

# RALLY 2016



National Land Conservation Conference | October 28-30 | Minneapolis, MN

## Rally 2016 Exhibitor Information

Being an exhibitor is an exceptional opportunity to increase your visibility and interaction with Rally 2016 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 Locations

The Hyatt Regency Hotel is located in downtown Minneapolis and within walking distance to a wide-range of shopping, dining and nightlife venues.

### Hyatt Regency Hotel

1300 Nicollet Mall | Minneapolis, MN 55403  
(612) 370-1234

Your exhibit space will be located in the heart of Rally 2016 activities on the 2<sup>nd</sup> and 4<sup>th</sup> floors close to 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 (Partner Members and Member Land Trusts = \$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 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, 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	Friday	October 28	8:00 am – 12:00 pm
Exhibits Open	Friday	October 28	12:00 pm – 6:00 pm
	Saturday	October 29	8:00 am – 5:30 pm
	Sunday	October 30	8:00 am – 2:30 pm
Move-out	Sunday	October 30	2:30 pm – 4:00 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 Hubbell/Tyner.

## Apply for Exhibit Space

All applications are due September 16, 2016.

**Questions?** Contact Patty Tipson, 202-870-3971 or [exhibits@lta.org](mailto:exhibits@lta.org)