

**Exhibitor and Sponsor Information**

**December 9-10, 2020**

# **National Association of State Park Directors National Virtual Conference**



Babcock State Park  
West Virginia



# WELCOME

Poe Valley State Park  
Pennsylvania

## Dear Exhibitors and Sponsors,



What a difference a year makes. What a difference COVID-19 has made in 2020!

Each year, the National Association of State Park Directors comes together

to share innovations and challenges, celebrate achievements, and explore the future of outdoor recreation. We had the best of well laid plans for a September meeting in western Pennsylvania, but it was not to be this year!

Annual visitation to state parks has been at record levels exceeding 800 million in recent years. In the spring and early summer, all of America's State Parks were seriously impacted by the pandemic. The state park systems in 12 states were totally closed; 30 more states closed all overnight accommodations. With nearly 230K campsites – America's State Parks provide the most camping opportunities – plus hundreds of lodges, and thousands of cabins and cottages, the impact was substantial.

The staff and volunteers of America's State Parks are resourceful and resilient! Incredible efforts have been made to reopen parks in the most accommodating and safe manner. Some limitations remain in most states. However, the public demand and appreciation for parks and open space continue at record levels. In fact, one state announced record annual visitation at the end of September despite having been closed entirely or opened with restricted access for several weeks; another state announced they had exceeded their record number of campers for a year with still a few weeks left in the season.

Parks staff and advocates remain passionate about providing quality outdoor recreation experiences and conserving the unique natural and cultural resources for future generations. With the support and participation provided by the vendor community, we know you share in the commitment, and we know you have been impacted also. State parks budgets exceeded \$2.8 billion in operational expenditures and nearly \$900 million in capital spending last year. Parks continue to need your products and services.

Thus, it is important for parks management, advocates and exhibitors to again come together, even if in a virtual, teleconference setting, to explore how we best provide quality services and resolve our challenges to adapt and respond in the future.

This year we invite you to join us on December 9 and 10 for our virtual conference, *Relevance and Essential Service in America's State Parks*. The agenda, conference registration information, and sponsorship opportunities are attached.

Whether it will be your first time “attending” or you are a veteran of our conference, we thank you for your interest and partnership with the **essential** America's State Parks.

Sincerely,

Lewis R. Ledford  
Executive Director



# AGENDA

Maybury State Park  
Michigan

## Day One, December 9<sup>th</sup> \* Central Time

- 10:00 – 12:00 Virtual Trade Show: Visit with Exhibitors & Sponsors**
- 10:00 – 10:45 New Director's Orientation**  
(By invitation)
- 12:00 – 12:55 Directors' Welcome & Business Meeting**  
Welcome and Introductions, President  
Roll Call of the States, Secretary  
Special Welcome from Governor  
Laura Kelly, Kansas  
Annual Review, Executive Director
- 1:00 – 1:55 Keynote on the future of COVID-19**  
Dr. Mike Osterholm, University of  
Minnesota Center for Infectious Disease  
Research and Policy
- 2:00 – 5:20 Concurrent Sessions**  
*Session 1: Navigating a New Normal*  
**2:05 – 3:30 a.** Visitation Trends and Organizational  
Responses to COVID  
**4:00 – 5:20 b.** Design, Development & Infrastructure:  
Best Practices for a New Time  
*Session 2: Important Partnerships  
During Crisis*  
**2:05 – 3:30 a.** Retail and Concession Operations:  
Engaging in New Ways  
**4:00 – 5:20 b.** OREC & Other Collaborations
- 5:30 – 6:30 Concurrent Discussion Sessions**  
**a.** Leave No Trace &  
Responsible Recreation  
**b.** Managing First Amendment Rights &  
Demonstrations in Parks  
**c.** Measuring Visitation – New  
Approaches and Technologies

## Day Two, December 10<sup>th</sup> \* Central Time

- 9:00 – 11:00 NASPD Board Meeting**  
(By invitation)
- 10:00 – 12:00 Virtual Trade Show: Visit with Exhibitors & Sponsors**
- 11:30 – 12:50 Directors' Membership Meeting**  
(By invitation)  
Annual Presentation of the Bear Trap
- 1:00 – 1:55 Keynote on creating anti-racist outdoor recreation spaces**  
James Edward Mills, author of *The Adventure Gap* and founder of *The Joy Trip Project*
- 2:00 – 5:20 Concurrent Sessions**  
*Session 3: Welcoming New Visitors in New Ways*  
**2:05 – 3:30 a.** Equity, Diversity and Inclusion  
(E-D-I) in America's State Parks  
**4:00 – 5:20 b.** Virtual Education and  
Interpretation: Case Studies &  
Discussion  
*Session 4: Managing through Crisis:  
Lessons Learned*  
**2:05 – 3:30 a.** Camping Trends and Reservations  
**4:00 – 5:20 b.** COVID-19 Practices in  
Management & Operations
- 5:30 – 6:30 NASPD Awards and Recognitions**  
• America's State Parks 2020  
Photo Contest Winners  
• Survivor Awards  
• Innovation Award  
• Park History Award  
• President's Awards  
• Distinguished Service Award



## Speaker Biographies

### Governor Laura Kelly



Kansas Governor Laura Kelly grew up in a career military family where she learned the importance of service, integrity and accountability. She has made it her life's work to fight for children and families on the job, in her community, and as a four-term state senator. As the long-time leader of the Kansas Recreation and Park Association, Kelly advocated for public parks across the state. She was a leading voice in promoting healthy families and communities and improving the quality of life in Kansas through top-notch parks and recreation services. In earlier jobs, she fought to improve mental health services and helped patients live healthy, more productive lives.

Kelly was elected to the Kansas Senate in 2004. She immediately built a reputation as a no-nonsense leader who could work with anyone to get things done. After just two years, she was asked to serve as the Ranking Minority member of the important Ways and Means Committee. She has advocated for fiscally responsible, balanced budgets that still reflect the priorities of Kansas communities, like schools, health care, roads and public safety.

### Dr. Michael Osterholm, PhD, MPH



Dr. Osterholm is the director of the Center for Infectious Disease Research and Policy (CIDRAP) at the University of Minnesota and author of the New York Times best-selling books, *Deadliest Enemy: Our War Against Killer Germs* and *Living Terrors: What America Needs to Know to Survive the Coming Bioterrorist Catastrophe*. The author of more than 315 papers and book chapters, Dr. Osterholm is a frequently invited guest lecturer on the topic of epidemiology of infectious diseases and is a frequent contributor and commentator on national television networks and print media, where he is known for his plain language and straight talk about how infectious disease spreads and its public health impacts communities.

Over the course of the past two decades, Dr. Osterholm has held many distinguished memberships on national government panels and science advisory boards addressing pandemics, biosecurity, and public health preparedness. As Minnesota's state epidemiologist for 15 years, he led numerous investigations on outbreaks of international importance, including foodborne diseases, hepatitis B and HIV. Dr. Osterholm was the principal investigator of an NIH-supported Minnesota Center of Excellence for Influenza Research and Surveillance (2007-2014) and has been an international leader on the critical concern regarding preparedness for influenza and other pandemics.

### James Edward Mills



James Edward Mills is a freelance journalist, independent media producer and author of *The Adventure Gap: Changing the Face of the Outdoors*, which Outside Magazine named one of the "Ten Outdoor Books that Shaped the Last Decade" in 2020. Mills specializes in telling stories about outdoor recreation, environmental conservation, acts of charitable giving, and practices of sustainable living. Working in the outdoor industry since 1989 as a guide, outfitter, independent sales representative, writer and photographer, his experience includes a broad range of expeditions that include mountaineering, rock climbing, backcountry skiing and kayaking.

Mills has written for several publications, including *The Wisconsin State Journal*, *The Capital Region Business Journal*, *Madison Magazine*, *Madison Sports Monthly* and *Wisconsin Trails*. He currently is a contributor to several outdoor-focused print and online publications that include *National Geographic Adventure*, *Rock & Ice*, *Alpinist*, *SUP Magazine*, *Paddle Sports Business*, *Sporting Goods Business*, *Elevation Outdoors*, *Women's Adventure*, *WEND Magazine*, *The Clymb*, *High Country News* and *Roots Rated*. His most recent endeavor, *The Joy Trip Project*, is a blog and podcast series that focuses on adventure culture through news gathering and reporting on people and initiatives that strive to achieve a more full human potential through outdoor recreation and conservation.

## Become a Conference

# SPONSOR

Silver Falls State Park  
Oregon

### Benefits

#### Get Unparalleled Access To Top-Level State Park Officials

The NASPD conference provides the unique opportunity to:

- Interact with state park directors and other top-level park officials from across the United States online.
- Receive one or more full registrations to participate alongside attendees and speakers online.

#### Receive Prominent Exposure For Your Message

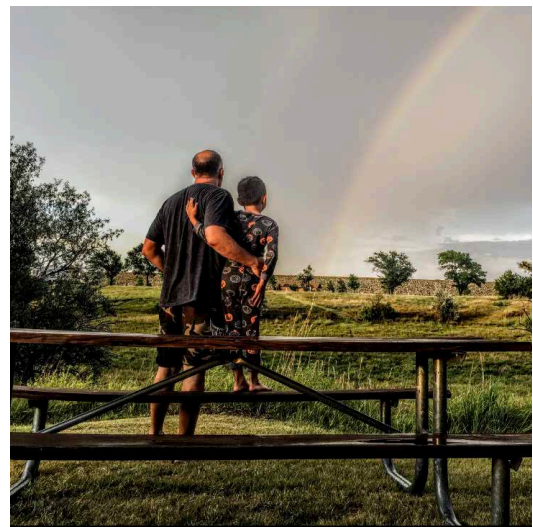
- Options abound to find the right fit for your message and budget.
- Sponsors will be recognized throughout the conference.
- Showcase your products and interact with members with your virtual booth.
- Continuous exposure of your name and message exists throughout the conference and beyond.

#### Share Insight On Common Goals

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

#### Contact Us

- Please contact [info@stateparks.org](mailto:info@stateparks.org) for more information. Updates will be posted on [stateparks.org](http://stateparks.org).



Cedar Bluff State Park  
Kansas

# Sponsorship Agreement Levels

## Platinum Host Sponsors (2)

### \$15,000+

- 5-minute recorded video presentation
- ASP strategic partner with logo and link as such on stateparks.org
- Sponsored/personalized post-conference email blast to attendees with only your message
- Prominent placement of logo and link on virtual conference and landing page
- Logo and link on conference website
- Exhibit space in virtual booth
- Complimentary registrations, 6
- Membership listing
- Attendee list, post conference
- Additional registration is \$75 per person

## Silver Sponsors (6)

### \$2,500

- 3-minute recorded video presentation at the beginning of each session
- Placement of logo and link on virtual conference and landing page
- Recognition on conference website page
- Exhibit space in virtual booth
- Complimentary registrations, 2
- Attendee list, post conference
- Additional registration is \$75 per person

## Gold Award Sponsors (3)

### \$5,000+

- 5-minute recorded video presentation at awards ceremony or keynote sessions
- Sponsored/personalized post-conference email blast to attendees with only your message
- Prominent placement of logo and link on virtual conference and landing page
- Recognition on conference website page
- Exhibit space in virtual booth
- Complimentary registrations, 4
- Attendee list, post conference
- Additional registration is \$75 per person

## Friends of ASP Exhibitor (multiple)

### \$500

- Listing on conference website page
- Exhibit space in virtual booth
- Complimentary registration, 1
- Attendee list, post conference
- Additional registration is \$75 per person



## Exhibitor & Sponsor

# TERMS & CONDITIONS

Ridgway State Park  
Colorado

### Payment

Payment in full, made payable to NASPD must be received to reserve an event sponsorship and/or exhibit space. Please complete the Exhibitor and Sponsorship Agreement and mail it with your check payment to the address indicated on the form by **December 1, 2020**, to guarantee your company logo and information will be included in the conference program book.

### Registration and Admission

All exhibitors must be registered with the conference.

### Sub-Leasing/Relocation of Exhibits

Subletting or sharing of space as an exhibitor is strictly prohibited. The NASPD reserves the right to determine eligibility of any company or product for inclusion in the exhibit space.

### Liability

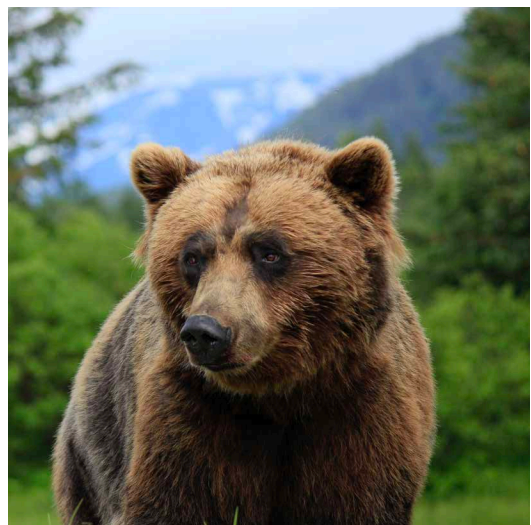
The exhibitor agrees to assume all risk of loss, injury, theft, or damage of any kind or nature whatsoever to any exhibit or component thereof, including any goods, merchandise, and business records or other property associated with virtual conference, and hereby releases the NASPD, its contractors, and assigns from any liability whatsoever.

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of the exhibitor's participation.

### Termination or Interruption of Virtual Conference

In the event the virtual conference 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 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 NASPD.

**Refund deadline:** December 1, 2020



**Chugach State Park  
Alaska**





Spring Mill State Park  
Indiana

## Exhibitor and Sponsor Agreement Form

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

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

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

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

\_\_\_\_\_

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

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

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

Alternate Contact Address: \_\_\_\_\_

\_\_\_\_\_

## Sponsorship Level

☐ Platinum

☐ Friend

☐ Gold

☐ Additional Registration  
for Sponsor

☐ Silver

## Are you also interested in providing any of the following? (check all that apply)

☐ Complimentary items that you'll ship

☐ Other activities \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

☐ I have read and agree to the Terms and Conditions.

Please make checks payable to NASPD.

Include **"2020 Conference"** in the memo line.

Return to:

**NASPD**

**P.O. Box 91567**

**Raleigh, NC 27675**

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

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

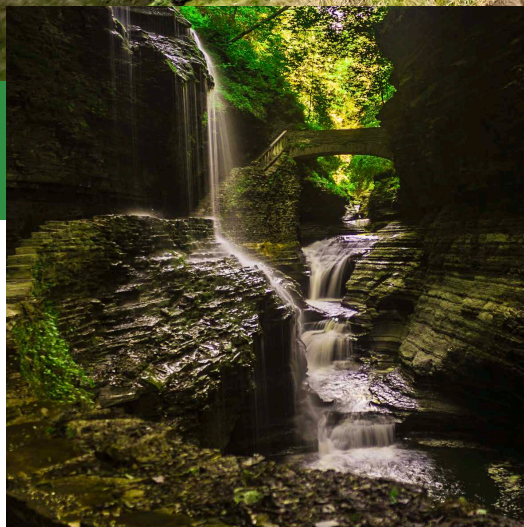


Devil's River State Natural Area  
Texas





**Nā Pali Coast State Wilderness Park  
Hawaii**



**Watkins Glen State Park  
New York**

## **Officers and Board of Directors**

### **NASPD 2020**

Executive Director	Lewis Ledford, North Carolina (retired)
President	Grady Spann, Arkansas
Vice President	Erika Rivers, Minnesota
Secretary Treasurer	Lisa Sumption, Oregon
Past President	Linda Lanterman, Kansas
Central Region	Todd Coffelt, Iowa
North-Central Region	Ron Olsen, Michigan
Northeast Region	Raymond Bivens, Delaware
Northwest Region	Don Hock, Washington
Southeast Region	Greg Lein, Alabama
Southwest Region	Christy Tafoya, New Mexico