



LAND TRUST ALLIANCE

# RALLY 2020



National Land Conservation Conference  
October 6-8 | Virtual Event

## Virtual 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 participate in Rally, and we expect even more to participate virtually.

### Who Will Attend the Virtual Rally?

The virtual event unites land trust professionals, board members, funders, government agency officials, attorneys, academics and landowners committed to land conservation from around the world.

### Why Exhibit?

Exhibiting at Virtual 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 contacts and strengthen existing relationships
- Promote your company to attendees during virtual networking opportunities

#### **PAYMENTS DUE BY SEPTEMBER 11, 2020**

Please remember to allow sufficient time to build your virtual booth (uploading videos, logos, documents, profiles)

### 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.

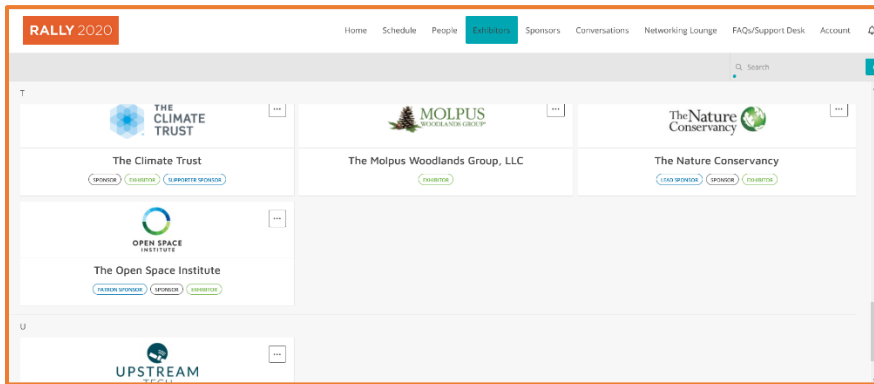
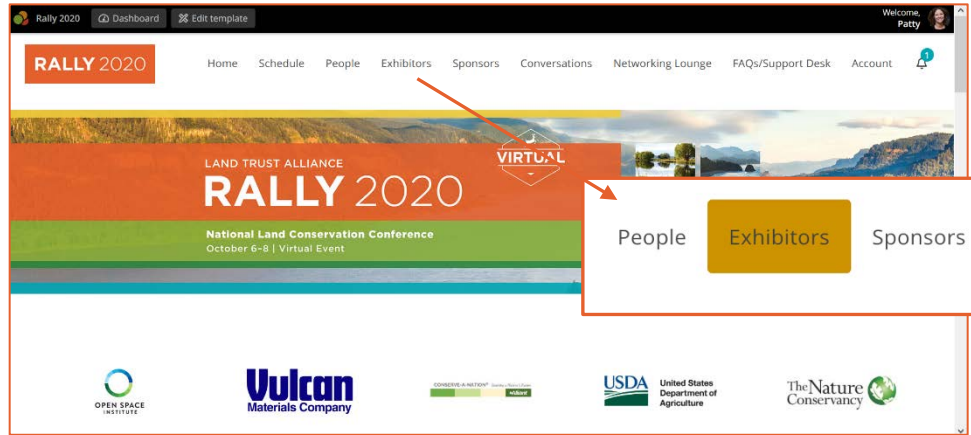
### Virtual Rally Platform Features for Exhibitors

- Engage with attendees through group or individual text chats and 1:1 video chats
- Engage in discussions with participants pre-, post- and during Rally
- Ability of attendees to request personal meetings with exhibitors
- Upload unlimited promotional videos and brochures
- Create polls in your booth
- Detailed profile for each exhibitor – photo, bio and contact information along with logo, description and tags for your organization
- Lead information on specific visitors to your booth available real-time and a full report delivered after Rally
- 4 months of virtual presence and promotion plus on-demand access to all education

# What to Expect

## Promote

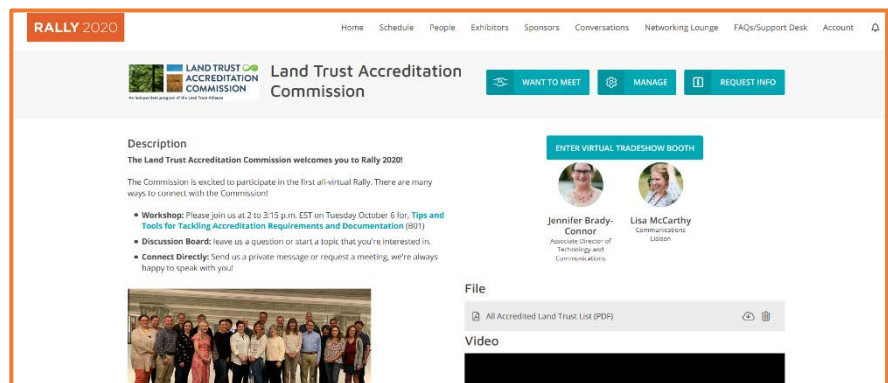
*Exhibitors will be featured on the top navigation bar of our platform - one click away from a broader audience.*



*An exclusive page for exhibitors will allow your information to be easily found. Create tags that will grab attention and encourage conference attendees to learn about your organization, company, or product.*

## Build

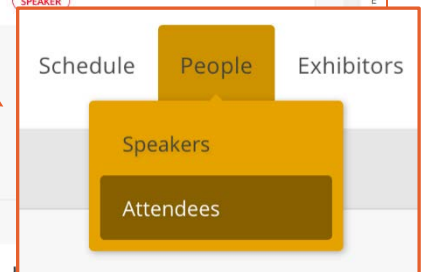
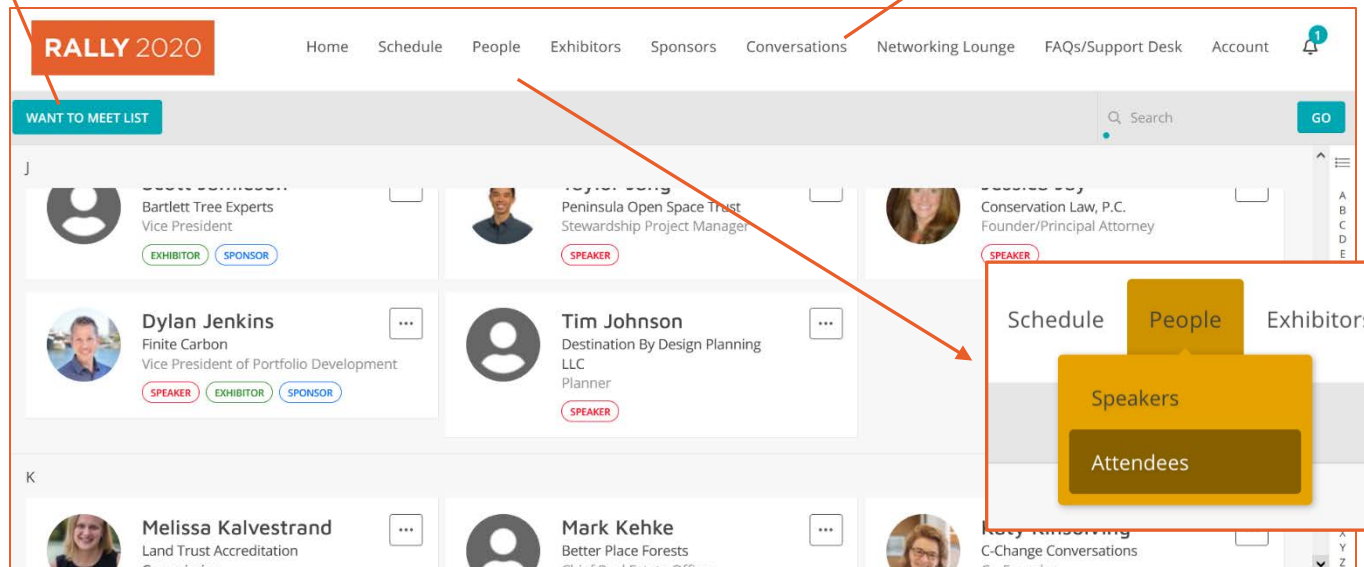
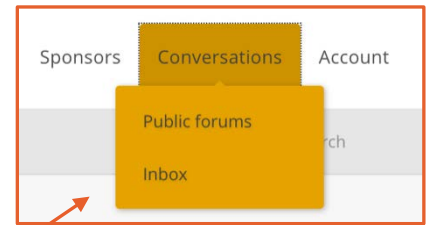
*Customize an exclusive page to promote your company to attendees. Add documents, videos, links and polls.*



## Engage

*Rally's virtual platform connects you with attendees and speakers. Built in breaks and 24-hour access to the platform will ensure you have time to engage with attendees. Create a list of people you would like to meet or use the search function to try and find someone you already connected with.*

WANT TO MEET LIST



### Exhibit Hours

Attendees are invited to chat 1:1 with exhibitors at any time pre-, post- and during Rally. The platform will open approximately three weeks prior to Rally for exhibitors and will remain available until January 31. You will be able to have conversations outside of the Rally program hours (24-hour access).

Specific breaks will be scheduled during the 3-day event for an exhibitor showcase.

### Reserve your Exhibit Space

Exhibit space reservations and payment are due September 11, 2020. Please remember to allow sufficient time to build your virtual booth (uploading videos, logos, documents, profiles)

### Exhibitor Fees

Virtual exhibit space and full access to the Rally platform for one person  
**\$650 General | \$550 Land Trust Members & Affiliates**

Additional log-ins to staff your exhibit booth and full access to the platform  
**\$150 General | \$125 Land Trust Members & Affiliates**

### QUESTIONS?

Contact Patty Tipson | 202-870-3971 | [exhibits@lta.org](mailto:exhibits@lta.org)