



Exhibitor Information

Being an exhibitor is an exceptional opportunity to increase your visibility and interaction with Rally 2015 conference attendees. We invite you to submit an application form today for the limited exhibit area.

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.

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 programs

Rally App

Back for the second year is 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 at no extra cost! 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.

Conference & Exhibit Locations

The Sacramento Convention Center is located in the heart of downtown Sacramento and adjacent to the Sheraton and Hyatt Hotels. The convention center is within walking distance to a wide-range of shopping, dining and nightlife venues.



Sacramento Convention Center

1400 J Street | Sacramento, CA 95814
(916) 808-5291

Your exhibit space will be located in the heart of Rally 2015 activities on the third floor close to registration, meeting rooms and the coffee breaks. Attendees will be flowing through these areas between sessions.

Exhibitor Fees

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

1) 8' x 10' Booth.....\$620 (Member Land Trust = \$575)

Fee includes; one exhibitor badge, 6' skirted table, 2-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 opening plenary session. 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 (Member Land Trust = \$275)

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

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

Move-in	Thursday	October 8	8:00 am – 12:00 pm
Exhibits Open	Thursday	October 8	1:00 pm – 7:00 pm
	Friday	October 9	8:00 am – 5:30 pm
	Saturday	October 10	8:00 am – 2:30 pm
Move-out	Saturday	October 10	2:30 pm – 4:30 pm

(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 STL, Ltd.

Apply for Exhibit Space

The exhibit application is available at www.lta.org/rallyexhibits. All applications are due **September 2, 2015**.

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