

**NASP** 2024



GULF STATE PARK LODGE | ALABAMA

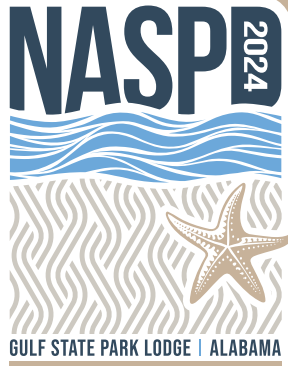
# SPONSOR & EXHIBITOR GUIDE

## NATIONAL ASSOCIATION OF STATE PARK DIRECTORS 2024 NATIONAL CONFERENCE



SEPTEMBER 10 -13, 2024 – GULF SHORES, AL





# WHY SPONSOR AND EXHIBIT AT NASPD 2024?

## BENEFITS

### Get unparalleled access to top-level state park officials.

#### The NASPD conference provides the unique opportunity to:

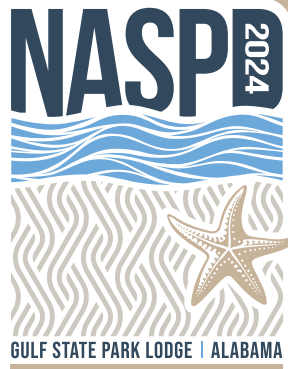
- Spend several days with state park directors and other top-level park officials from across the United States.
- Receive one or more full registrations to participate alongside attendees and speakers in field trips, meals, and pre-conference activities.

#### Receive prominent exposure for your message;

- Options abound to find the right fit for your message and budget.
- Sponsors will be recognized throughout the conference.
- Participate in a breakout session to connect exhibitors with State Park Directors.
- Attend all networking events.
- Strengthen existing and build new partnerships with industry leaders
- Build brand awareness by showcasing your products or services to attendees in an informal setting during breaks between sessions and targeted social events.
- Opportunities for select sponsors to showcase your product or service in a state park setting.
- Be recognized in the conference booklet.
- Show your commitment to America's State Parks
- Enjoy continuous exposure of your name and message throughout the conference and beyond.

#### Share insight on common goals:

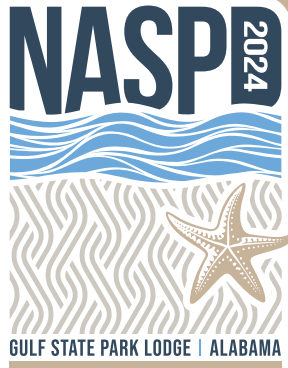
- Get the insider scoop about trends and issues important to our shared industry and target market.



# SPONSORSHIP LEVELS

Sponsors are the cornerstone on which this conference is built, and we thank you for your patronage. Agreements will be processed in the order received and exhibit space is limited, so we encourage you to apply early.

<b>BENEFITS</b>	<b>DIAMOND \$50,000</b>	<b>PLATINUM \$35,000</b>	<b>GOLD \$25,000</b>	<b>SILVER \$20,000</b>	<b>BRONZE \$15,000</b>	<b>IRON \$10,000</b>
Mention from podium	Every day	Sponsored Hospitality	Sponsored Event	Sponsored Event	General	General
Full conference registrations	4	3	2	2	2	2
Exhibit booth	Premium	Premium	Standard	N/A	N/A	N/A
Podium attendee address	5 Mins	3 Mins	3 Mins	N/A	N/A	N/A
Tabletop advertisements	All	Hospitality ALL	Dinner	Lunch	Breakfast	Snacks
Promotion in conference booklet	Logo prominent	Logo special	Logo special	Logo standard	Name	Name
Placement on sponsor boards	Logo top	Logo middle	Logo middle	Name middle	Name bottom	Name bottom
Communications to Directors	Linked logo	Logo prominent	Logo prominent	Logo standard	General	General
Name badge notation	√					
Oceanfront Executive Suite	√					
Database of attendee contacts	√	√	√	√	√	√
Listing on Conference Webpage	Linked logo	Linked logo	Logo prominent	Logo standard	Name	Name
Self-produced insert in registration packet (one page, double-sided, maximum 8.5"x11")	√	√	√	√	√	√



# EXHIBITORS

The Lodge at Gulf State Park will house the conference and all exhibitors. Indoor and outdoor exhibit space is available.

## A Premium Booth – Indoors Cost \$6,000

- 8x8’ High-traffic indoor booth space
- Pipe and drape background
- Tables with tablecloths and chairs
- Limited availability
- Attendee registration required

## B Standard Booth – Indoors Cost \$4,000

- 8x8’ indoor booth space
- Pipe and drape background
- Tables with tablecloths and chairs
- Limited availability
- Attendee registration required

## C Premium Booth – Outdoors Cost \$6,000

- 8x8’ High-traffic outdoor booth space
- Pipe and drape background
- Tables with tablecloths and chairs
- Limited availability
- Attendee registration required

- Outdoor spaces can accommodate large equipment and displays, allowing conference attendees to engage and interact with your quality products and services.
- Enjoy a dedicated session for exhibitors to meet exclusively with state park directors.
- Conference organizers will assign exact booth locations based on needs and availability. Payment must be received before booth assignments will be finalized. The exhibitor is responsible for all costs related to shipping, storage, and transfer of exhibition materials.
- Electrical services are available upon request. Request electrical service on the application form. Charging stations will be located throughout the conference center.

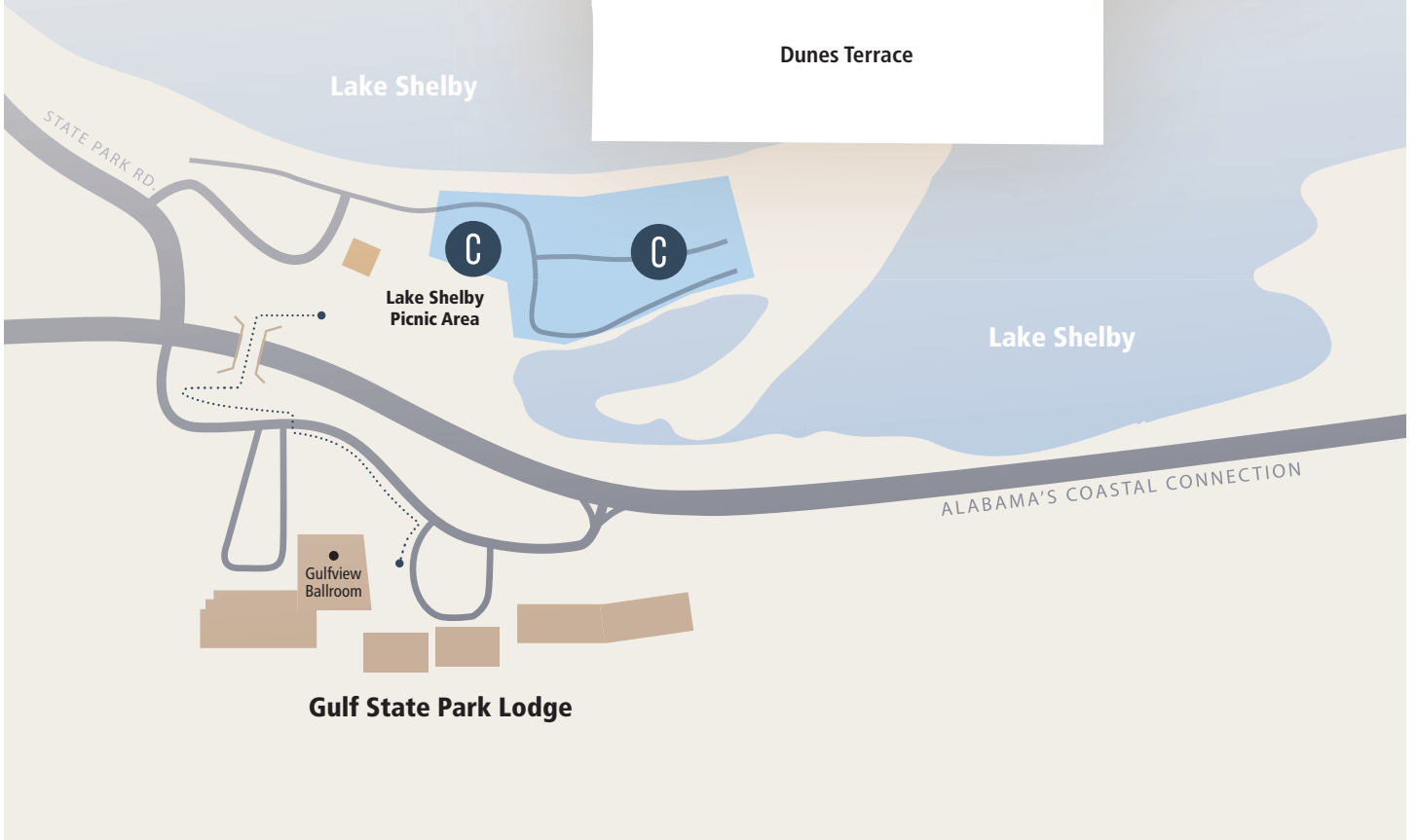
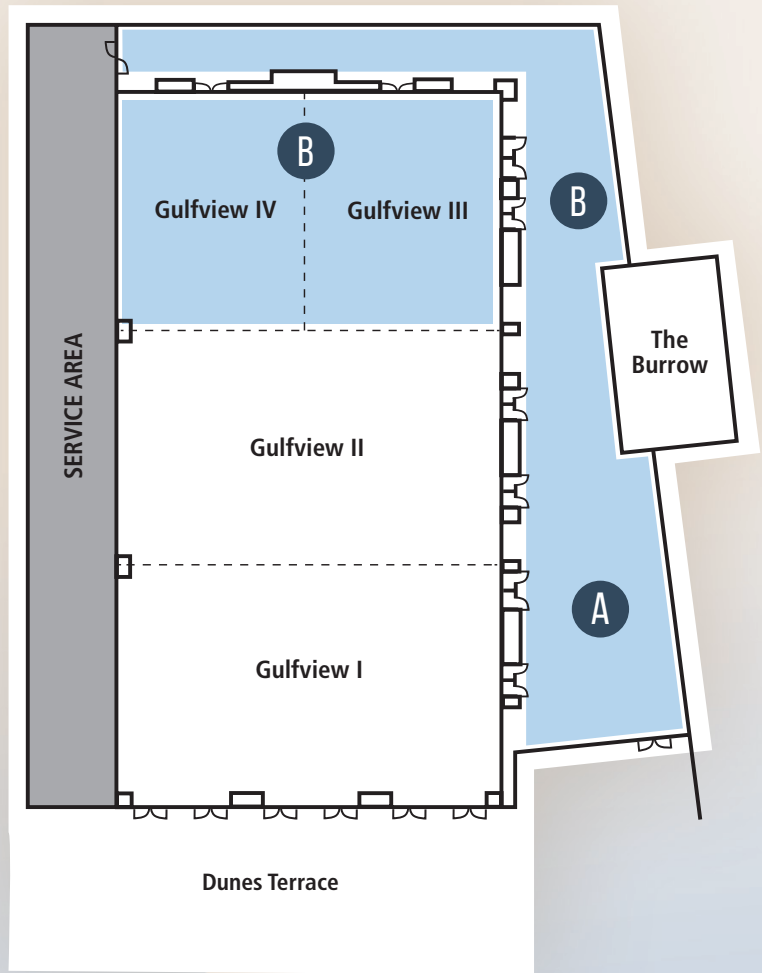
- Veal Conference Services (VCS) will contact vendors approximately six weeks before the event with informations about available booth furnishings, shipping, and other pertinent information. Shipping and extra services will be at the cost of the exhibitor. Call 1-800-844-8325 with any questions.
- More information will be included with your confirmation.



For more information, email  
[NASPD24@dcnr.alabama.gov](mailto:NASPD24@dcnr.alabama.gov)

# EXHIBITOR AREAS

- A** PREMIUM BOOTH - INDOORS
- B** STANDARD BOOTH - INDOORS
- C** PREMIUM BOOTH - OUTDOORS  
Lake Shelby Picnic Area





**NASPD 2024**

Join us in  
**ALABAMA**  
at the  
**GULF STATE  
PARK LODGE**  
GULF SHORES, ALABAMA  
**SEPTEMBER 10-13, 2024**

## Other Opportunities



### **PARK PARTNERS**

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#### **\$3,000 and up - pick your gift!**

Are you unable to attend the conference in person but still want to promote your corner of the world? This general contribution gets you inclusion in the conference program and acknowledgement to the group when your gift is used to support a specific item.



### **FRIEND OF NASPD**

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#### **\$1,500**

You will be included in the conference program and acknowledged to the group when your gift is used to support specific items during the conference.



### **CUSTOMIZED SPONSORSHIP OPPORTUNITIES**

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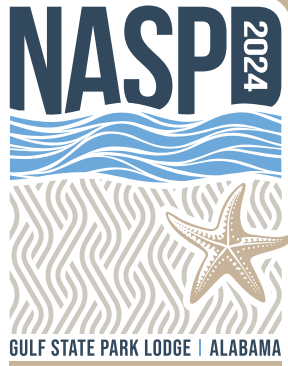
Do you have an idea that you don't see here? We welcome new and creative ways to showcase your organization as a conference partner in a way that makes the most sense for your budget and marketing goals. Let's talk.



For more information, email  
[NASPD24@dcnr.alabama.gov](mailto:NASPD24@dcnr.alabama.gov)

*Updates will be posted on the [StateParks.org](https://StateParks.org) website.*





# THE LODGE

## THE LODGE AT GULF STATE PARK

Take your meetings to the coastal south for luxury, relaxation, and transcendent scenery:



*Where connection comes naturally.*

Connect with your soul, loved ones, or colleagues in the natural beauty of The Lodge. Shed the stresses of daily life and focus on relationships as you immerse yourself in the seashore and natural habitat of Gulf State Park. Every detail has been thoughtfully designed to connect you with nature and with those you've brought along for the journey.

When it comes to "elevated comfort and Southern hospitality," there's nothing else like The Lodge anywhere on the Southern Alabama Coast. We pride ourselves on providing every guest with an unparalleled experience —

refined, yet warm and welcoming. The 350 room Lodge at Gulf State Park is a full-service resort with access to an array of amenities, activities, and facilities.

The Lodge at Gulf State Park is a proud leader in the Sustainable Tourism movement. Sustainable tourism is the practice of incorporating the principles of ecotourism into the overall guest experience by creating increased benefits for both the host community and its visitors. It enhances the positive experience of our travelers in an environmentally sensitive manner while also protecting the destination.





# Relax, Explore, Discover and Enjoy Gulf State Park



The Lodge at Gulf State Park has so much for you to experience, in addition to enjoying our white sand beaches. Being centrally located in Gulf Shores, Alabama, makes it simple for guests to access everything in the area while getting in touch with the Gulf's beautiful natural environment. The Lodge is just steps away from over 28 miles of hiking and biking trails and 800 acres of freshwater lakes for easy access to water activities!

**Whether you want to relax or explore, there is no doubt you will discover something to enjoy at Gulf State Park.**

## THINGS TO DO:

- Hike or bike the 28 miles of trails.
- Take a Coastal Segway Tour.
- Embrace the call of the wild at the Nature Center.
- Go on a geocaching adventure.
- Enjoy free bike sharing.
- Embark on a kayaking or paddle boarding trip.
- Grab some binoculars and birdwatch.
- Cast a line to freshwater or saltwater fish.



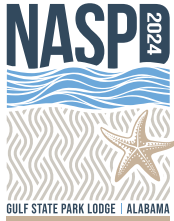
## ECO-FRIENDLY CONSTRUCTION AND CERTIFICATIONS

The Lodge was constructed to meet the elevated standards of LEED® Gold, SITES® Platinum, and FORTIFIED Commercial™ certifications. During construction, over six football fields of coastal dunes and native plant communities within the building site were protected. Gulf State Park and the Learning Campus are also pursuing partnerships with the Jean-Michel Cousteau Ocean Futures Society.

## GULF COAST EVENTS

Offering more than 40,000 square feet of flexible indoor and outdoor event space as well as additional gathering and reception areas, The Lodge is the ideal location for conferences, conventions, business meetings and group events or celebrations. The Lodge at Gulf State Park proudly boasts the largest beach-view ballroom on the Gulf Coast at 12,160 square feet. Directly off the ballroom is the Dunes Terrace, a gulf facing patio and terrace perfect for cocktail receptions.





# SPONSOR AND EXHIBITOR AGREEMENT FORM

Contact Name: \_\_\_\_\_

Alternate Contact Name: \_\_\_\_\_

Company (As you want displayed on conference promotions): \_\_\_\_\_

Company Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Alternate Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Alternate Email: \_\_\_\_\_

Number of booth spaces needed: \_\_\_\_\_  I have read and agree to the Terms and Conditions on pages 11.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## SPONSORSHIP LEVELS:

- Diamond - \$50,000**  
*Registrations included: 4*
- Platinum - \$35,000**  
*Registrations included: 3*
- Gold - \$25,000**  
*Registrations included: 2*
- Silver - \$20,000**  
*Registrations included: 2*
- Bronze - \$15,000**  
*Registrations included: 2*
- Iron - \$10,000**  
*Registrations included: 2*

## ADDITIONAL SPONSORSHIP OPTIONS:

- Transportation
- Field Trip(s)
- Guest Trip(s)
- Welcome Bag(s)
- Conference Booklet Graphic Design

## EXHIBITOR OPPORTUNITIES:

- \*Premium Booth – Indoors - \$6,000
- \*Premium Booth – Outdoors - \$6,000
- \*Standard Booth – Indoors - \$4,000

Include # of Attendees: \_\_\_\_\_

\*Registration required - \$650/attendee.

## PAYMENTS

Make checks payable to NASPD. Include "2024 Conference" in memo line.

**Return to:** Alabama State Parks  
64 N. Union St.  
Montgomery, AL 361130

Please email [NASPD24@dcnr.alabama.gov](mailto:NASPD24@dcnr.alabama.gov) if making a payment by credit card. Processing fees apply.

# SPONSOR AND EXHIBITOR TERMS AND CONDITIONS

## PAYMENT

Payment in full, made payable to NASPD must be received to reserve an event sponsorship and/ or an exhibit space. Please complete the Exhibitor and Sponsorship Agreement and mail it with your **check payment to the address indicated on the form by July 15, 2024, to guarantee your company logo and information will be included in the conference program book.**

## REGISTRATION AND ADMISSION

No one will be admitted without a conference name badge. All exhibitors must be registered with the conference.

## INSTALLATION AND DISMANTLING

Veal Convention Services, Inc. ("VCS") is the service contractor for the NASPD 2024 National Conference exhibits. Exhibiting companies will receive an email with information about available booth furnishings, shipments, and other pertinent information approximately six (6) weeks before the show. Please contact VCS at orders@vealco.com or 1-800-844-8325 with any questions.

**All booths must be set up by 7 a.m. Wednesday, Sept. 11, for the opening session. All booths must be dismantled by 12 p.m. Friday, Sept. 13.**

**Any items left by the exhibitor after 12 p.m. on Sept. 13, will be discarded.**

### Installation Hours:

Monday Sept. 9, 10 a.m. – 6 p.m.

Tuesday Sept. 10, 7 a.m. – 4 p.m.

### Exhibit Hours:

Wednesday, Sept. 11, 7 a.m. – 4 p.m.

Thursday, Sept. 12, 7 a.m. – 4 p.m.

### Dismantle Hours:

Friday, Sept. 13, 7 a.m. – Noon

## PROTECTION OF HOST PROPERTY

Sponsors and/or exhibitors will not be allowed to attach anything (decorations, signs, banners, etc.) to walls or columns without approval of the host property. The use of Scotch tape or decals on walls, floors, partitions, doors, windows, or furniture is strictly prohibited. The use of nails, tacks, brads, or other driven fasteners is also prohibited. Exhibitors violating this regulation are expressly bound, at their expense, to repair any damage they may cause.

## RELOCATION OF EXHIBITS

The NASPD reserves the right to reassign space as necessary and to alter the location of the exhibit space(s). The conference committee also reserves the right to determine eligibility of any company or product for inclusion in the exhibit space.

## LIABILITY

The exhibitor agrees to assume all risk of loss, injury, theft, or damage of any kind or nature whatsoever to any exhibit or component thereof, including any goods, merchandise, and business records or other property that may be in, or come into, an exhibitor's possession during the course of the exhibit, or in the course of assembling or disassembling the exhibit and to assume all incidental to the movement and operation of the exhibit and hereby releases the National Association of State Park Directors and Alabama Division of State Parks, its contractors, and the host property from any liability whatsoever.

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of the exhibitor's activities on The Lodge/Gulf State Park premises and will indemnify, defend, and hold harmless The Lodge and Gulf State Park, its agents, servants, and employees from any and all such losses, damages, and claims.

## TERMINATION OR INTERRUPTION OF TRADE SHOW

In the event the trade show site becomes unfit for occupancy or is substantially interfered with by reason of picketing; strike; embargo; injunction; act of war; act of God; fire, emergency declared by any government agency by virtue of any ordinance or law of any municipality, state or federal government agency; or any act beyond the control of the NASPD, this contract may be terminated by the NASPD. The determination required by this paragraph shall be within the sole, reasonable discretion of the NASPD. In the event the trade show is interrupted for any reason including, but not limited to, emergencies of any type, failure of utilities or other public services, the exhibitor waives any and all claims against the National Association of State Park Directors and Alabama Division of State Parks.

