts*</td>
<td>$300 discount per booth</td>
<td>$200 discount per booth</td>
<td>$100 discount per booth</td>
<td>N/A</td>
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<td>Additional Exhibitor Staff **</td>
<td>$250 per person / complimentary for exhibitors staying at PLA host hotel. <em>Number of additional exhibitor staff varies based on size of booth. Details provided on floorplan.</em></td>
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<td>Opening Reception Ticket (Sunday; 6:30 — 8:30 pm)</td>
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<td>$50 (or $25 if staying at the host hotel**)</td>
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<td>Closing Banquet Ticket (Wednesday; 7:00 — 9:30 pm)</td>
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<td>$90 (or $60 if staying at the host hotel**)</td>
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* Corporate Partner Discounts: 2020 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 2020 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.

Register at [www.publiclandsalliance.org/convention](http://www.publiclandsalliance.org/convention)
Registration Instructions

4 Easy Steps to Register

1. Review Materials
   Prepare by reviewing the Exhibitor Information packet, contract, and floor plan available on the PLA convention and trade show website.

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 Crystal Gateway Marriott to receive exhibitor staff.

3. Register Online Using a PC or MAC at publiclandsalliance.org/convention/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 2020 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
     2401 Blueridge Ave., Suite 303
     Silver Spring, MD 20902

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

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 2020 Public Lands Alliance Convention and Trade Show.

GES Exhibit Services
Global Experience Specialists, Inc. (GES) is the decorator for the 2020 Trade Show. The online GES 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@publiclandsalliance.org.

Badges / Registration Materials
Badges and registration packets may be picked up onsite at the PLA registration desk at the Crystal Gateway Marriott beginning Sunday, March 1, 2020.

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

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