

RALLY 2019



National Land Conservation Conference | October 17-19 | Raleigh, NC

Rally Exhibitor Information

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



Photo courtesy of
DJ Glisson/Firefly Imageworks

Who Should Exhibit at Rally?

- **Services/Consultants** - appraisers, financial management, conservation attorneys, fundraising, marketing, habitat restoration, landscape architecture, land use planning.
- **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.
- **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 highlight collaborations.

Rally App

The Rally Event App 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. You may also upload promotional brochures and other materials. The list of attendees will also be available on the App in PDF format.

Conference & Exhibit Location

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

Raleigh Convention Center | 500 S. Salisbury Street | Raleigh, NC 27601

Exhibit space will be located in the heart of Rally 2019 activities on the third floor of the Convention Center in the Grand Lobby near meeting rooms, registration and coffee breaks.

Exhibitor Fees

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

1) 8' x 10' Booth | \$700 (Member Land Trusts and Affiliate Members = \$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 | \$350 (Member Land Trusts and Affiliate Members = \$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 17	8 a.m. – Noon
Exhibits Open	Thursday	October 17	Noon – 6 p.m.
	Friday	October 18	8 a.m. – 5:30 p.m.
	Saturday	October 19	8 a.m. – 3:30 p.m.
Move-out	Saturday	October 19	3:30 p.m. – 4:30 p.m.

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



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

These services will be available through Land Trust Alliance's designated convention contractor Hollins Exposition Services.

Apply for Exhibit Space

All applications are due **August 19, 2019**.

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