

CONNECTI NS

CPRS CONFERENCE & EXPO



EXHIBITOR & SPONSORSHIP

PROSPECTUS

Sacramento, CA

March 1st-5th

2027



What is CONNECTI NS ?

The California Park and Recreation Society's annual Connections Conference is the premier event that brings together professionals and enthusiasts from across the state to engage in dynamic networking, learning, and collaboration.

Held this year in California's State Capitol, Sacramento, the conference offers a diverse array of workshops, keynote presentations, and panel discussions led by industry experts.

Attendees have the opportunity to explore the latest trends and innovations in parks and recreation, participate in hands-on sessions, and gain valuable insights into best practices for community engagement and program development.

With its focus on fostering professional growth and enhancing the quality of life in California communities, the Connection Conference is an essential gathering for anyone dedicated to the field of parks and recreation.

Sponsorship is a great opportunity to demonstrate your support for the parks & rec community as well as increase your organization's visibility and exposure throughout the conference. This is your opportunity to reach a highly influential audience in a prime and credible environment while making a long-term impact to the development of our field.



Exhibitor Info - CONNECTI^{NS}

Exhibit Dates and Hours

Connections will be held on March 1-5, 2027 in Sacramento at the SAFE Credit Union Convention Center. **The exhibitor expo will be held Wednesday & Thursday, March 3-4, 2027.**

Move In	Monday, March 1	1:00 pm - 5:00 pm
	Tuesday, March 2	8:00 am - 4:30 pm
	Wednesday, March 3	8:00 am - 10:00 am
Expo Hours	Wednesday, March 3	11:30 am - 4:30 pm
	Thursday, March 4	11:30 am - 3:00 pm
Move Out	Thursday, March 5	3:00 pm - 9:00 pm

Exhibit Space Assignment

**These dates and times are tentative and subject to change.*

Exhibiting companies have the opportunity to select their exhibit space on a first-come, first-served basis on July 1, 2026. Earlier selection is available to companies that exhibited at the 2026 Conference, providing them with a prime opportunity to secure their preferred locations. Early Bird Pricing runs from July 1, 2026 until November 1, 2026.

Exhibit Booth Pricing

CPRS Company Members

Regular 10 x 10 booth - Early Bird: \$2,100
Regular 10 x 10 Booth - After Nov 1, 2026: \$2,300
Premium 10 x 10 Booth - Early Bird: \$2,300
Premium 10 x 10 Booth - After Nov 1, 2026: \$2,500

Non-Members

Regular 10 x 10 booth - Early Bird: \$2,650
Regular 10 x 10 Booth - After Nov 1, 2026: \$2,850
Premium 10 x 10 Booth - Early Bird: \$2,850
Premium 10 x 10 Booth - After Nov 1, 2026: \$3,050

Each 10x10 booth includes:

- **Booth Space:** A designated 10x10 square feet area on the exhibit floor.
- **Pipe and Drape:** Back and side drapes to define the booth space.
- **Booth Signage:** An identification sign displaying the company name & booth #.
- **Three Exhibitor Badges:** Additional badges are available for purchase.
- **Advertising In:** conference app.
- **Insurance:** Fully approved booth insurance is provided for each vendor.
- **Security:** 24-Hour general guard service.

Ready to reserve your booth? Scan the QR code or visit:

<https://www.cprs.org/cprsthivedev/industry-partners/sponsorships/conference-industry-partners>



Advertising Info - CONNECTIONS

2027 CONNECTIONS Conference Advertising Opportunities

If you are looking for more ways to reach 2026 CPRS CONNECTIONS Conference attendees in a unique way, we have new options that get you exposure!

Note: advertising is sold on a first-come, first-serve basis, once spaces are sold, they are no longer available.

2027 CPRS CONNECTIONS Notebook



2026 Notebook Example

Want to connect directly with California Park & Recreation Society (CPRS) members attending the CONNECTIONS 2026 Conference & Expo? Here's your opportunity! Advertise in the official CONNECTIONS 2026 Conference Notebook, a must-have resource distributed to attendees in their registration packets. This custom notebook will be used throughout the event and beyond, ensuring long-lasting visibility for your brand.

Rates & Sizes

Back cover ad*	6 in. w x 9 in. h (plus 1/8 bleed)	\$1,355
Inside front cover ad*	6 in. w x 9 in. h (plus 1/8 bleed)	\$1,320
Inside back cover ad*	6 in. w x 9 in. h (plus 1/8 bleed)	\$1,170
Full page ad*	6 in. w x 9 in. h (plus 1/8 bleed)	\$705
Half page ad*	5.35 in. w x 8 in. h	\$525
Third page ad*	5.35 in. w x 2.75 in. h	\$455
Quarter page ad*	2.5 in. w x 3.875 in. h	\$335

Reserve your notebook ad by January 19, 2027.

Winter 2027 CPRS Magazine Conference Preview

The Winter 2027 issue of California Parks & Recreation magazine features the Connections Conference preview guide. This is a great place to promote your exhibit hall booth. The magazine mails to ALL CPRS members and is also available online. View the rate card at <https://www.cprs.org/industry-partners/advertise>

Advertising Deadlines:

Advertising in the Winter CONNECTIONS 2027 Conference magazine issue is due by December 12, 2026.



Click here to see past issues.

Ready to advertise?

please contact: Todd Pernsteiner

todd@pernsteiner.com

952-841-1111

Why Sponsor at CONNECTI^{NS} ?

Become a sponsor at the California Park and Recreation Society's annual Connection Conference and position your company at the forefront of the parks and recreation industry. As a sponsor, you will have unparalleled opportunities to connect with key decision-makers, showcase your products and services, and enhance your brand's visibility.

- **Reach a Targeted Audience:** Gain direct access to hundreds of professionals, including park directors, recreation managers, community leaders, and industry experts who are eager to discover the latest innovations and solutions in parks and recreation.
- **Brand Visibility:** Maximize your brand's exposure through prominent recognition in our conference materials, website, social media channels, and on-site signage. Your logo will be seen by all attendees, ensuring your company stands out as a key supporter of the industry.
- **Engagement with Attendees:** Sponsorship allows for creative and interactive engagement opportunities, whether through sponsored sessions, branded spaces, or experiential activations that leave a memorable impact on participants.
- **Thought Leadership:** Aligning your brand with educational sessions, keynotes, and workshops positions your company as a thought leader in the industry, enhancing your credibility and influence within the community.
- **Positive Association:** Your brand will be associated with the conference's values of community, innovation, and professional development, creating a positive and lasting impression on attendees.



Receptions & Meals

Welcome Reception Sponsor

\$75,000



The Welcome Reception Sponsorship at the CPRS Connections Conference offers a unique opportunity to place your brand at the forefront of the event's kickoff. As the exclusive sponsor, your company's logo and messaging will be prominently displayed throughout the reception, where attendees first gather to network, relax, and set the tone for the days ahead. Associate your brand with the excitement and anticipation of the conference's opening moments, making a strong first impression as participants mingle and connect.

Nosh & Network Sponsor

\$15,000



The Nosh and Network Sponsorship at the CPRS Connections Conference offers an exceptional opportunity to connect your brand with networking and culinary delight. As the exclusive sponsor, your company's logo and messaging will be prominently featured throughout the exhibit hall during lunch, a prime time when attendees gather to enjoy a variety of small bites while exploring exhibitor booths. This sponsorship positions your brand at the center of this highly social and interactive experience, ensuring visibility as participants engage in conversation and forge new connections. By sponsoring the Nosh and Network, your brand will be associated with the hospitality and community spirit that define the event.



General Sessions

Opening Session Sponsor - Day 1

\$30,000



The Opening General Session Sponsorship at the CPRS Connections Conference offers a premier branding opportunity at one of the most anticipated moments of the event. As the exclusive sponsor, your company will be featured prominently at the start of the conference, with your logo and messaging displayed in front of the full audience. This sponsorship positions your brand at the forefront of the conference experience. By aligning with the Opening General Session, your brand will be associated with the excitement and momentum that sets the tone for the entire event.

General Session Sponsor - Day 2

\$25,000



The General Session Sponsorship at the CPRS Connections Conference provides a valuable opportunity to highlight your brand during a key part of the event's agenda. As a sponsor, your company's logo and messaging will be prominently featured during the session, giving your brand visibility in front of a captive audience. These sessions attract high attendance and are often where important industry insights and discussions take place. By sponsoring a General Session, your brand will be associated with the thought leadership and expertise shared at the conference, leaving a strong impression on attendees as they engage with the content.

Closing Session Sponsor- Day 3

\$20,000



The Closing Keynote Sponsorship at the CPRS Connections Conference offers a prime opportunity to make a lasting impression as the event concludes. As the exclusive sponsor, your company's logo and messaging will be prominently displayed during the closing keynote, one of the most anticipated sessions that leaves attendees with final takeaways and inspiration. This sponsorship aligns your brand with the excitement and impact of the conference's closing moments, ensuring that your company is top of mind as participants leave the event.



Entertainment & Relaxation

Stage Sponsor

\$25,000



Put your brand in the spotlight at the CPRS Connections Conference! As the exclusive Stage Sponsor, you'll host the hub of innovation and ideas where vendors deliver dynamic mini-presentations to engaged attendees. Your logo and name will be featured prominently on stage signage, in the conference program, and during every session announcement, ensuring ongoing visibility throughout the expo. This is your chance to be the face of inspiration, conversation, and connection in the heart of the expo hall!

Live Music Sponsor

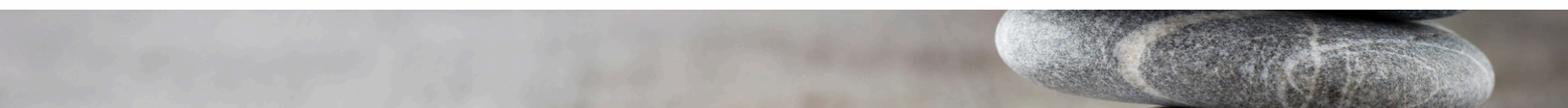
\$10,000



Help set the perfect vibe at the CPRS Connections Conference! As our exclusive Live Music Sponsor, your brand will be front and center while attendees network, relax, and enjoy the energy of talented local musicians. From the first note to the final encore, your sponsorship ensures a lively, memorable atmosphere while giving you prime exposure through signage, stage recognition, and conference promotions. Let your name be the soundtrack to an unforgettable event!

Wellness Room Sponsor

\$10,000

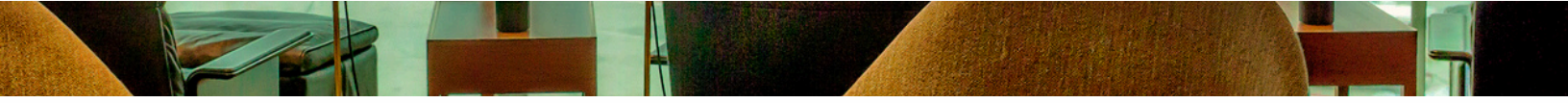


The Wellness Room Sponsorship at the CPRS Connections Conference offers a unique opportunity to align your brand with health, relaxation, and rejuvenation. As the exclusive sponsor, your company's logo and messaging will be featured throughout the wellness room, a dedicated space where attendees can take a break, recharge, and refocus during the conference. By associating your brand with well-being and self-care, this sponsorship creates a positive and lasting connection with participants. The Wellness Room Sponsorship highlights your commitment to supporting the overall conference experience, leaving a lasting impression on attendees as they enjoy a moment of calm in a busy event.



Speaker/Volunteer Lounge

\$2,500

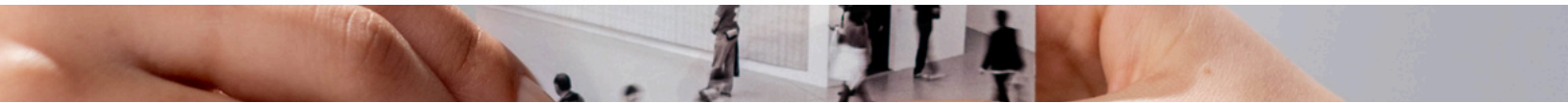


The Speaker/Volunteer Lounge Sponsorship at the CPRS Connections Conference offers an exclusive opportunity to align your brand with the leaders and contributors of the event. As the sponsor, your company's logo and messaging will be prominently displayed throughout the lounge, a dedicated space where speakers and volunteers can relax, network, and recharge. This sponsorship positions your brand in front of the conference's key influencers and organizers, creating a positive association with hospitality and support.

Swag & Signage

Conference Bags Sponsor


\$10,000



The Conference Bag Sponsorship at the CPRS Connections Conference offers an impactful way to put your brand directly into the hands of every attendee. As the exclusive sponsor, your company's logo and messaging will be prominently featured on high-quality bags distributed to all participants. These conference bags are used not only throughout the event but often long afterward, providing ongoing brand visibility. This sponsorship ensures that your brand will travel with attendees, creating lasting impressions as they carry your logo to workshops, networking sessions, and beyond.

Conference Lanyards Sponsor

\$7,500



The Conference Lanyard Sponsorship at the CPRS Connections Conference provides a highly visible and impactful branding opportunity. As the exclusive sponsor, your company's logo will be prominently displayed on the lanyards worn by every attendee throughout the event. These lanyards, which hold badges and are required for access to all sessions and activities, ensure that your brand is constantly seen by participants as they move through the conference.



Signage Sponsors

\$7,500



Expo Aisle Signs Sponsor

As the Expo Aisle Sign sponsor, your company's logo and messaging will be prominently displayed on aisle signs throughout the expo hall, ensuring maximum visibility to all attendees. By guiding participants through the event space, your brand will be associated with convenience and accessibility, making a lasting impression on industry professionals.

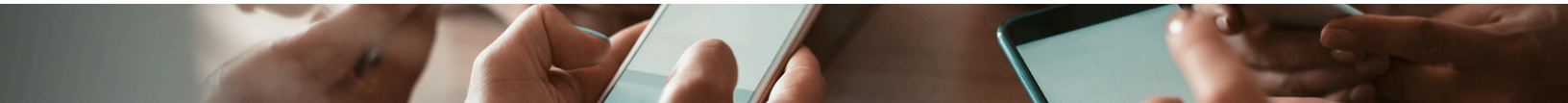
Workshop Room Signs Sponsor

As the Workshop Room Sign sponsor, your company's logo and messaging will be prominently featured on the signage outside each workshop room, ensuring continuous exposure to attendees as they navigate between sessions. With this high-visibility opportunity, your brand will be top of mind for attendees throughout the event.

Technology

Conference App Sponsor

\$10,000



The Conference App Sponsorship at the CPRS Connections Conference positions your brand at the heart of the attendee experience. As the exclusive sponsor, your company's logo and messaging will be prominently displayed within the app, which serves as the go-to resource for navigating the event, accessing schedules, and staying updated on conference news. This sponsorship ensures your brand remains top of mind as participants engage with the app throughout the conference. By integrating your brand with the event's digital hub, you'll enjoy continuous exposure while enhancing the convenience and connectivity of the attendee experience.



Add-Ons

Conference Bag Inserts

\$1,000



Promote your brand directly to hundreds of parks and recreation professionals! Each registered attendee receives an official conference tote bag, and this opportunity allows you to place your marketing material - such as a flyer, brochure, coupon, or small promotional item - directly into the hands of your target audience. This is an excellent way to increase brand visibility, drive booth traffic, and make a lasting impression before attendees even enter the Expo Hall. Acceptable items for inclusion include one-page flyers (up to 8.5" x 11"), tri-fold brochures, postcards, and small branded giveaways like pens or keychains. Vendors are responsible for printing and shipping their materials by the designated deadline. Space is limited and available on a first-come, first-served basis. This is a cost-effective way to ensure your brand is part of the conversation from the moment the conference begins.



Hotel Accommodations



Hyatt Regency Hotel

1209 L Street
Sacramento, CA 95814
916-443-1234



Sheraton Grand Hotel

1230 J Street
Sacramento, CA 95814
916-447-1700



Residence Inn Capitol Park

1121 15th Street
Sacramento, CA 95814
916-443-0500



Questions?



If you would like to discuss becoming an exhibitor and/or sponsor at CPRS Connections or have other creative ideas not listed here, please connect with me to discuss!

Meghan Robinson, CMP, IOM, CAE

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916-665-2777

<https://www.cprs.org/education/connections>

