

PTBA



**Professional
TrailBuilders**
ASSOCIATION

presents the

SUSTAINABLE
TRAILS
CONFERENCE



Knoxville, TN
March 5-11, 2016

Exhibitor and Sponsor Information

"We recently attended the trailbuilders conference and were very pleased with both the educational and networking opportunities." - Wickcraft Company

Indoor Trade Show and Outdoor Expo

The Indoor Trade Show and Outdoor Expo is so dynamic that many of our attendees come primarily for the unique, hands-on opportunities offered. The attendees are the decision makers at federal, state and local agencies, trail advocacy associations, private organizations and trail building companies.

The Indoor Trade Show will be located immediately outside of the ballrooms that are scheduled to host all of our meals and most of our concurrent sessions. Our Monday Night Networking Party and all break food will be provided in the Trade Show area, creating consistent and engaging opportunities for attendees to visit your booth.

Trade Show Schedule

We heard your feedback from past Outdoor Trade Shows, so this year we have developed a schedule that offers blocks of time where the only thing offered is visiting the Trade Shows. Our tentative schedule will be:

Day	Time	Trade Show Activity
Monday	2:00 - 6:30 pm	Indoor & Outdoor Trade Show Setup
	6:30 - 8:30 pm	PTBA Awards and Entertainment Banquet and Opening Keynote
Tuesday	8:00 am - 6:00 pm	Indoor & Outdoor Trade Show Open
	1:30 - 3:30 pm	Trade Show Exclusive (only available activity for attendees)
Wednesday	8:00 am - 12:30 pm	Indoor & Outdoor Trade Show Open
	10:45 am - 12:30 pm	Trade Show Exclusive (only available activity for attendees)
	12:30 - 6:00 pm	Trade Show Breakdown

Exhibitor Benefits:

- ◆ **Indoor trade show space** (One 8' table, 2 chairs)
- ◆ **Outdoor Expo Zone** (30' x 30' natural surface demonstration terrain)
- ◆ **Marketing Partnership** (active logo and link on the PTBA website and company profile in all printed materials)
- ◆ **Attendee Leads** (pre-show attendee list sent 2 weeks before the conference & the final attendee roster sent within 2 weeks of the conference close)
- ◆ **Exclusive Attendee Contact** (5+ hours of competition-free Trade Show periods in the schedule)

Site Characteristics

The Outdoor Expo allows unprecedented opportunity to try out the latest trail building tools, technologies and techniques in a real world setting.

This year's Outdoor Expo will include:

- ◆ over 3 acres of grassy hillside,
- ◆ 5 minute walk over skybridge from conference location,
- ◆ excellent access for unloading trailers (no loading dock though),
- ◆ covered concrete base area in case of rain,
- ◆ some slab rock onsite (they don't mind if we play with it),
- ◆ slopes up to about 15 or 20%,
- ◆ lighted, partially fenced, night time security on the premises,
- ◆ local media will be covering this event,
- ◆ brush, logs and rocks provided upon request.



Knoxville will be a unique chance to showcase your equipment in a real world setting!
We are very excited!

Material Handling

The Conference Center can hold your shipped exhibit materials for up to 4 days prior to the conference. If a loading dock will be required, please contact PTBA to make special arrangements. Your exhibit materials may be shipped to:

Knoxville Marriott
C/O Keri Benzinger
Attn: Vendor Name(s), Professional Trail Builders (3/5-12/2016)
501 E. Hill Avenue, Knoxville, TN 37931
phone(865) 594-4337 Direct | (865) 594-4348 Fax

EXHIBITOR OPPORTUNITIES

\$350

(\$400 after Feb 12)

Indoor Exhibit Only

10'x10' with a table and 2 chairs. Includes Meal/Party Package for one person including the Mon. night party and Tues. and Wed. lunches. Meal/Party Packages available to purchase for additional staffers.

\$225

(\$275 after Feb 12)

Non-Profit Association Indoor Exhibit Only

10'x10' with a table and 2 chairs. Includes Meal/Party Package for one person including the Mon. night party and Tues. and Wed. lunches. Meal/Party Packages available to purchase for additional staffers.

\$550

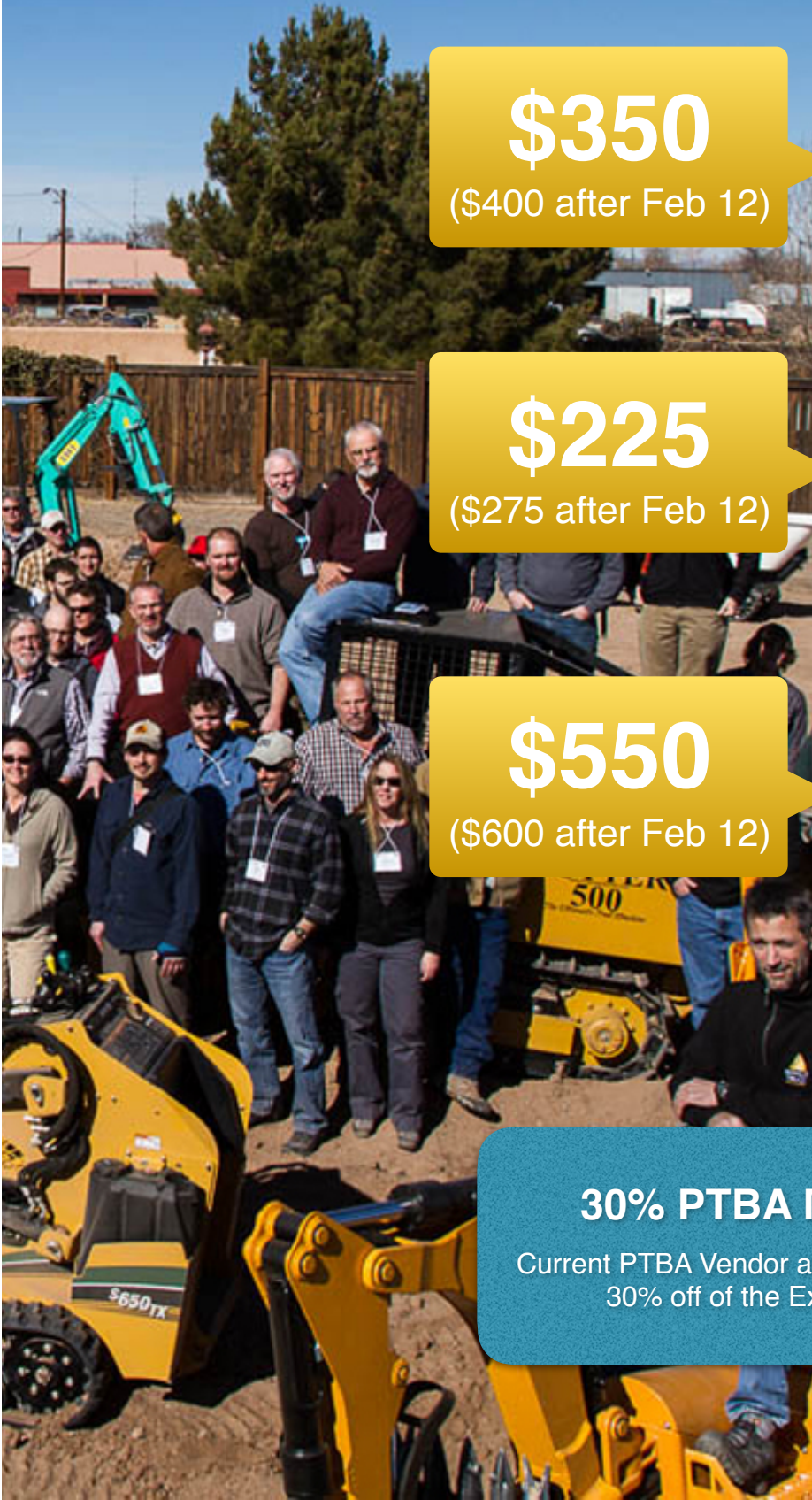
(\$600 after Feb 12)

Indoor Exhibit & Outdoor Expo

30' x 30' demonstration zone outside and a 10'x10' booth inside. Includes Meal/Party Package for two people including the Mon. night party and Tues. and Wed. lunches. Meal/Party Packages available to purchase for additional staffers.

30% PTBA Member Discount

Current PTBA Vendor and Contractor Members can take 30% off of the Exhibitor Fees listed above.



SPONSOR OPPORTUNITIES

Student Scholarship Sponsor (10 available) \$720

- ◆ Scholarship sponsors announced at prestigious awards program
- ◆ Recognition in all conference programs (300+ handed out at the event)
- ◆ Active logo link on the popular PTBA website for 6 months

Conference Break Sponsor (5 available) \$300

- ◆ 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
- ◆ Break food tables are set up in the Indoor Trade Show area

Registration Sponsor (2 available) \$500

- ◆ Your logo on every attendee's neck, via a custom lanyard
- ◆ Active logo link on the popular PTBA website for 6 months
- ◆ Hang one (sponsor provided) banner at registration table (max 4x8 feet)

Lunch Sponsor (2 available) \$750

- ◆ Opportunity to give a 5-10 minute talk during lunch, with intro from the board president
- ◆ Opportunity to have a (sponsor provided) slide show running throughout the meal
- ◆ Active logo link & company write-up in all printed and online promotional materials
- ◆ Lunches are included in 300+ attendee's registration fees
- ◆ We will include your brochures on the lunch buffet tables
- ◆ Up to 2 (sponsor provided) banners hung in the lunch room (maximum 4x8)

Famous Monday Night Informal Party (1 available) \$750

- ◆ Opportunity to hang up to 2 (sponsor provided) banners (4x8 max)
- ◆ 5-10 minute speech opportunity prior to the introductory keynote speech
- ◆ Active logo link & company write-up in all printed and online promotional materials

PTBA Awards and Entertainment Program (1 available) \$1000

- ◆ Features a key note speaker and the PTBA Awards will be announced
- ◆ Dinner Tickets for up to 2 staff
- ◆ Opportunity to hang up to 2 (sponsor provided) banners (4x8 max)
- ◆ Introduction by the President and a 5-10 minute speech opportunity prior to the awards program keynote speech
- ◆ Active logo link & company write-up in all printed and online promotional materials

What is a Sponsorship Opportunity?

All sponsor opportunities are offered separately from Exhibitor opportunities. They are intended to provide increased opportunities for exposure for your company, and express your support for the trail building industry.

10% Early Registration Discount

Register for a Sponsorship on or before Jan 31 and take 10% off of the Sponsor Fees listed above.

BECOME A MEMBER

Direct Contact With Your Target Market

The PTBA, in 2013, expanded its membership to include some of the best trail related companies in the world as Vendor Members. Through this program, the PTBA has developed close working relationships with key equipment manufacturers and service providers, effectively benefitting both Contractor Members and Vendor Members, while addressing the unique requirements of the trail building industry. This partnership means that our members are better able to quickly respond to the specific requirements of each project, contracts are more cost effective, and the final products are higher quality. Ultimately, this ongoing relationship has rewarded all members through improved reputation and cost effectiveness.

Vendor Members Will:

- ◆ share in PTBA's positive international reputation.
- ◆ receive a 30% discount on trade show opportunities.
- ◆ be prominently highlighted on the PTBA's popular website and be marketed directly to your target clients.
- ◆ have the opportunity to partner with PTBA members on contracts solicited through the PTBA website.
- ◆ receive invitations to partnership opportunities with a variety of trail contractor members.
- ◆ benefit from national affiliations and MOU's, such as The Corps Network, federal land management agencies, and the National Trails Training Partnership.
- ◆ be granted access to the 90+ member list serve.
- ◆ be invited to attend the annual Member Meeting, where you can directly witness the most pressing needs of the trail building industry.





Trade Show Vendor Registration Form

Vendors: your registration indicates a Meal Package for one or two staff persons—any additional staff who want to join the networking party on Monday night and the networking lunches on Tuesday and Wednesday, will need to purchase a separately available Meal Package for the event.

PTBA Federal Tax ID# 20-1987310

Please return this form, (with check made payable to Professional Trailbuilders Association) to:

PTBA Trade Show • c/o Mike Passo, Director • PO Box 28514 • Bellingham, WA 98228

For questions, more info, or to pay by credit card, please contact
Mike Passo at mpasso@trailbuilders.org or (360) 734-7270.

PLEASE PRINT LEGIBLY!

CONTACT INFORMATION

Contact person Name and Title:

Organization/Agency/Company:

Mailing address (street, city, state, ZIP)

Phone:

Fax:

Email:

Website:

For Booth Staffers: Name(s) and organization(s) as should appear on nametag(s)

- 1) _____
- 2) _____
- 3) _____
- 4) _____

Vendor and Sponsorship Fee Contract

VENDOR FEES	through Feb 12	after Feb 12	Total
Indoor Booth (includes <i>Meal Package</i> for one person)	_____ @ \$350	_____ @ \$400	\$_____
Indoor booth with outdoor demo area (includes <i>Meal Package</i> for two people)	_____ @ \$550	_____ @ \$600	\$_____
Non-profit/Advocacy Organization, indoor booth (includes <i>Meal Package</i> for one person)	_____ @ \$225	_____ @ \$275	\$_____
Additional Meal Package — includes Monday night party; and Tuesday and Wednesday networking lunches for additional vendor staff/employees, (per person) **	_____ @ \$60	_____ @ \$60	\$_____
Tuesday Evening Awards and Entertainment Banquet — (This event is included in the meal package) Please indicate if you would like to attend a nice dinner with wine, followed by a keynote speaker.	_____ @ \$0	_____ @ \$0	\$_____
TOTAL VENDOR (add all of the above):			\$_____
LESS PTBA MEMBER DISCOUNT (30% for current Vendor or Contractor Members): *			(\$_____)
TOTAL VENDOR FEE:			\$_____

** Since virtually all conference attendees will be enjoying the catered lunches on Tuesday and Wednesday, you will want to join them.

SPONSORSHIP OPPORTUNITIES	Indicate #	Total
Student Scholarship Sponsor - (10 available)	_____ @ \$720	\$_____
Conference Break Sponsor - (5 available)	_____ @ \$300	\$_____
Registration Sponsor - (1 available)	_____ @ \$500	\$_____
Lunch Sponsor - (2 available)	_____ @ \$750	\$_____
Outdoor Trade Show Sponsor - (2 available)	_____ @ \$500	\$_____
PTBA Awards and Entertainment Banquet Sponsor - (1 available)	_____ @ \$1000	\$_____
Monday Night Informal Party - (1 available)	_____ @ \$750	\$_____
TOTAL SPONSORSHIP FEE:		\$_____
LESS EARLY SIGN-UP 10% DISCOUNT (less 10% if paid in full by Jan 31):		(\$_____)
TOTAL VENDOR FEES (from above):		\$_____
TOTAL FEES:		\$_____

“The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor’s activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.”

please initial here to accept

**Please send this form and payment by mail to:
Mike Passo, Director, PO Box 28514, Bellingham WA 98228**

REGISTER NOW FOR THE SUSTAINABLE TRAIL CONFERENCE

Knoxville, Tennessee

March 5-11, 2016

Our Host

Knoxville Marriott
501 E. Hill Avenue
Knoxville, Tennessee 37915
(865) 594-4337 Direct | (865) 594-4348 Fax



Professional Trailbuilders Association

PO Box 28514, Bellingham, WA 98228
T 360-734-7270, Toll Free 800-434-7270
mpasso@trailbuilders.org

www.trailbuilders.org