



**Professional  
TrailBuilders**  
ASSOCIATION



## Sustainable Trails Conference

Grand Junction, CO // March 17 - 23, 2019

# Sponsorship Opportunities





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### JOIN PTBA FOR THE 2019 SUSTAINABLE TRAILS CONFERENCE

**March 17 - 23, 2019**

The Sustainable Trails Conference is heading to Grand Junction, CO to offer the absolute must attend conference for anyone involved in trail construction, maintenance, design, and development.

**Who We Are:** The Professional Trailbuilders Association (PTBA) is non-profit trade association serving professional trail contractors, designers, and consultants. Our current membership includes 90 contractor members. All of PTBA's activities support quality trail development and maintenance for all types of trails in all types of locations.

**Conference Format:** Sessions will be a combination of keynote speakers, 30-40 concurrent sessions (4 per time block), and an outdoor demonstration area. The core conference is 2.5 days long, with 2 days of pre- and post-conference workshops one both sides surrounding the core conference (8-9 days total). The Association also holds its annual member meetings at the beginning of the conference (2 days).

**Attendees:** The annual conference brings together 225-325 attendees including PTBA members, trail professionals, land managers, trail advocates, and non-profit organizations.

**2019 Location:** [Two Rivers Convention Center](#) will be the site for the conference, right in downtown Grand Junction. Grand Junction, CO, is a great venue with lots of opportunity for field trips and excursions! During your visit, you will find awe-inspiring natural beauty and the dramatic red rock landscape of the Colorado National Monument and exhilarating outdoor adventures including hiking, camping or skiing on the Grand Mesa. Hundreds of miles of world-class mountain biking trails such as the Kokopelli Trail.

# SPONSORSHIP OPPORTUNITIES

**Don't miss this opportunity to build your brand and introduce your product, service, and company to the largest gathering of trail professionals in 2019!**

Get noticed by 225-325 attendees as a sponsor of the 2019 PTBA Sustainable Trails Conference! PTBA provides a variety of highly visible sponsorship opportunities and a robust package of benefits to each participating sponsor. All sponsors will receive the following benefits:

- Recognition with logo in the conference program
- Sponsor recognition on the conference website from January - June 2019
- Sponsor medallion at booth and special recognition on your staff name tags
- Recognition with logo at the Opening General Session
- Attendee Leads (pre-show attendee list sent 2 weeks before the conference & the final attendee roster sent within 2 weeks of the conference close)
- Share in PTBA's positive international reputation

## LEAD SPONSORSHIP OPPORTUNITY

### Core Conference Sponsor (1 available)

**\$5,000**

- ◆ Opportunity to hang up to 2 (sponsor provided) banners (4×8 max) at primary conference gathering area (6 days)
- ◆ 5 minute speech opportunity at opening general session to all 250+ attendees
- ◆ Active logo link on PTBA home page
- ◆ Featured in PTBA Facebook posts
- ◆ Logo on Page 1 of Conference Program
- ◆ Company brochures distributed to all attendees during registration
- ◆ 2 registrations are included



# SPONSORSHIP OPPORTUNITIES

## Evening Celebration Sponsor (2 available) \$1,000

- ◆ Evening celebrations are included in 250+ attendee's registration fees
- ◆ Opportunity to hang up to 2 (sponsor provided) banners (4×8 max) at sponsored event
- ◆ Opportunity to give a 5 minute talk during lunch, with intro from the board president
- ◆ Opportunity to have a (sponsor provided) slide show running throughout the meal
- ◆ We will include your brochures on the bar/food tables
- ◆ 1 conference registration is included

## Lunch Sponsor (1 available) \$750

- ◆ Lunches are included in 250+ attendee's registration fees
- ◆ Opportunity to give a 5 minute talk during lunch, with intro from the board president
- ◆ Lunches are included in 250+ attendee's registration fees
- ◆ Up to 2 (sponsor provided) banners hung in the lunch room (maximum 4×8)
- ◆ 1 conference registration is included

## Student Scholarship Sponsor (10 available) \$700

- ◆ Cover students registration and travel costs
- ◆ Scholarship sponsors announced at a general session

## Registration Sponsor (2 available) \$500

- ◆ Your logo on every attendee's neck, via a custom lanyard
- ◆ Hang one (sponsor provided) banner at registration table (max 4×8 feet)

## Conference Break Sponsor (5 available) \$300

- ◆ Break food tables are set up in the Indoor Trade Show area
- ◆ PTBA signs will be placed on the Break Food table indicating your company sponsorship
- ◆ Opportunity to include (sponsor provided) table-top brochures of your choosing in break area

# CONFERENCE SCHEDULE

<i>Date</i>	<i>Time Slot</i>	<i>Description</i>
Saturday, March 16	All Day - Half Day	Workshops
Sunday, March 17	All Day - Half Day	Workshops
Monday, March 18	All Day - Half Day	Workshops
	2:00 - 6:00 pm	Indoor Trade Show & Outdoor Demonstration Area Setup
	2:00 - 3:30 pm	PTBA Member Meeting
	3:30 - 4:00 pm	BREAK
	4:00 - 6:00 pm	PTBA Member Meeting
	4:00 - 6:00 pm	Registration Open
Tuesday, March 19	7:30 am - 8:15 am	Registration Open & Morning coffee in Indoor Trade Expo
	8:15 am - 8:45 am	General Session - Welcome & State of the Trailbuiding
	9:00 - 10:15 am	Concurrent Session A
	10:15 - 10:45 am	Break (food available in the Indoor Trade Show)
	10:45 am - 12:00 pm	Concurrent Session B
	12:00 - 1:15 pm	PLENARY SPEAKER & Banquet Lunch
	1:30 - 2:45 pm	Concurrent Session C
	1:30 - 4:30 pm	Seminar Session 1
	2:45 - 3:15 pm	Break (food available in the Indoor Trade Show)
	3:15 - 4:30 pm	Concurrent Session D
	5:15 - 6:45 pm	Dinner (on your own)
6:45 - 9:00 pm	Kick-off Networking Party	
Wednesday, March 20	7:30 - 8:30 am	Morning coffee in Indoor Trade Expo
	8:30 - 9:45 am	Concurrent Session E
	8:30 - 11:30 am	Seminar Session 2
	9:45 - 10:15 am	Break (food available in the Indoor Trade Show)
	10:15 - 11:30 am	Concurrent Session F
	11:45 am - 1:15 pm	Banquet Lunch & PLENARY Session
	1:15 - 2:30 pm	Concurrent Session G
	3:00 - 6:00 pm	Dirt Demo, Trail Tours, Food Trucks
Thursday March 21	7:30 - 8:30 am	Morning coffee
	8:30 - 9:45 am	Concurrent Session H
	8:30 - 11:30 am	Seminar Session 3
	9:45 - 10:15 am	Break
	10:15 - 11:30 am	Concurrent Session I
	11:30 AM	End of Conference
	1:30 - 5:00 pm	Post-Conference Workshops Start
Thursday, March 22	All Day - Half Day	Workshops
Friday, March 23	All Day - Half Day	Workshops



# ABOUT PTBA

## PTBA'S VISION:

The Professional Trailbuilders' Association represents the leading edge in sustainable trail development; we believe in trail design, construction, management and advocacy that enhance resource protection, recreational opportunities, economic development, active citizens, and connected communities worldwide.

## PTBA'S MISSION:

The Professional Trailbuilders' Association brings great trails to life; we advance the trails industry through professional design, construction, advocacy and education.

## SUPPORTING QUALITY TRAILBUILDING SINCE 1976

Founded in 1976 as the Western Trailbuilders Association and renamed in 2004, the Professional Trailbuilders Association (PTBA) is North America's largest private sector group of trail specialists, professional trail contractors, designers, and consultants.

All of PTBA's activities support quality trail design, construction, and maintenance for all types of trails in all types of locations. In its early years, PTBA served to define and nurture a new industry—private trail contracting for the federal government, primarily the USDA Forest Service. This was quite successful, and PTBA enjoys respect and a good reputation from federal agencies.

Now, with the ongoing loss of federal trail expertise through retirement and ever-increasing trail and greenway work in state, county, municipal, and special district governments, non-profits, and private landowners, PTBA's services have grown to include the activities listed below.

## SUSTAINBLE TRAILS CONFERENCE

For decades, the Sustainable Trails Conference has brought together professional trailbuilders, land managers, trail advocates, trail administrators, volunteers, and trail users. The conference is an annual event that rotates to different parts of the country. Recent conferences were in Bend OR, Knoxville TN, Roanoke WV, Albuquerque, NM, and Portland OR.



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## Our Site

Two Rivers Convention Center  
159 Main St.  
Grand Junction, CO 81501



Register online:

<https://trailbuilders.silkstart.com/events/sustainable-trails-conference-grand-jefferson-co>

Questions?

Email Aaryn - [info@trailbuilders.org](mailto:info@trailbuilders.org)

**Professional Trailbuilders Association**

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