



LAND TRUST ALLIANCE RALLY 2022



National Land Conservation Conference
September 15-17 | New Orleans, Louisiana · New Orleans Marriott

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, land conservation leaders from across the country 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, students and landowners committed to land conservation from across the country and abroad.

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 events



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 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 New Orleans Marriott is located on Canal Street between the French Quarter and the Warehouse District and is within walking distance to a wide range of shopping, dining and nightlife venues.

New Orleans Marriott | 555 Canal Street | New Orleans, LA 70130

Exhibit space will be located in the heart of Rally 2022 activities on the second floor of the Marriott Hotel in the Studio Foyer/Studios 1-4 near meeting rooms, registration and coffee breaks. A Fire-Marshall approved Floorplan will be available in the Spring.

Exhibitor Fees

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

- **8' x 10' Booth | \$850 (Member Land Trusts and Affiliate Members = \$700)**

Fee includes; three exhibitor badges, 6' skirted table, two chairs, wastebasket, back & side drape, a standard identification sign, listing in the Rally Event App and 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.)

- **6' Table Top | \$550 (Member Land Trusts and Affiliate Members = \$400)**

Fee includes: two exhibitor badges, 6' skirted table, 8' high back drape, one chair, a standard identification sign, listing in the Rally Event App and entrance to the regional cocktail receptions and plenary sessions. The basic conference registration fee to attend workshops is NOT included.

Additional Exhibitor Badges | \$75

For additional booth personnel above the allotment for a booth or table.

Discounted Basic Registration Exhibitor Add-on | \$400

Includes all concurrent workshop sessions on Friday and Saturday. For the exhibitor that chooses to send booth personnel to educational sessions.

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

Move-in	Thursday	September 15	8 a.m. – Noon
Exhibits Open	Thursday	September 15	Noon – 5:30 p.m.
	Friday	September 16	8 a.m. – 5:30 p.m.
	Saturday	September 17	8 a.m. – 3:30 p.m.
Move-out	Saturday	September 17	3:30 p.m. – 4:30 p.m.

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

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

These services will be available through the Marriott Hotel and the Alliance's designated convention contractor (TBD).

Apply for Exhibit Space

All applications are due **August 22, 2022**.

Land Trust Alliance does not sell or provide attendee lists to any sales companies. Offers to provide the contact information for Rally are fraudulent.

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



Photo courtesy of DJ Glisson/Firefly Imageworks