



**VERMONT
TRAILS &
GREENWAYS
COUNCIL**



2025

Exhibitor Registration & Sponsor Information



82nd Annual

VT CONFERENCE ON PARKS, TRAILS, & RECREATION

Wednesday & Thursday, October 8th & 9th
Killington Grand Hotel
Killington, VT

Early Bird Discount Ends May 31, 2025 - [Register today](#)
VRPA & VTGC Members Receive Discount Rates - [Join or Renew Today](#)

GROW YOUR CUSTOMER BASE AND SUPPORT THE VERMONT CONFERENCE ON PARKS, TRAILS, AND RECREATION

ABOUT THE CONFERENCE

Who:

Up to 200 volunteers and professional leaders, administrative staff, fundraisers, program directors, trail management and field staff who manage municipal programs and facilities, run summer camps and pool programs, build and maintain trails, and improve access to recreation throughout Vermont.

What:

Two full days of more than 20 workshops, networking opportunities, and vendor events, plus fireworks, fireside chats, and opportunities to enjoy Vermont during peak foliage.

Where:

Killington Grand Resort and Hotel, a vibrant hotspot for outdoor enthusiasts.

How much:

Our budget-sensitive pricing is attractive to a growing number of participants from the recreation, trails, and equity sector.

New this year:

Thursday will have an Accessibility & Inclusivity theme, with one-third of the workshops dedicated to expanding access to recreation, parks, and trails for people of all abilities.

The Vermont Recreation and Parks Association (VRPA) and the Vermont Trails & Greenways Council (VTGC) are excited to host the 82nd Vermont Conference on Parks, Trails, and Recreation, Vermont's premier networking and skill-building event for recreation and trails professionals.

Your support matters. Thanks to our vendors and sponsors we can:

- Attract influential keynote speakers and expert workshop leaders;
- Offer a high-quality, professional event at a premier venue; and
- Provide affordable registration fees so that people from the smallest municipal department or volunteer-led trail organization can participate.

Important Vendor & Sponsor details

- Save \$50 when you register to Exhibit Before May 31
- VRPA and VTGC members pay less.

Join today.



“The Vermont Recreation Conference exceeded our expectations. Our company was so well received, and we got so much foot traffic that we are gearing up for lots of new potential business in Vermont. Well worth the trip for us!”

Sincerely from all of us at VRPA and VTGC,



Colin Drury,
Conference Exhibitor sub-committee chair



Drew Polla-Bruce,
Conference Committee Chair



Jessica Brodie,
VRPA Executive Director



Sharon Plumb,
VTGC Program Manager

Question? Contact us jessica@vrpa.org and sharon@vermonttgc.org

2025 CONFERENCE OVERVIEW

Tentative Exhibitor Schedule

Wednesday:

- 9:00 - 12:00 Education Sessions
- 12:00 - 1:45 Lunch & Keynote
- 2:00 - 4:40 Education Sessions
- 5:30 - 7:00 Exhibit Hall & Cocktail Hour
- 7:00 - 8:00 Dinner with Vendors (included in registration)
- 8:30 - 9:00 Fireworks and Informal Networking Time!
- 9:00 - Entertainment



Thursday: (accessibility theme for the day)

- 7:00 - 8:30 Breakfast Buffet
- 8:30 - 9:45 Education Sessions
- 10:00 - 11:00 Exclusive Exhibit Hall Time & Vendor Hall Raffle
- 11:10 - 12:20 Education Sessions
- 12:30 - 2:00 Awards Luncheon (included in registration)
- 2:15 - 3:30 Education Sessions
- 3:30 - 3:45 Silent Auction final bidding
- 4:00 pm Get your Grab N'Go snack bag before you go!



REGISTRATION INFORMATION

Exhibitor Registration

2025 Fees:

Pricing shown is for VRPA or VTGC members.

Non-members pay \$100 more for each booth option shown.

► Premier Partner Booth (\$775)

Benefits include: reserved booth in a premier location in the main dining room, registration for two exhibitor staff, 1 social media post about your company, logo on conference signage & exhibit hall screen, logos on signs in vendor hall & at registration table, website, marketing emails, attendee registration page on website, big screen in the vendor hall & on the HD TV's in the hallways

► Commercial Partner Booth (\$525)

Benefits include: one exhibitor booth (not assigned, first come, first serve location), registration for 1 staff member (additional staff = \$200 each), company logo listed as a Bronze level sponsor, complete attendee list sent to you prior to conference.

► Non-Profit Partner Booth (\$425)

Benefits include: one exhibitor booth (not assigned, first come, first serve location), registration for 1 staff member (additional staff = \$200 each), company logo listed as a Bronze level sponsor, complete attendee list sent to you prior to conference. Must be a registered non-profit organization.

Save money and receive the member rate.

Join or renew your VRPA or VTGC membership at registration.

► **REGISTER HERE**

Register by May 31, 2025, to save \$50!

At the end of the registration process, you will have the option to pay with a credit card or print the invoice & pay with a check.

► Your exhibitor registration fee includes:

- One 8-foot skirted table. (4-foot table for the non-profit rate).
- 2 hours of exclusive time with conference attendees.
- Wednesday dinner plus Thursday breakfast & lunch for one person.
- An electronic file of the conference attendees' contact info.
- Your company's logo listed in the Attendee Brochure (if registered as an exhibitor by May 31st)
- Recognition as a vendor on our conference website page.



► Additional fees:

- Each additional guest or representative will need to pay \$200 each to cover their 3 meals. During registration please select the meals you plan to attend and note any dietary restrictions. Lodging is not included.
- Tables needing electricity will pay an additional \$40, per Kilingont's policy.



SPONSORSHIP OPPORTUNITIES

Register for a sponsorship before May 31, 2025, to be included in the digital conference brochure.

Through your sponsorship, hundreds of agency, government, business, academic, and nonprofit outdoor recreation leaders throughout Vermont will see your brand through our websites, social media, email marketing, and printed materials. Onsite, we will announce your sponsorship following the Keynote address and through large-format posters throughout the facility and you have access to up to 200 participants.

Conference Underwriter or Special Events (fireworks, golf tournament, and more) Sponsor (\$3,000+)

Benefits: Individual Social media ad & marketing email prior to the conference, company logo on your own poster displayed at the conference, your company name and logo displayed during the Keynote & all meals, mention of company during all sponsor mentions at meals and education sessions. Free Premier Partner Booth (\$775 value) included with sponsorship. Unlimited available.

Keynote (\$3,000)

Benefits: Full page ad in conference brochure, company logo on the sponsor poster and in the brochure next to the keynote information, your company name and logo displayed during the Keynote, privilege to introduce the Keynote that day of the conference, and recognition of sponsorship throughout the conference. Free exhibitor space. (One available)

Conference Gift (\$3,000)

Benefits: Company logo imprinted on 200 conference gifts. Free exhibitor space and meals for one, company logo in the brochure, and recognition of sponsorship throughout the conference. (One available)

Coffee Sponsor (\$1,000)

Benefits: A sponsor poster with your companies logo and name will be highly visible at the most popular table of the whole conference – the coffee table! You will also receive recognition of sponsorship throughout the conference and on our website and media marketing.

Wednesday Night Cocktail Hour Sponsor

Your exhibitor booth will be placed next to the Bar along with exclusive advertising with your company's logo, along with recognition of sponsorship throughout the conference and in the attendee brochure. Open Bar and/or drink ticket options available for this sponsorship. Get in touch with us to let us know how you would like to contribute. (One available)

Education Speaker Sponsor (\$800)

Benefits: Sponsor a speaker to attend the conference by helping to cover their honorarium fee, travel and lodging expenses. In return, receive the option to promote your business for up to 1 minute at the start of the speaker's education session(s) through a digital or in-person Ad, recognition in the brochure with logo next to session description(s), and the ability to introduce the speaker prior to their sessions.

SPONSORSHIP OPPORTUNITIES CONT.

▶ Thursday Awards Luncheon (\$500)

Benefits: Company logo on the sponsor poster and in the brochure next to the Awards Luncheon information, an exclusive sponsor logo displayed during the luncheon, and recognition of sponsorship throughout the conference. (Two available)

▶ Room Sponsor (\$500)

Benefits: Exclusive room logo display, introduction or commercial at the start of the session with room host option available, and recognition of sponsorship throughout the conference. (Five available)

▶ Entertainment Sponsor (\$500)



Benefits: Support the cost of the Wednesday night entertainment! In return, receive an exclusive company logo display during the night, recognition in the brochure next to the description, and the ability to introduce the after-dinner entertainment and fireworks display.

▶ Grab N'Go Parting Snack (\$400)

Benefits: Logo sticker placed on a paper bag of snacks and a drink at the end of the conference for all attendees.

▶ Conference Meal Sponsor (\$500)

Benefits: Company logo displayed at Every Meal (Wednesday lunch, Wednesday dinner, & Thursday breakfast), your logo in the brochure next to the meal information, and recognition of your sponsorship throughout the conference. (Six available)

▶ Small Department & Volunteer Sponsor (\$300)

Benefits: help volunteer organizations and 1-2 person departments attend the conference through this sponsor support to offer scholarships and reduced conference rates for these groups.

Benefits: room logo display with company mention at the start of the education sessions, and recognition of sponsorship throughout the conference. (Unlimited)

▶ Accessibility Summit Sponsor (\$300)

On Thursday, the Trail Accessibility Hub (TAH) will be hosting workshops and networking opportunities that will help organizations and individuals develop the skills they need to provide inclusive outdoor recreation and trail-based programming and infrastructure. Benefits: room logo display with company mention at the start of the education sessions, and recognition of sponsorship throughout the conference. (Unlimited)



REGISTER HERE

Register by May 31, 2025, to save \$50!

At the end of the registration process, you will have the option to pay with a credit card or print the invoice & pay with a check.

VRPA ADDITIONAL ADVERTISING OPPORTUNITIES

- ▶ **Social Media Ad (\$100)**
Benefits: One Ad image that will be shared with text description on our social media Facebook page prior to the conference.
- ▶ **Marketing Email (\$100)**
Benefits – personalized company email sent to the VRPA conference registrants before the conference. Cost is for one email.
- ▶ **VRPA Newsletters (Contact for Pricing)**
Include your Full page, half page, or quarter page Ad in our Tri-Annual Newsletter distributed digitally to our entire membership each Summer, Fall, & Winter.
- ▶ **VRPA Website & Weekly Emails (Contact for Pricing)**
Include your Logo on our website or in our weekly “Rec Check-In” emails for a flat rate monthly fee. A link to your company’s website is also included.
- ▶ **Have Your Own Idea?**
We would love to hear any new ideas you have for sponsorship or advertising opportunities that may help benefit your company. Contact us today with your idea!

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“This annual conference provides excellent opportunities to network with Vermont’s Parks and Recreation professionals.”

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“As an engineering design firm for parks in Vermont, we find the networking with industry professionals and customers here so valuable and enjoyable as well - this conference is like a retreat where folks really spend time together, and the exhibitor reception is a highlight!”

GENERAL INFORMATION

Exclusive Exhibit Hall Time

Wednesday 5:00-6:30 pm and Thursday 10:00 - 11:00 am are exclusive exhibit hall times. There are no other activities or sessions going on during these times. We intentionally encourage all attendees to visit during these times. To maximize your value, we suggest that you attend both days and plan to participate in the popular evening activities on Wednesday.

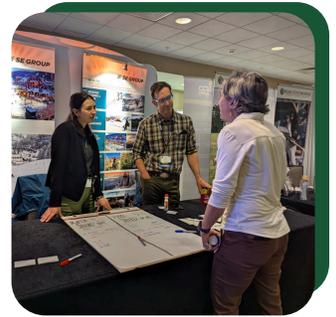


Exhibit Hall Setup

The Exhibit Hall will be held in the Oscar Wilde Ballroom, an ~8,300 sq. ft. venue that will have plenty of room for you and attendees. The ballroom is easily accessible from the back of the building (pond/mountain side) on the lower level. Please check in with the front desk to inquire about the best place to park and unload. Exhibits must be set up prior to 4:45pm on Wednesday, and by 9:00 am on Thursday. Booths are not reserved in advance, so please select an open table when you arrive. Electric and internet access are available. There is an additional \$40 fee for those that need electricity - this should be selected and paid for during the registration process.

Booth Size - 10' wide X 4' deep space with an 8' skirted table
(The Non-Profit registration rate includes a 5' wide X 4' deep space with a 4' skirted table)



Conference Brochure Reach & Sponsorship

The Conference Brochure is distributed digitally throughout New England via our website, emails, and partnering associations. By choosing a sponsorship option your company logo will be included in the conference brochure and seen by parks & recreation professionals throughout New England

Exhibitor Social & Networking

Drinks and snacks will be available in the Exhibit Hall on Wednesday night from 5:30-7:00 pm. Dinner will be served at 7:00pm, followed by our evening social time for Exhibitors and Attendees with Fireworks kicking off at 8:30pm. After the fireworks there will be a variety of games and other fun activities. This unique opportunity makes this conference like no other. Where else do you have the opportunity to socialize and interact with your customers!



Exhibit Hall Prize Drawings

Attendees are eligible to win prizes, awarded by VRPA, during the two Exhibit Hall times. This is our way of ensuring that attendees are mingling with our exhibitors as much as possible. We encourage you to join in the fun by having giveaways at your booth and donating to the Silent Auction, another great opportunity to get your company's name and mission before attendees.

Meals

Your exhibitor registration fee includes Wednesday dinner, Thursday breakfast, and Thursday lunch for one (1) person. The cost for each additional representative to attend the 3 meals listed above is \$200. Each attendee must select the meals they plan to attend as part of registration.



ACCOMMODATIONS

Killington Grand Hotel Room Rate/Night:

- Grand Standard King room - \$244 (1 King)
- Grand Standard Hotel room - \$233 (2 Queens)
- Grand Hotel Studio 2 - \$215 (Queen Murphy bed)
- Grand Hotel Studio 4 - \$228 (sofa bed & Queen Murphy bed)
- Grand Hotel 1 Bed Suite - \$258 (1 Queen, 1 sofa bed, 1 Murphy bed)

Lodging Deposit

Individuals making their own reservations will be asked for a credit card to guarantee their reservation and the credit card will be charged for the first night's room and tax to secure the reservation. Individual reservations are considered guaranteed reservations.

Upon check-in, cards will be authorized for the remainder of the stay. All remaining charges, including lodging, taxes and incidentals will be finalized when the customer checks out. Individuals will be asked for a credit card for any incidental charges during their stay.

Guest Room Cancellation Policy

Cancellations must be made in writing and follow the Cancellation policy listed below.

Cancellations for Individual call-in groups:

- 4 Days or more prior to arrival: No penalty for cancellation.
- Within 3 days or less prior to arrival: No refund of deposit.

Book your room by September 6th, 2025 - Reservations received after this date will be accepted on a space available basis.

Individual Call-In: Please call 1-800-282-9955.

Be sure to refer to the "Vermont Recreation & Park Association Annual Conference 2025" to get the block room rate.

 **Book Online**



COMMERCIAL MEMBERSHIP

VRPA members receive discounted rates on exhibit space and sponsorships at our events, including the annual Vermont Conference on Parks, Trails, and Recreation and the annual Maintenance Workshop. Our commercial members appreciate having access to an electronic copy of our membership directory and a direct link from the VRPA website to their company/organization website. For a complete list of VRPA member benefits [visit our website here](#).



[Register Here](#)

EXHIBIT HALL POLICIES & PROCEDURES

Restrictions

We reserve the right to restrict exhibits due to excessive noise, method of operation, hazardous displays, or for any other reason deemed necessary by VRPA or VTGC.

Agreement for Space

A completed registration and full payment constitutes a completed agreement for the right to use the space. In the event of fire, strike, or other circumstances beyond the control of VRPA, the agreement shall not be binding at any time prior to or during the conference.



Vermont Health Related Restrictions

Killington Grand Hotel Resort and our Conference Planning committee will be following all recommended public health guidelines and travel restriction policies in place during the time of the conference.

Liability

The Vermont Recreation and Parks Association and the conference committee are not responsible for any injury, loss or damage that may occur to the exhibitor, nor to the exhibitor's employees or property from any cause whatsoever, prior, during or subsequent to the period of the conference. The exhibitor expressly releases VRPA, its officers, and the conference committee from any and all claims for such loss, damage, or injury. To prevent loss, small or portable articles of value should be properly secured or removed after exhibit hours and placed in safekeeping.



Use of Space

All demonstrations must be confined to the limits of the exhibit space. No exhibitors shall assign, sublet, or share the whole or any part of the space allotted without the knowledge and consent of VRPA. Aisles must be clear. Advertising material of any description may be distributed only within the space assigned to the exhibitor presenting such material.

Cancellations

Cancellations of an exhibit space must be received in writing via email thirty (30) days prior to the first day of the conference. Written notification must be emailed to Jessica@vrpa.org. An administration fee of \$50 will be deducted from all refunds. No refunds will be given for cancellations within thirty days prior to the first day of the conference.



FREQUENTLY ASKED QUESTIONS

What's Special About Wednesday Evening?

The Exhibit Hall, Dinner and the Social Time offer over 3 hours of great opportunities to informally interact with potential buyers, while having fun! Make connections on a personal level.

What is Exclusive Exhibit Hall Time?

No other sessions are offered at this time! Conference attendees and buyers don't have to choose between attending a session or visiting your booth.

What is the Value?

Interact with 100+ parks and recreation professionals, volunteers, and financial decision-makers from throughout Vermont and New England who work at the local & state levels.

How can I Save Money?

Join VRPA or VTGC. Non-members pay \$100 more on vendor and sponsorship rates.
The Exhibit Hall Registration Fee increases by \$50 after May 31, 2025, so register early to save!

Sponsor the event and meet new customers.....

Register Today.



ABOUT VRPA



The Vermont Recreation and Parks Association is a 501(c)3 non-profit organization dedicated to the promotion, development, and improvement of all recreation and park services within the state of Vermont. Our association is currently primarily funded through a combination of membership fees and revenues generated from the trainings, programs, and courses that we offer.

The mission of the Vermont Recreation and Parks Association is to provide training and resources to help Vermonters to "Create Community through People, Parks and Programs." Our members consist of over 400 Parks & Recreation professionals from around the state of Vermont. Our members come from municipalities, state parks, non-profits, as well as commercial & private businesses. Friend memberships are also offered for those not working in the field that still want to stay connected and support our mission. To become a new member, [join here!](#)

Articulating the benefits of the parks and recreation profession to individuals, neighborhoods and communities can be a challenging task. The VRPA helps tell the untold stories and highlight the diverse benefits derived from parks and recreation in our communities. We help build a strong network of professionals around the state, provide educational opportunities, and advocate for community needs which benefit every resident in the state of Vermont.

The VRPA helps show how Parks & Recreation strengthens a community's image and sense of place, supports economic development, strengthens safety and security, promotes health and wellness, fosters human development, increases cultural unity, protects environmental resources, facilitates community problem solving, & provides recreational experiences.

ABOUT VTGC



More than 8,000 miles of trails provide people the opportunity to explore Vermont's fields, forests, and mountains. These trails are managed by municipal departments, volunteers, land trusts, professional trail crews, and non-profit trail organizations. Vermont Trails and Greenways Council is a non-profit 501(c)3 that brings together the resources and information volunteer and professional trail organizations need to build, maintain, fund, and continue to provide public access to the natural beauty of Vermont for all to enjoy.

We amplify the voices and efforts of trail managers across Vermont by advocating for funding and policy that supports outdoor recreation. Through this, we help trail managers and advocates build and maintain high-quality, climate-resilient trails that bring people together, develop economic vitality in communities, and increase peoples' commitment to conservation.

STILL DECIDING?

Here are some of the things that past exhibitors have said about this conference...



“

“This conference is always a GREAT way to connect with like minded individuals and reinvigorate my passion for the field.”

”

“The Vermont Recreation Conference exceeded our expectations. Our company was so well received, and we got so much foot traffic that we are gearing up for lots of new potential business in Vermont. Well worth the trip for us!”

“

“The VT Recreation Conference is one of the best delegate interactive conferences in New England. The location and value are well worth attending and exhibiting each year. I look forward to this conference and participating as a vendor every year.”



“

“This conference is very well run and a wonderful opportunity to meet with current clients in a less formal environment.”

”

“Even though we are from NH, our whole team gets so much out of the VRPA Conference every year!”





VERMONT
Recreation & Parks Association



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KILLINGTON GRAND HOTEL RESORT

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