



SPONSOR & EXHIBITOR

National Association of State Park Directors
2023 NATIONAL CONFERENCE

September 12-15, 2023
Lake Tahoe, Nevada



WHY SPONSOR AND EXHIBIT AT NASPD 2023?

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.
- 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 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	DIAMOND \$25,000	PLATINUM \$20,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$5,000
Mention from podium	Every day	Sponsored Event	Sponsored Event	General	General
Full conference registrations	5	4	3	2	1
Exhibit booth	Enhanced	Premium	N/A	N/A	N/A
Podium attendee address	5 Min	3 Min	N/A	N/A	N/A
Tabletop advertisements	All	Dinner	Lunch	Snacks or Social	N/A
Promotion in conference booklet	Logo prominent	Logo special	Logo standard	Name	Name
Placement on sponsor boards	Logo top	Logo middle	Name middle	Name bottom	Name bottom
Communications to Directors	Linked logo	Logo prominent	Logo standard	General	General
Name badge notation	√	√	√	√	√
Sponsor appreciation certificate	√	√	√	√	√
Database of attendee contacts	√	√	√	√	√
Listing on conference webpage	Linked logo	Logo prominent	Logo standard	Name	Name
Self-produced insert in registration packet (one page, double-sided, maximum 8.5" x 11")	√	√	√	√	N/A
Jumbotron w/sound	√	N/A	N/A	N/A	N/A
LED Ribbon	√	√	N/A	N/A	N/A

SPONSORSHIP AGREEMENT LEVELS CONTINUED

SUPERFRIEND 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 acknowledgement 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, 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.

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 Cody Tingey at
naspd23@parks.nv.gov
or 775-728-8100

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

Lupine at Lake Tahoe



EXHIBITORS

The Tahoe Events Center 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 upon request. 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 Cody Tingey at naspd23@parks.nv.gov for information.

Enhanced Exhibit Booth

Cost \$6,000

Includes:

- 20 x 20, but can be flexible
- Premium indoor spaces available
- Pipe and drape backdrop
- Tables with tablecloths and chairs dependent on your needs
- Electrical, if needed
- WiFi access available
- Two full conference registrations

Premium Exhibit Booth

Cost \$4,000

Includes:

- 10 x 20 booth space (premium location)
- Pipe and drape backdrop
- One 6-foot table with tablecloth, no skirting.
- Two folding chairs.
- Electrical, if needed
- WiFi access available
- One full conference registration

Standard Exhibit Booth

Cost \$3,000

Includes:

- 10 x 10 booth space
- Pipe and drape backdrop
- One 6-foot table with tablecloth, no skirting.
- Two folding chairs.
- WiFi access available
- One full conference registration

South Lake Tahoe

Take Your Meetings South for Cool Luxury and Legendary Scenery.



Lake Tahoe's South Shore blends excellent meeting facilities, abundant recreational opportunities and awe-inspiring scenery with professional business services and the friendly mountain hospitality for which Lake Tahoe is famous.

Besides its natural splendor, South Lake Tahoe offers over 10,000 hotel rooms within 136 hotels and more than 50 meeting rooms. In town, there's an array of lodging accommodations, all close to nearby trails, golf, skiing, breweries, restaurants, entertainment, gaming and beaches.

South Lake Tahoe offers much more than most traditional meeting destinations. Bringing your meeting to South Lake Tahoe

means providing a truly memorable experience.

Here, you'll have access to an array of professional facilities, boutique hotels, sleek casino resorts, and diverse entertainment options, all while being

surrounded by a stunning natural backdrop that can make anybody envious.

Attendees will have access to crystal clear water, a beautiful shoreline and the iconic Sierra Nevada mountains. South Lake Tahoe is a premier year-round, day-and-night meeting destination that caters to everybody. With easy access to outdoor adventure, indoor fun, new and renovated luxury stay and meeting options and a 24-hour nightlife and entertainment scene, South Lake Tahoe is a meeting place for everybody.

TRAVEL ESSENTIALS

Conveniently located on the California and Nevada border, South Lake Tahoe is 60 miles southwest of Reno, 100 miles northwest of Sacramento and under 200 miles northeast of San Francisco.

Travel can be stress-free when visitors choose to go car-free. Reno/Tahoe International

Airport (RTIA) has made a getaway to Tahoe even more convenient with 11 airlines providing 76 daily departures serving 27 non-stop destinations. South Tahoe Airporter offers round-trip motorcoach service directly to South Shore major hotels. Once in the destination, micro-transit will provide free and frequent service from nearby hotels to the Events Center.

MAJOR MEETING VENUE

The anticipated Tahoe Blue Center, opening July 2023, will boast over 10,000 square feet of flexible meeting space, an over 27,000-square-foot event/exhibit floor, and a stunning outdoor lawn area that is 10,000+ square feet. A total of five meeting rooms and two breakout rooms overlook Heavenly Mountain Resort, providing a one-of-a-kind atmosphere for breakouts, board meetings, trainings and general sessions. The event/exhibit floor provides excellent flexibility as well, with several configuration options for exhibitions of all shapes and sizes. But the true crowd-pleaser may just be the outdoor lawn, which provides a spectacular view of Lake Tahoe.

THINGS TO DO

There is no shortage of things to do in South Lake Tahoe. With activities like snow skiing, mountain biking, having a beach day, golf, boating, hiking, live entertainment, gaming, breweries and more, team-building activities never looked or felt so good.

And when it's time to relax, attendees can be treated to award-winning restaurants, from the famous flavors of Gordon Ramsey to local favorites. If you'd prefer a burger and a beer to something fancy, this city definitely has your back.

COMING SOON: THE TAHOE BLUE CENTER

Opening in July 2023, the Tahoe Blue Center represents a new and unparalleled venue for conventions, special events and entertainment on Lake Tahoe's south shore. It will complement local resort services by leveraging the existing hotel bed base, utilizing available parking and concentrating activity near restaurant, retail, and recreation areas.

TAHOE BLUE CENTER
75 US Highway 50
Stateline, NV 89449
TahoeBlueCenter.com

Take a virtual tour



LAKE TAHOE



Lakeside Marina

3



The Lodge at Edgewood Tahoe



Edgewood Golf Course

The Landing Tahoe Resort & Spa

Coachman Hotel

Basecamp Hotel

California Nevada

LAKE PKWY

PINE BLVD.

MANZANITA AVE.

CEDAR AVE.

Hotel Becket

PARK AVE.

LA SALLE ST.

FRIDAY AVE.

POPULAR ST.



TAHOE Blue CENTER Opening July 2023

HARVEYS HOTEL & CASINO

HARD ROCK HOTEL & CASINO

Marriott's Grand Residence Club

1

17

13

HARRAH'S HOTEL & CASINO

12

11

BALLY'S RESORT & CASINO

2

HWY 50/LAKE TAHOE BLVD.

16

LAKE TAHOE RESORT HOTEL

6

7

10

4

9

8

14

5

The Loft Tahoe

BELLAMY CT.

Forest Suites Resort at Heavenly Village

Walking Distance

0 1 minute 5 minutes



Van Sickle Bi-State Park



www.VisitLakeTahoe.com



Visit lake tahoe®

Stateline & Heavenly Village Meeting Space & Eatery Map

MEETINGS PROPERTIES

- Harrah's Hotel & Casino
- Harvey's Hotel & Casino
- Hard Rock Hotel & Casino
- Bally's Resort & Casino
- Lake Tahoe Resort Hotel
- Basecamp Hotel Lake Tahoe
- The Lodge at Edgewood Tahoe
- The Landing Tahoe Resort & Spa
- The Loft Tahoe
- Forest Suites
- Hotel Becket
- Marriott's Grand Residence Club
- Coachman Hotel

RESTAURANTS

- 1 Aces High Saloon & Smokehouse
- 2 Azul Latin Kitchen
- 3 The Beach House
- 4 Base Camp Pizza Co.
- 5 Blue Dog Gourmet Pizza
- 6 California Burger Company
- 7 Driftwood Cafe
- 8 FiRE+iCE
- 9 Gunbarrel Tavern & Eatery
- 10 Kalani's
- 11 Lake Tahoe AleworX
- 12 Lucky Beaver Bar & Burger
- 13 McP's Taphouse Grill
- 14 Raley's Supermarket
- 15 South of North Brewing Co.
- 16 Stateline Brewery & Restaurant
- 17 Taste of Europe
- 18 Ten Crows BBQ

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, 2023, 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 7 a.m. Wednesday, Sept. 13, for the opening session. All booths must be dismantled by 12 p.m. Friday, Sept. 15.

Any items left by the exhibitor after 12 p.m. on Sept. 15 will be discarded.

Installation Hours:

Monday Sept. 11, 10 a.m. – 6 p.m.

Tuesday Sept. 12, 7 a.m. – 4 p.m.

Exhibit Hours:

Wednesday, Sept. 13, 7 a.m. – 4 p.m.

Thursday, Sept. 14, 8 a.m. – 1:30 p.m.

Dismantle Hours:

Friday, Sept. 15, 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.

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 Nevada 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 Tahoe Events Center premises and will indemnify, defend, and hold harmless the Tahoe Events Center, 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 Nevada Division of State Parks.

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: _____

Signature: _____ Date: _____

Sponsorship Levels:

- Diamond - \$25,000
- Platinum - \$20,000
- Gold - \$15,000
- Silver - \$10,000
- Bronze - \$5,000
- Super Friend - \$1,000-\$2,499
- Friend - \$500-\$999

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 - \$6,000
- Enhanced booth - outdoors - \$6,000
- Deluxe off-site sponsor highlight
- Premium booth - \$4,000
- Standard booth - \$3,000

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 "2023 Conference" in memo line.

Return to:

Nevada Division of State Parks
901 S. Stewart Street, Suite 5005
Carson City, Nevada, 89701

Please contact Cody Tingey at naspd23@parks.nv.gov or **775-728-8100** if payment by credit card is required.