

PLA 2026
DAYTONA BEACH, FL
FEBRUARY 22-26

Exhibitor Information Packet

■ Who Attends the Trade Show and Why?



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

The trade show takes place when buyers are preparing orders to stock their stores and plan events prior to their busiest spring and summer selling and event seasons.

■ What are Buyers Looking For?

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



4 Benefits of Exhibiting at PLA 2026



01

Sell and market your products and services at the premier gathering of the public lands partnership community.

02

Meet buyers, influencers and decision-makers who purchase for nonprofit retail stores, education programs, and philanthropic efforts supporting over 600 public land sites.

03

Generate new leads and reconnect with existing customers through convention marketing materials, show specials, online exhibitor directory, and face-to-face interactions.

04

Learn and engage with attendees throughout the week during educational sessions, the Buyer and Exhibitor forum, and optional events. Exhibitors are encouraged to fully participate in all convention events.

Get even more marketing exposure by becoming an event sponsor!

■ Increase Your Public Lands Community Exposure



Join PLA as a Corporate Partner

Gain valuable access to the nonprofit public lands community year-round by becoming a Corporate Partner.

As a Trailblazer, Explorer, or Steward you receive early trade show registration access, booth discounts, newsletter advertisements, webinars and more!

[Learn more here.](#)

Specials, Gamification Samples and Booth Creativity

Build excitement among buyers and attendees by offering activities and/or specials at your booth (add details to the Trade Show Specials field when registering). Providing marketing takeaways/samples* and creating interactive opportunities further demonstrates the value, benefits and unique features of your products/services. If you would like to have a sample or marketing gift item included in attendee tote bags, see [sponsorship opportunities](#).



*Food samples must be preapproved (see the [Exhibitor Contract](#)).

Become an Event Sponsor

Get the greatest visibility and elevate your brand's awareness as an event sponsor. A variety of opportunities are available to fit your needs and budget.

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



Donate to the Silent Auction

Build additional awareness of your company and support PLA's Education and Scholarship Fund by donating to the **Silent Auction** which takes place in the exhibit hall during Trade Show hours.

This provides another fun outlet to showcase your products/services with all convention participants. Consider ease of shipping/packing and include shipping logistics for items that are large, fragile or heavy. Auction items are displayed with your donation sheet, which may include your booth number and several of your business cards. Donations are accepted onsite during exhibit setup hours.

www.publiclandsalliance.org/pla2026

■ Trade Show General Information

Location:

The Convention and Trade Show will take place at:

Ocean Center Convention Center

101 N. Atlantic Ave.
Daytona Beach, FL
32118

The PLA 2026 Hotel will be:

The Hilton Daytona Beach
Oceanfront Resort

100 N Atlantic Avenue,
Daytona Beach, Florida, 32118

Book in the PLA Room Block



It is important that participants stay in the PLA group room block at the Hilton Daytona Beach Oceanfront Resort, which is a contractual obligation for PLA. PLA offers discounts and specials to those staying in the PLA group room block.

■ Schedule of Events for Exhibitors

Subject to change, the website will be updated with more details as they become available.

Sunday, February 22nd

- Optional Public Land Field Trips*
- Opening Reception*

Monday, February 23rd

- Educational Sessions · Buyer and Exhibitor Forum · Trade Show and Silent Auction Set Up

Tuesday, February 24th

- Educational Sessions · Trade Show and Silent Auction Open · Trade Show Mixer

Wednesday, February 25th

- Educational Sessions · Trade Show and Silent Auction Open · Trade Show Tear Down

Thursday, February 26th

- Optional Public Land Field Trips*

* Ticketed events, additional fees apply.



■ Exhibitor Registration

Become a 2026 Convention Sponsor at the \$10,000+ level and receive Premier Access to booth selection (prior to Trailblazers)

	Trailblazers	Explorers	Stewards	General Public
Registration opens at 12 pm EST.	Oct 7th, 2025	Oct 14th, 2025	Oct 21th, 2025	Oct 28th, 2025
Corporate Partner Discounts*	\$400 discount per booth.	\$200 discount per booth	\$100 discount per booth	N/A
10'x10' Booth Price	Booth prices range from \$2,050 - \$2,400 based on 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.			
Additional Exhibit Staff	\$400 per person/ complimentary for exhibit staff staying in delegated PLA hotel room block. Up to two additional exhibit staff may be added to each 10' X 10' booth space (max of 3 total exhibit staff per 10' x 10' booth).			
Opening Reception Ticket	\$85/person (\$45/person if staying in designation PLA hotel room block**)			
Optional field Trips	Public land field trips are being planned for, February 22nd and February 26. More details coming soon !			

Corporate Partner registration must be completed and paid prior to your trade show registration to receive access to discounts and benefits. Corporate Partners will receive a discount code via email to use when registering for the 2026 Trade Show.

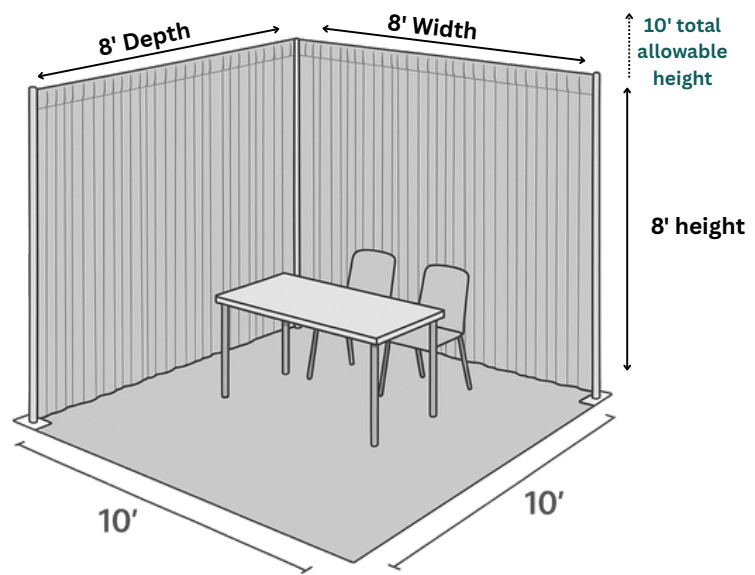
*Corporate Partner Discounts: 2026 Corporate Partners receive benefits, including early registration access, booth discounts and the best booth locations! As a Corporate Partner you are helping advance PLA's mission and work on behalf of the public lands community.

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

■ Exhibit Registration

■ Exhibitor Registration Package

- 10' by 10' Standard Exhibit Space
- 8' back and 8' side rail pipe and drape for · standard booths (see floorplan for all options).
- One exhibitor registration*
- Booth identification sign, and
- Skirted 6' table, 2 chairs, and a waste can.



Sample corner 10' x 10' booth
(standard booths will have 8'ft
pipe and drape on all three sides).

*Registration for additional exhibitors is \$400 per person (fee is waived if exhibitor is staying in the PLA group hotel room block and their confirmation number is provided at the time of registration). The maximum number of registrants per 10' x 10' booth is three people.

■ Exhibitor Registration Marketing

- 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 2026 PLA exhibitor logo to promote your affiliation with the Trade Show.
- Opportunity to provide samples, giveaways and door prizes at your booth.

■ Exhibitor Registration Learning and Networking

- Access to the Virtual Exhibitor Meeting on Tuesday February 17, 2026 at 3 pm, EST
- Exhibitor badge provides entrance to Trade Show and most convention sessions
- Buyer and Exhibitor Forum
- Optional events like the Opening Reception and pre/post field trips
- Activities held in the exhibit hall: beverage breaks and Tuesday Trade Show Mixer
- Enjoy added networking time with the PLA community by staying at the Convention and Trade Show headquarter hotel, the Hilton Daytona Beach Oceanfront Resort

■ 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 Applicable Discount Codes

- Corporate Partner code to access early registration and booth discount (this will be sent the day before registration opens)
- Hotel confirmation number from a PLA designated room block to receive exhibitor staff discounts

3. Register Online Using a PC or MAC at www.publiclandsalliance.org/pla2026/exhibitors

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
12347 Oregon Pike; Suite 107, Box240
Lancaster, PA 17601-4674

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

Piracy—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 2026 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 2026 Trade Show. The online PLA 2026 Exhibitor Kit and shipping information will be posted to the convention website in October 2025. 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.

Badges / Registration Materials

Badges and registration materials may be picked up onsite at the Hilton Daytona Beach Oceanfront Resort at the PLA Registration Desk on Sunday, February 22, 2026.

Questions?

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