



Rally Exhibitor Information

Being an exhibitor is an exceptional opportunity to increase your visibility and interaction with Rally 2017 conference attendees.

What is Rally?

Rally is the largest land conservation training and networking event in the nation. It is an unparalleled opportunity for you to deliver your message to a targeted and influential conservation audience. Each year, nearly 2,000 land conservation leaders who are dedicated to protecting farms, ranches, forests, trails, urban parks and scenic vistas in their communities attend Rally.



Photo courtesy of
DJ Glisson/Firefly Imageworks

Who Will Be at Rally?

The three-day conference unites land trust professionals, board members, funders, government agency officials, attorneys, academics and landowners committed to land conservation from across the country and abroad – all in one location!

Why Exhibit?

Exhibiting at Rally provides you with an opportunity to:

- Showcase your services, successes, stories and products to a targeted audience
- Heighten your company's name and brand recognition within the conservation community
- Strategically position your firm before key decision makers and primary purchasers
- Make valuable personal contracts and strengthen existing relationships
- Promote your company to attendees during the regional cocktail receptions, lunches and other networking venues

Who Should Exhibit at Rally?

- **Services/Consultants** - appraisers, financial management, conservation attorneys, fundraising, marketing, habitat restoration, landscape architecture, land use planning, environmental audits.
- **Supplies/Equipment** - database software, GIS, map-making equipment, signs/plaques, land management equipment.
- **Information/Training** - books and publications on conservation topics, GIS applications, organizations or businesses partnering with land trusts.
- **Outdoor Recreation/Travel** - gear, clothing, adventure travel, equipment, accessories, pack foods.
- **Federal Agencies & Conservation Organizations** - Rally is a forum for public outreach, education, and dissemination of program materials. It is an opportunity to raise public awareness and foster private initiatives that complement conservation program

Rally App

The Rally Event App that can be used with Apple, Android, BlackBerry and Web applications. This will give you another opportunity to market your products and services. Your company will be listed as an exhibitor along with your logo, description, website and booth number. The list of attendees will also be available on the App in PDF format.

Conference & Exhibit Location

The Colorado Convention Center is located in downtown Denver and within walking distance to a wide-range of shopping, dining and nightlife venues.

Colorado Convention Center
700 14th Street | Denver, CO 80202

Exhibit space will be located in the heart of Rally 2017 activities on the Ballroom Level in the Mile High Ballroom Foyer. The Ballroom will host the Welcoming Dinner and Opening and Closing Plenary Sessions. All coffee breaks will be placed in the Ballroom Foyer.

Exhibitor Fees

There are two options to choose from to advertise and market your product and/or service:

1) 8' x 10' Booth.....\$620 (Partner Members and Member Land Trusts = \$575)

Fee includes; one exhibitor badge, 6' skirted table, two chairs, wastebasket, back & side drape, a standard identification sign, listing in the conference program and Rally Event App, conference program, entrance to the regional cocktail receptions and the plenary sessions. The basic conference registration fee to attend workshops is **NOT** included. (Designed for the exhibitor who would like to stay in the booth during show hours and personally market their product/service.)

2) Table Top Display.....\$310 (Partner Members and Member Land Trusts = \$275)

Fee includes 6' skirted table, 8' high back drape, one chair, a standard identification sign, listing in the conference program and Rally Event App, conference program and entrance to the regional cocktail receptions and plenary sessions.

Exhibit Hours (Hours are tentative and subject to change.)

Move-in	Thursday	October 26	8 a.m. – Noon
Exhibits Open	Thursday	October 26	Noon – 6 p.m.
	Friday	October 27	8 a.m. – 5:30 p.m.
	Saturday	October 28	8 a.m. – 2:30 pm.
Move-out	Saturday	October 28	2:30 p.m. – 4 p.m.

(Special arrangements will be considered for those exhibitors who may have conflicting travel schedules.)



Photo courtesy of Rebecca Orris

Electrical, Internet/Phone, Freight Handling, Shipping, Miscellaneous

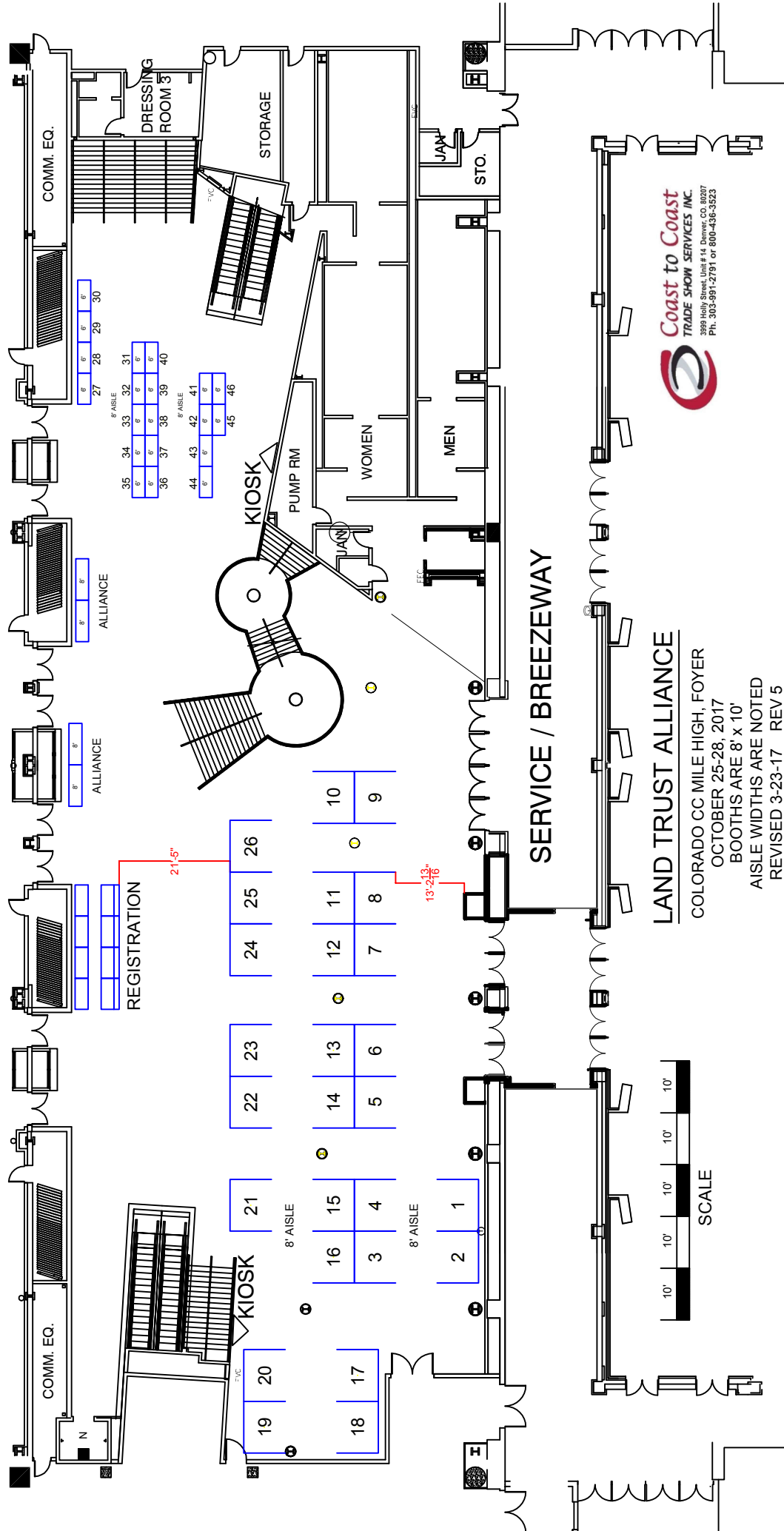
These services will be available through Land Trust Alliance's designated convention contractor Coast to Coast.

Apply for Exhibit Space

All applications are due September 8, 2017.

Questions? Contact Patty Tipson, 202-870-3971 or exhibits@lta.org

Mile High Ballroom - Welcoming Dinner and Plenary Sessions



LAND TRUST ALLIANCE

COLORADO CC MILE HIGH, FOYER
 OCTOBER 25-28, 2017
 BOOTHS ARE 8' x 10'
 AISLE WIDTHS ARE NOTED
 REVISED 3-23-17 REV 5





National Land Conservation Conference | October 26-28 | Denver, CO

Application for Exhibit Space

To ensure your space, please remit your application by **Friday, September 8, 2017.**

Please list the information as you would like it to be printed in the Rally 2017 conference program & marketing materials.

Contact Person: _____

Title: _____

Will contact be on-site? Yes ___ No ___ Who will be on-site? _____

Business: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____ Web Address: _____

Exhibit Space Options

8'x 10' booth space **\$620 (Member Land Trust = \$575)**

Fee includes: one exhibitor badge, 6' skirted table, two chairs, wastebasket, back and side drape, a standard identification sign, listing in the conference program and Rally Event App, logo on Rally Event App, attendee list available through the App, conference program, entrance to the regional cocktail receptions and the plenary sessions. (Designed for the exhibitor who would like to stay in the booth during show hours and personally market their product/service.) Conference registration is **not** included.

Table Top **\$310 (Member Land Trust = \$275)**

Fee includes 6' skirted table, 8' high back drape, one chair, a standard identification sign, listing in the conference program and Rally Event App, logo on Rally Event App, attendee list available through the App, conference program, entrance to the regional cocktail receptions and the plenary sessions. Just set-up and go! This space is intended to showcase your table display and/or material during the show. Conference registration is **not** included.

Identification sign to read: (One line 7" x 44" sign with black text.) **Sample: The Land Trust Alliance**

(The fewer words you use, the larger the font and easier for attendees to see from a distance.)

Description

Please provide a brief description of your organization or the products and/or services you are exhibiting in the space below (50 words maximum). This description along with the name and address of the exhibitor will be included in the Rally program.

Payment

Exhibitors will receive a confirmation within 2 weeks after receipt of application and payment. Exhibitor information kits will be sent in September.

8' x 10' booth package	\$620	\$575 (Member Land Trust)
Table Top (6' table)	\$310	\$275 (Member Land Trust)

Total Amount Due \$ _____

A check is enclosed made payable to the *Land Trust Alliance*.

Please charge my credit card: ___ Visa ___ MasterCard ___ Discover ___ AMEX 3 or 4 digit code _____

Card # _____ / _____ / _____ / _____ Exp. Date _____ / _____

Cardholder's name (printed/typed): _____

Cardholder's signature: _____

The exhibit fee does not include Rally 2017 registration fees, lodging, meals, electrical, phone, internet, additional rental furniture, audio visual, booth cleaning, shipping/freight handling or any miscellaneous services and equipment. You are not required to pay the conference registration fee unless you attend sessions or events.

Standard Cancellation Policy

The Land Trust Alliance must receive your written request for a refund by **Tuesday, October 2nd**. Refunds will not be considered after this date. Non-refunded payment will not be credited toward any other service, product from, or contribution to the Alliance. There will be a \$50 administrative fee for all changes and cancellations resulting after your initial registration. If for any reason Rally 2017 is not able to occur, the Alliance will strive to refund exhibit fees if possible, depending on insurance claims honored and the cost of vendor contracts. Otherwise, the Alliance will adhere to its standard cancellation policy.

To ensure your space, send application with full payment by **Friday, September 8** to exhibits@lta.org or Fax/Mail to:

Patty Tipson
Training Manager
Land Trust Alliance
1660 L Street, NW Suite 1100, Washington, DC 20036
New address as of 5/1/17 – 1250 H St, NW Suite 600, Washington, DC 20005
Phone: 202-870-3971 | Fax: 202-559-4022 | exhibits@lta.org