



## Virtual Rally Exhibitor Information

### What is Rally?

Rally is the largest land conservation training and networking event in the nation and will be held Oct. 5-7, 2021. It is an unparalleled opportunity for you to deliver your message to a targeted and influential conservation audience. At Rally 2020, over 3,700 land conservation leaders who are dedicated to protecting farms, ranches, forests, trails, urban parks and scenic vistas in their communities participated virtually.

Rally 2020 exhibit numbers:

- 6,886 total booth visits
- 2,769 unique booth visitors
- 1,046 document views
- 579 private chat messages

### Who Will Attend 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

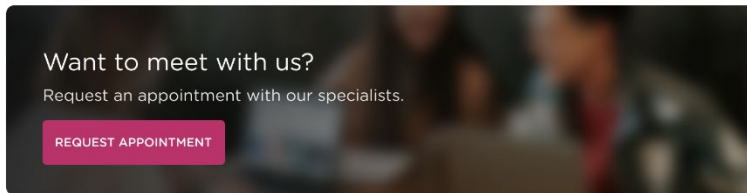
### Who Should Exhibit at Rally?

- **Services/Consultants** - appraisers, financial management, conservation attorneys, fundraising, marketing, habitat restoration, landscape architecture, land use planning.
- **Supplies/Equipment** - database and stewardship software, GIS, signs/plaques, land management equipment.
- **Information/Training** - books and publications on conservation topics, organizations/ businesses partnering with land trusts.
- **Outdoor Recreation/Travel** - gear, adventure travel, outdoor stays, equipment.
- **Federal Agencies & Conservation Organizations** - Raise public awareness and highlight collaborations at Rally. Rally is a forum for public outreach, education and dissemination of program materials.

### Virtual Rally Platform Features for Exhibitors

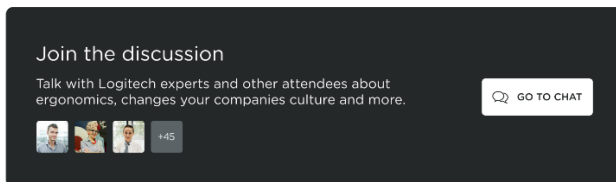
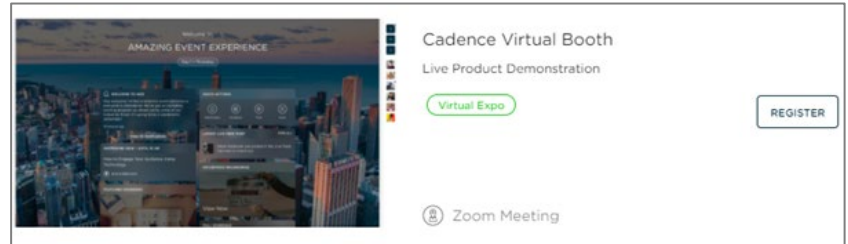
- Engage with attendees through 1:1 or group text chats and video chats pre-, post- and during Rally
- AI that will match exhibiting organizations with attendee interests
- Ability to schedule appointments and virtual group demos/discussions
- Upload unlimited videos, documents, images and podcasts
- Create polls in your booth
- Detailed profile for each exhibitor – photo, bio and contact information along with logo, description, social media links and more
- Lead information on specific visitors to your booth available real-time as well as analytics on downloadable content
- No expiration date on the event platform or app. Educational sessions will be available on-demand through March 1, 2022

## 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 indefinitely. Educational content will be available on-demand until March 1, 2022.

Specific breaks will be scheduled during the 3-day event for an exhibitor showcase where you may schedule virtual demos or group discussions.



## 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**

## Reserve your Exhibit Space

Exhibit space reservations and payment are due September 10, 2021. Please remember to allow sufficient time to build your virtual booth (uploading videos, logos, documents, profiles)

## QUESTIONS?

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