

SPONSOR & EXHIBITOR GUIDE

National Association of State Park Directors
2022 NATIONAL CONFERENCE

September 6-9, 2022
Sunriver Resort • Sunriver, Oregon

WELCOME TO OREGON

Dear Exhibitors and Sponsors,

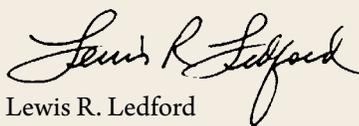
At this year's annual conference, the National Association of State Park Directors invites you to Oregon for an opportunity to connect with the top decision makers in America's state parks. Director Lisa Sumption and the Oregon State Parks team welcomes you to Sunriver Resort in Central Oregon. We'll be celebrating the Oregon State Parks centennial anniversary and sharing our collective lessons learned, recognizing the outstanding, and preparing for the next 100 years.

America's State Parks continue to face a surge in record attendance since the onset of the pandemic. Nationally, a record 53% of Americans participated in outdoor recreation last year; camping and hiking were up by 28% and 16% respectively. Recreation equipment sales continue to increase. It is clear America's state parks have more public support than ever, but we have much to do to continue to earn that support long into the future.

To that end, this year's conference will focus forward. We'll share insights on how to be better prepared for natural disasters and emergencies. We'll focus on infrastructure improvements at all levels to modernize our campgrounds and day-use areas. And we'll share ideas about how to stay relevant for the next generation of park visitors.

As sponsors and exhibitors, you will find many opportunities to share your products and services with NASPD leadership, state park directors, and senior staff from across the country as well as our federal partners and affiliate non-profit organizations. You'll be mingling with people who are passionate about providing quality outdoor recreation experiences. Thank you for considering this opportunity—participation from sponsors like you enables NASPD to keep America's state park systems vibrant and relevant well into the future. We hope to see you in Oregon!

Sincerely,



Lewis R. Ledford
Executive Director



Lewis R. Ledford
Executive Director



Dear Sponsors and Exhibitors,

I am thrilled to invite you to Oregon for the 2022 National Association of State Parks Directors Conference to see some of the places Oregonians hold dear. You'll be joining us during a momentous year — the Oregon State Parks centennial celebration. Throughout 2022, we are remembering our humble start 100 years ago while we look forward to the next century. We are so honored to include you, our valued sponsors and exhibitors, in part of our yearlong birthday party!

This year's conference will be at Sunriver Resort in beautiful Central Oregon, chosen for its proximity to 11 state parks that comprise campgrounds, day-use areas, and abundant natural and cultural resources. Anchored by the destination city of Bend, this high-desert region is known for its sunny skies, legendary landforms, and year-round adventures — from watersports to rock climbing to skydiving.

The Oregon State Parks team recognizes the value in providing you one-on-one time with state parks leaders, as well as the contributions you make to the many different industry topics we are gathering to discuss. Our goal is to "Oregon-ize" an agenda that honors both, while also giving you plenty of time to enjoy Oregon. Registered sponsors and exhibitors, along with attendees and their guests, will be able to float, bike, hike, or fish in some of the best places in the region.

This packet provides a range of sponsorship and exhibitor packages to meet your unique needs. In addition to the typical exhibit hall space, there are a few outdoor exhibit space at the conference resort. We are even offering a



Lisa Sumption, Director

unique opportunity for a few select sponsors to showcase your product or service in a state park setting during one of our off-site evening programs at LaPine, The Cove Palisades, and Smith Rock state parks. All sponsorship packages come with one or more full registrations so that you participate alongside attendees and speakers in conference activities.

We hope you'll consider this opportunity to connect with state park directors and other top-level park officials from across the United States. This conference could not be possible without your participation and insights about the future of the recreation industry. Together, we'll make sure America's state parks are ready for the next generation.

Sincerely,

A handwritten signature in black ink that reads "Lisa Sumption". The signature is fluid and cursive.

Lisa Sumption
Director

Milo McIver State Park





LODGING AND TRANSPORTATION

LODGING

NASPD 2022 will be held at stunning **Sunriver Resort** in the heart of Central Oregon, where the mountain pines meet the high desert. Just south of two outdoor recreation hubs, **Bend** and **Redmond**, the resort is located near 11 state parks. It's also central to several national landmarks, including Deschutes National Forest, Newberry National Volcanic Monument and Mount Bachelor.

On site, enjoy stunning mountain views on this 3,300-acre resort that includes four golf courses, 45 miles of bike paths, indoor and outdoor swimming pools, and 6-mile float along the Deschutes. Rejuvenate at the Sage Springs Club & Spa, and dine on creative, locally sourced cuisine at a variety of indoor and outdoor dining options.

Sunriver Resort is pleased to offer discounted rates for conference participants from September 3-10, 2022, with options to extend your stay. Visit the resort's NASPD webpage to book your stay.

TRANSPORTATION

Sunriver Resort is located 24 miles south of the **Redmond Municipal Airport** (RDM) and about 190 miles southeast of **Portland International Airport** (PDX). Shuttle service to the resort will **ONLY** be available from the Redmond Airport. If you choose to arrive or depart from PDX, you are responsible for your own transportation to and from Sunriver Resort. Transportation to all conference events is included. Car rental services are available from either airport.

CENTRAL OREGON

-  Points of interest
-  Oregon State Parks





2022 NATIONAL CONFERENCE

AGENDA

MONDAY, SEPTEMBER 5

- Vendor and exhibitor set up

TUESDAY, SEPTEMBER 6

- Field trips at nearby regional and state parks
- Vendor and exhibitor set up
- NASPD board meeting
- New directors' orientation
- Welcome Reception at LaPine State Park
- Evening Hospitality at LaPine State Park

WEDNESDAY, SEPTEMBER 7

- Breakfast with exhibitors
- Conference sessions at Sunriver Resort
- Scheduled breaks to network with exhibitors
- Evening program at The Cove Palisades State Park
- Evening hospitality at Sunriver Resort

THURSDAY, SEPTEMBER 8

- Breakfast with exhibitors
- Conference sessions at Sunriver Resort
- Break-out sessions with Exhibitors
- Scheduled breaks to network with exhibitors
- Evening exhibitor teardown
- Banquet and Awards Ceremony at Smith Rock State Park
- Evening hospitality at Sunriver Resort

FRIDAY, SEPTEMBER 9

- Field trip to Collier Memorial State Park and Crater Lake National Park

FIELD TRIPS

Several exciting field trips have been organized especially for this conference. You can add your field trip selections when your conference registration opens.

SEPTEMBER 6, 2022

Conference attendees can participate in one of the following excursions:

Disc Golf Tournament: Spend the day playing in a casual disc golf tournament along the banks of the Deschutes River in beautiful **Tumalo State Park**. Disc golf is great for participants of any skill level, age, or ability, and is an excellent way to connect people with the outdoors. Discs and instructions will be available to all participants.

Cascade Range ATV Ride: Ride through the woods on an ATV or in a side-by-side UTV as driver or passenger. We will wind our way through the Cascades on dirt and gravel roads to the summit of Santiam Pass to reach a designated ATV trail system.

Fort Rock Cave Archaeological Tour: Harken back to a time of vast lakes, warming temperatures, and the last of the Ice Age megafauna in this rare opportunity to visit one of North America's most important archeological sites: **Fort Rock Cave**. In 1938, famed archaeologist Luther Cressman discovered 70 pairs of sagebrush bark sandals — revealing evidence of some of the first human beings in the Americas. Participants will take a self-guided hike around the geological formation at Fort Rock State Natural Area and an archaeological tour of Fort Rock Cave.

Bicycle Tour: Ride along the Deschutes River in Sunriver Oregon. This 20-mile route will be a combination of pavement, gravel and single-track trails featuring some of Central Oregon's most scenic landscapes.

Smith Rock Hiking and Landscape Photography: Hike through one of Oregon's most popular state parks and the birthplace of sport rock climbing: **Smith Rock State Park**. Choose between a strenuous 7-mile hike up to the top of Smith Rock's "Misery Ridge", or opt for a mellow 4-mile hike and guided landscape photography session in the Smith Rock canyon along the Crooked River.

Deschutes River Float: Witness the beauty and silence of the forest on a kayak or canoe along Oregon's third largest river. We'll launch from **LaPine State Park** and paddle will pass ashen, volcanic river banks along placid, Class I river reaches. If we're lucky, we may spot otter, osprey and bald eagles.



Tumalo State Park



Cascade Range ATV Ride



Smith Rock State Park



Floating the Deschutes River

FIELD TRIPS CONTINUED

Local Fly-Fishing Trips: Advanced anglers are invited to spend the day casting fly rods in one of Central Oregon's finest trout fishing locations: Fall River. This guided trip will outfit participants with the gear and the skills training to learn finesse stream fly-fishing.

Park Property Tours: Join park managers for a behind-the-scenes tour of two Oregon State Park properties: Tumalo and Prineville Reservoir. Situated along the Deschutes River, **Tumalo State Park** operates a campground and day-use area popular for hikers, river floating, picnicking, and fishing. Our second stop will be at **Prineville Reservoir State Park**, Oregon's first International Dark Sky Park. Spreading over 3,000-acres, with 43-miles of shoreline, the campground and day-use area are well known for boating, fishing, and hiking.

SEPTEMBER 9, 2022

Collier Memorial State Park and Crater Lake National Park

Spend the morning exploring southern Oregon's **Collier Memorial State Park** and the afternoon visiting Oregon's only national park, Crater Lake.

At Collier, you'll visit the state's finest logging museum, an outdoor museum that houses historic logging equipment that documents the evolution of logging technology in southern Oregon from the 1860s to present day. You'll see a 1914 Russel Steam Tractor in operation and take a wagon ride behind a 1914 steam tractor. The visit will include a hike along Spring Creek, where blackened trees tell a story of how the landscape is recovering from a devastating 2020 wildfire.

The afternoon will be spent at **Crater Lake National Park**, featuring the deepest lake in America. Surrounded by cliffs almost 2,000 feet high and boasting a picturesque island with a violent volcanic past, Crater Lake is home to old-growth forest hikes and cross-country ski trips in the winter months.

Crater Lake National Park



Fishing the Deschutes River



Prineville Reservoir State Park



Collier Memorial State Park



STAY AND PLAY

Ecola State Park

EXPLORE OREGON STATE PARKS

Central Oregon is rich with natural resources, public lands, and of course, state parks. We hope you find time to enjoy one or more during your visit.

- **Fort Rock State Natural Area** is named for Fort Rock, a National Natural Landmark that looms large against a vast desert landscape. A trail skirts jagged rock walls rimming this crater-shaped landform with explosive, Ice Age origins.
- **LaPine State Park** is an all-season playground. Summer features hiking, fishing, and river floats; winter blankets the trails in snow, perfect for snowshoes or cross-country skis.
- **Peter Skene Ogden State Scenic Viewpoint** marks a scenic bridge over the Crooked River gorge. Adventure seekers come for the 250' thrilling descent with **Central Oregon Bungee Adventures**.
- **Prineville Reservoir State Park** is a full-service campground and day-use park on a high desert lake with 43 miles of shoreline. This **International Dark Sky Park** is a magical place to see the Milky Way.
- **Smith Rock State Park** is internationally famous for more than 1,000 bolted climbing routes. Enjoy 12 miles of hiking and/or mountain biking trails that wind through towering cathedrals of volcanic ash.
- **The Cove Palisades State Park** is a popular year-round destination for camping and watersports in the Deschutes and Crooked rivers.
- **Tumalo State Park** rests along the Deschutes River, four miles north of the city of Bend. It's an ideal base camp for enjoying the city's attractions and the region's many outdoor recreation offerings, from hiking to mountain biking to fishing.
- **Cline Falls State Park** provides a beautiful viewpoint of the Deschutes River tumbling over a rocky basalt cliff.
- **Pilot Butte State Scenic Viewpoint** is an urban park with one of the best views in Bend of the snowcapped Cascade Range and the city below. Visitors can hike or drive to the summit of the 480' butte.



Fort Rock State Natural Area



PHOTO: CENTRAL OREGON BUNGEE ADVENTURES

Peter Skene Ogden State Scenic Viewpoint

EXTENDING YOUR STAY

Sunriver Resort is the perfect base camp for an extended stay in sunny **Central Oregon**. You'll enjoy mountains, forests, lakes, rivers, and epic rock formations carved in the high desert. The resort is near 11 **state parks** and several regional landmarks, including Deschutes National Forest, Newberry National Volcanic Monument, Lava River Cave, and Mount Bachelor. The region is also known for culinary creativity — many craft **breweries, food trucks, and restaurants** specialize in locally-sourced ingredients.

We hope you'll take this opportunity to extend your adventure beyond Central Oregon! A trip to our state wouldn't be complete without seeing landmarks including **Mount Hood**, the **Columbia River Gorge** and **the coast**. Each region has its own special **state parks** and historic and cultural landmarks managed by Oregon Parks and Recreation Department. Travel Oregon has assembled a great list of **guided tours** to fully experience recreation and culture in Oregon, from whitewater rafting to wine tasting.



Milo McIver State Park



Crown Point Vista House, Columbia River Gorge



Lake Owyhee State Park

Heceta Head Lighthouse



WHY EXHIBIT AND SPONSOR AT NASPD 2022?

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 industry leaders
- Build brand awareness by showcasing your products or services to attendees in an informal setting during multiple breaks between sessions and targeted social events.
- Limited 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.

Discussion topics may include:

- Recreation trends: making parks relevant for the next generation
- Opportunities and innovations to create sustainable funding
- The visitor gap: strategies and partnerships for reaching underserved demographics
- Preparing for the next big emergency
- When wildfire threatens state parks: adjusting to the new norm in the West

SPONSORSHIP AGREEMENT 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, so we encourage you to apply early.

BENEFITS	PLATINUM \$20,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$5,000
Mention from podium	Every day	Sponsored event	Sponsored event	General
Full conference registrations	4	3	2	1
Exhibit booth	Premium	N/A	N/A	N/A
Podium attendee address	5 Min	3 Min	N/A	N/A
Tabletop advertisements	All	Dinner	Lunch	Snacks or Social
Promotion in conference booklet	Logo prominent	Logo special	Logo standard	Name
Placement on sponsor boards	Logo top	Logo middle	Name middle	Name bottom
Communications to Directors	Linked logo	Logo prominent	Logo standard	General
Name badge notation	X	X	X	X
Sponsor appreciation certificate	X	X	X	X
Database of attendee contacts	X	X	X	X
Listing on conference webpage	Linked logo	Logo prominent	Logo standard	Name
Self-produced insert in registration packet (one page, double-sided, maximum 8.5" x 11")	X	X	X	X

SPONSORSHIP AGREEMENT LEVELS CONTINUED

SUPER FRIEND OF NASPD

Cost: \$1,000 – \$2,499

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 acknowledgment to the group when your gift is used to support a specific item. Also includes a 4' NO HOST exhibitor tabletop space in the exhibit hall.

FRIEND OF NASPD

Cost: \$500 – \$999

For a monetary donation of \$500 or more, will be included in the conference program and acknowledged to the group when your gift is used to support specific items during the conference.

ADDITIONAL AND CUSTOM SPONSORSHIP OPPORTUNITIES

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.

Contact Tammy Baumann at
naspd.22@opr.oregon.gov
or 503-385-5825

Updates will be posted
on the [NASPD website](#).

Lake Billy Chinook at The Cove Palisades State Park





Wallowa Lake State Park

EXHIBITORS

Sunriver Resort will house the conference and all exhibitors. Indoor and outdoor exhibit space is available, including spaces that 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 breaks will take place in the exhibit hall, and registered exhibitors are welcome at all networking events.

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 for all exhibitor packages and will be assigned in the order requested. Request electrical service on the application form. Charging stations will be located throughout the conference center.

More information will be included with your confirmation.

Contact Kirk Barham at kirk.barham@oprd.oregon.gov for information.

Enhanced Exhibit Booth

Cost: \$6,000

Includes:

- Booth size dependent on your needs
- Premium indoor and outdoor spaces available
- Pipe and drape backdrop
- Tables with tablecloths and chairs dependent on your needs
- Electrical included
- Wi-Fi access available
- Two full conference registrations

Premium Exhibit Booth

Cost: \$3,500

Includes:

- 8' X 8' booth space (premium location)
- Pipe and drape backdrop
- One 6-foot table with tablecloth, no skirting
- Two folding chairs
- Electrical included
- Wi-Fi access available
- One full conference registration

Standard Exhibit Booth

Cost: \$2,500

Includes:

- 6' X 6' deep booth space
- Pipe and drape backdrop
- One 6' table with tablecloth, no skirting
- Two folding chairs
- Limited electrical spaces available
- Wi-Fi access available
- One full conference registration

EXHIBITOR AND SPONSOR 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, 2022, 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

All booths must be set up by 8 a.m. Wednesday, Sept. 7, for the opening session. All booths must be dismantled by 10 p.m. Thursday, Sept. 8.

Any items left by the exhibitor after 10 p.m. on Sept. 8 will be discarded.

Installation Hours:

Monday Sept. 5, 11 a.m. – 6 p.m.

Tuesday Sept. 6, 8 a.m. – 6 p.m.

Exhibit Hours:

Wednesday, Sept. 7, 6 a.m. – 3:30 p.m.

Thursday, Sept. 8, 8 a.m. – 1:30 p.m.

Dismantle Hours:

Friday, Sept. 9, 1:30 p.m. – 4:30 p.m.

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.

Sub-Leasing/Relocation of Exhibits

Subletting or sharing of exhibit space is permitted. 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

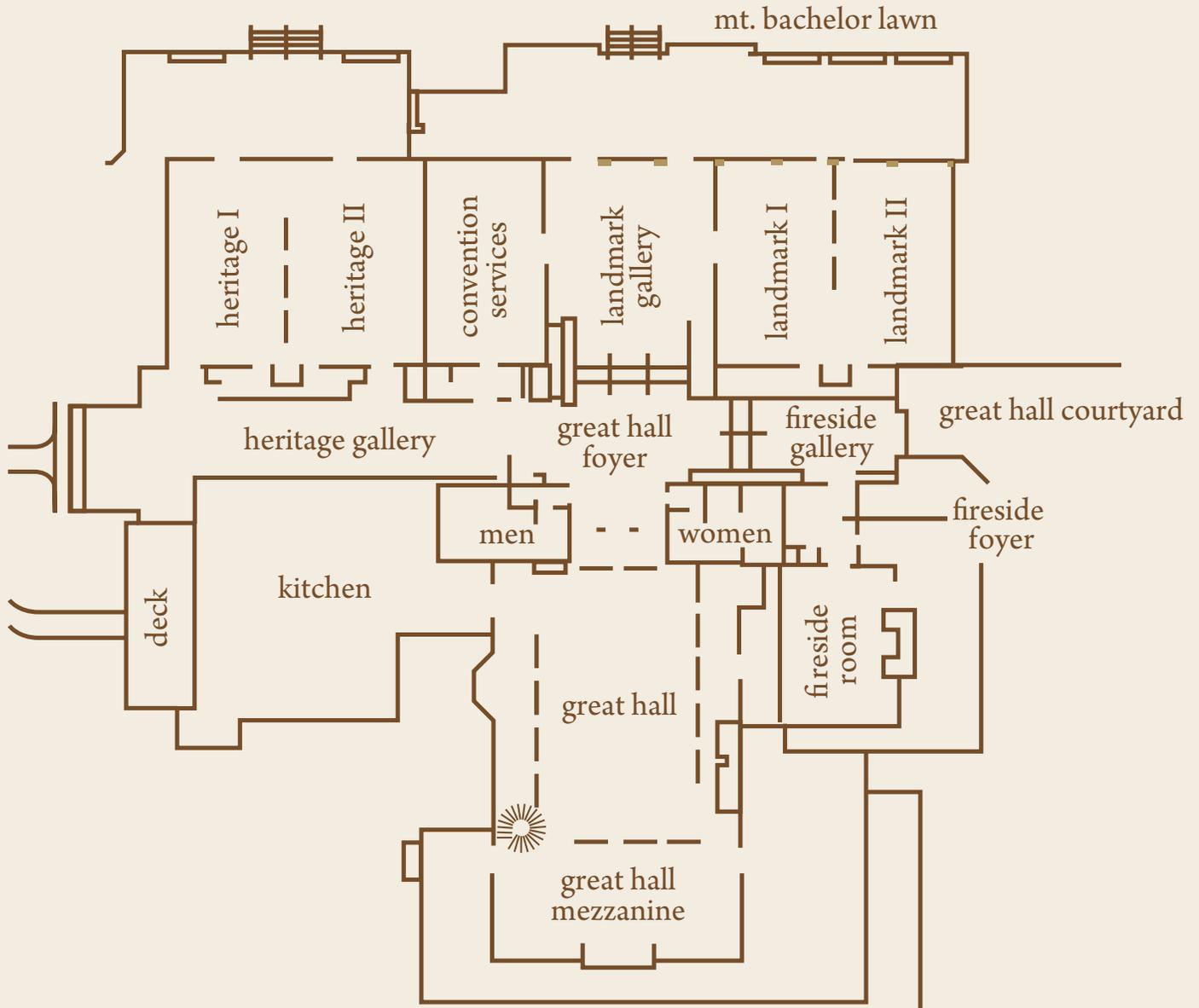
The exhibitor agrees to assume all risk of loss, injury, theft, or damage of any kind or nature whatsoever to any exhibit or component thereof, including any goods, merchandise, and business records or other property that may be in, or come into, an exhibitor's possession during the course of the exhibit, 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 Oregon Parks and Recreation Department, 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 Sunriver Resort premises and will indemnify, defend, and hold harmless the Sunriver Resort, 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 Oregon Parks and Recreation Department.

GREAT HALL





Tumalo Falls

EXHIBITOR AND SPONSOR 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: _____

Signature: _____ Date: _____

Sponsorship Levels:

- Platinum
- Gold
- Silver
- Bronze
- Super Friend
- Friend

Additional Sponsorship Options

- Transportation
- Field Trip(s)
- Guest Trip(s)
- Welcome Bag
- Name Badge and Lanyard
- Conference Booklet Graphic Design

Exhibitor Opportunities

- Enhanced booth - indoors
- Enhanced booth - outdoors
- Premium booth
- Standard booth

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

- Silent auction item(s)
- Complimentary items for meals, events, or registration

[] I have read and agree to the Terms and Conditions on page 15.

Make checks payable to NASPD. Include "2022 Conference" in memo line.

Return to:
Oregon Parks and Recreation Department
PO Box 2139
Waldport, OR 97394

Please contact Tammy Baumann at naspd.22@opr.oregon.gov or **503-385-5825** if payment by credit card is required.



SEE YOU SOON!

Deschutes River near Sunriver, Oregon