

# Sponsorship & Trade Show

2025

# PRO EXPEDITION

NOVEMBER  
18 - 21

Blue Mountain Village  
Conference Centre



PARKS AND RECREATION ONTARIO

**Celebrating 30 years**  
of knowledge, creativity & discovery





# Raise Your Profile at Canada's Largest Parks and Recreation Event

Parks and Recreation Ontario (PRO) is proud to present the province's biggest event for parks and recreation professionals yet: 2025 PRO EX. Set to take place from November 18-21, this will be Canada's largest networking, knowledge-sharing, and professional development event for the sector!

PRO EX is a one-of-a-kind opportunity to raise brand awareness and conduct outreach in the sector. We are offering cross-event sponsorship, advertising, and exhibition opportunities, to enable broad-sector exposure.

Connect with hundreds of influencers and decision-makers over four days and make an impact in the sector. This event offers dynamic, flexible, and affordable marketing options to increase your visibility. For almost twenty years, PRO has been the voice of the sector. Your investment as a sponsor, exhibitor, or advertiser capitalizes on PRO's name recognition and our ability to reach your target audience. Get in touch with our team to find out how you can build a custom outreach package!

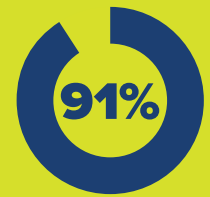


**BUYING POWER**



**500 +**

parks and recreation professionals in attendance from across Canada



91% of delegates have a role in the purchasing process



67% of delegates are senior staff in the parks and recreation sector



50% half of delegates with budgets of \$1m+ for capital projects



# Sponsorship Benefits



## Brand exposure:

Your brand will be positioned as a change leader, allowing valuable connections to your target market. We work with you to give you direct access to relevant delegates, giving you a platform to build brand awareness and strategic relationships while getting your messaging out there.



## Make an impact with decision makers and influencers:

This is an opportunity to experience unparalleled access to provincial decision-makers and influencers. If you are exhibiting, our sponsorship packages will benefit you with prime positions in high traffic areas, establishing important business connections and accelerating connectivity with quality leads.



## Gain a competitive edge:

If you are considering sponsoring, then your competitors are too. Develop brand recognition by becoming a sponsor at Canada's premier parks and recreation conference. We have developed a dynamic agenda with ample networking opportunities and exhibition time.



## Tailor made packages:

We adapt our sponsorship packages to meet your requirements and budget. Whether you intend to sign on as a Title sponsor, Keynote sponsor, Product sponsor, or host social events, we have opportunities at competitive rates to put you at the forefront of our delegates' experience.







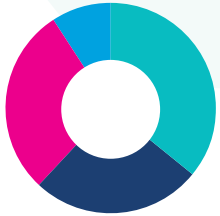
# Reaching Decision Makers and Industry Leaders

## By Organization Rank



- 28%** Decision makers, senior management, elected officials
- 39.5%** Middle management, managers, supervisors
- 32.5%** End users, coordinators, program staff

## By Purchasing Role



- 36%** Makes final purchasing decisions
- 26%** Makes final recommendations
- 29%** Included in the recommendation process
- 9%** No role

## By Operating Budget



- 29.5%** Over \$2.5 million
- 24%** \$1 - 2.5 million
- 28.5%** \$500,000 - 1 million
- 18%** Less than \$500,000



# Sponsorship Streams

Exposure packages ensure that all eyes will be on your business. Select one of the packages below for maximum exposure leading up to, during, and after the 2025 PRO Expedition.



## Title Sponsor:

This is the ultimate opportunity to place your company top of mind among PRO members and delegates. Through this extensive package, you will show your commitment to the parks and recreation sector and make valuable personal connections with Conference delegates.



## Keynote Sponsor:

Engage the audience for 20 minutes leading into one of the keynote addresses. Brand the room and leave a lasting impression by sponsoring these highly anticipated sessions.

*\* Current PRO members receive a 10% discount on exposure sponsorship packages.*



# Sponsorship Tiers



## Title Sponsor \$25,000

- Name recognition in the event title
- Introduction during Delegate Welcome Address
- Receipt of event delegate contact information with consent
- Logo placement in all event related member communications, reaching over 6,500 parks and recreation professionals
- Logo placement on six posts across PRO's social media channels
- Five top banner ads in PRO's monthly NewsBrief
- Complimentary PRO Corporate Membership
- Listing on the PRO Expedition webpage
- 2 Complimentary Full Conference Passes



## Keynote Sponsor \$15,000

- A 20-minute presentation before the keynote
- Receipt of Conference delegate contact information with consent
- Logo placements in three event-related member communications, reaching over 6,500 parks and recreation professionals
- Three leaderboard ads in PRO's monthly NewsBrief
- Listing on the PRO Expedition webpage
- 1 Complimentary Day Pass



## Product Sponsor \$10,000

- Sponsor main delegate giveaway - this gift will be given to all 500+ of our delegates



## Interested in exhibiting with us?

Secure your spot at PRO EX - [Click here to get in touch!](#)

\* HST will be added to all prices.





# Sponsorship Opportunities



## Branding

Gain visibility with branding opportunities that are sure to get you noticed. Additional branding opportunities are available upon request. Please contact PRO for further details.

### Trade Show Sponsor | \$8,500

Sponsoring the Trade Show will maximize your brand's exposure in a space where delegates are searching for new ideas, programs, and developments. Stand out amongst the crowd and invite your clients to attend.

### Activation Sponsor | \$4,000

Sponsor an exciting and fun activation during the social event.

### Charging Station & Lounge Sponsor | \$3,500

Feature custom signage and distribute approved literature in all charging and delegate lounge spaces.

### Sponsor a Student | Contact us for rate

Sponsor the future of parks and recreation. Give the opportunity for students to attend the conference without a financial barrier.

### Session Sponsor | \$860

Opportunity to display your logo at one of the many engaging sessions throughout the conference.



## Networking

Position your brand as an industry leader and enhance the delegate experience through thoughtful sponsorship placements at one of our high-profile networking events.

### Social Sponsor | Starting at \$6,000

Display your logo and signage at one of the following social events. Mingle with attendees, make brief remarks, and introduce the event as host of one of these popular receptions: Welcome Reception, Wednesday Night Social, PRO Awards Presentation.

### Lunch Sponsor | \$5,000

Network and connect directly with Conference delegates as they gather for lunch at one of the two Conference lunches. This package includes a reserved table and a prominent display of your company's signage throughout the dining room and 2 attendees for lunch.

### Breakfast Sponsor | \$3,500

Welcome delegates to another day at the Conference and invite them to connect with you at one of three Conference breakfasts. This package includes a reserved table, a prominent display of your company's signage and 2 attendees for breakfast.

### Break & Refreshment Sponsor | One break: \$1,500 Additional break: \$1,350

Sponsor a networking break and re-energize conference delegates with coffee, tea and snacks. Your company's logo and signage will be displayed in all break areas during your selected break period.

*\*HST will be added to all prices*

*\* Current Corporate PRO members receive a 10% discount on networking sponsorship packages. Member discounts do not apply to branding packages.*

*\* Each booth or sponsorship opportunity is designated for a single organization/vendor. Sharing booth space or sponsorship is prohibited.*





# Trade Show Opportunities

Becoming a Trade Show exhibitor allows you interact directly with PRO EX delegates, along with PRO members at large. This is an excellent opportunity to meet current and future customers face-to-face and highlight what your products and services have to offer. The Trade Show is expected to draw over 500 delegates and PRO members from the parks and recreation sector. Build your booth package from the menu below or contact us for specialized set ups.

## Included with your booth registration:

- ✓ One 8' skirted table
- ✓ Two Trade Show representatives
- ✓ Two chairs
- ✓ Trade Show Lunch



## Become a PRO corporate member for **SIGNIFICANT SAVINGS** on booth fees!

Take advantage of exclusive member discounts and join a network of over 6,500 industry leaders dedicated to advancing the parks and recreation sector across Ontario.

Contact us to learn about the benefits of corporate membership!



# ADD ON TO YOUR BOOTH

- Electrical Access:**
  - \$90 + depending on needs

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- Additional Trade Show Representatives:**
  - \$150

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- Inclusion on the Trade Show BINGO ITEM:**
  - \$250\*\*

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- Lead Retrieval in Event App**
  - \$199

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- Discovery Station Space**
  - \$50

\* HST will be added to all prices

\* Rates vary by booth location.

\*\* Each delegate will be given a Trade Show BINGO item and encouraged to engage with booths to receive a stamp. Delegates with the most stamps will be eligible for a prize draw. Exhibitors can participate by purchasing a square for \$250 to be featured on the card.





# Trade Show Details

## **Mega Booth | \$5,000**

At a remarkable 28' x 37', this exclusive space is designed to maximize visibility, engagement, and impact. Only two Mega Booths are available - this is your opportunity to claim a commanding presence on the Trade Show floor!

## **Premium Booth | \$1,500**

The 8' x 10' Premium Booths are strategically placed in prominent locations that ensure visibility, access, and steady foot traffic. These booths offer ample space to showcase your products and services.

## **Standard Booth | \$1,300**

The 8' x 10' Standard Booths are a smart choice for exhibitors looking to connect with delegates and PRO members at a competitive rate. These booths offer ample space to showcase your products and services.

**View our Trade Show map on the next page for booth locations!**

*\* HST will be added to all prices*

## Need a custom package?



Contact us to develop a package that meets your objectives.



### Discovery Station Opportunities!

Step into the Discovery Station spotlight - captivate delegates with live demos of your unique products or offerings. Contact us for rates.

*Limited availability*

# TRADE SHOW SCHEDULE



## NOV 18

**8:30 - 10:30 p.m.**  
Welcome Networking Reception



## NOV 19

**8 - 10:30 a.m.**  
Trade Show Set Up

**12 - 1:30 p.m.**  
Main Delegate Walk Through

**1:30 - 2 p.m.**  
Leader Walk Through with PRO CEO

**2:30 - 3 p.m.**  
Delegate Break

**5:30 - 7 p.m.**  
Trade Show Tear Down

*\* PRO reserves the right to modify the Trade Show schedule.*





# Trade Show Layout

## Legend

- Mega Booth
- Premium Booth
- Standard Booth

Entrance from Atrium

101	201
102	202
103	203
104	204
105	205
106	206
107	207

301	401
302	402
303	403
304	404
305	405
306	406

501	601
502	602
503	603
504	604
505	605
506	606
507	607

Discovery Station

108	208
109	209
110	210
111	211
112	212
113	213
114	214

307	407
308	408
309	409
310	410
311	411
312	412

508	608
509	609
510	610
511	611
512	612
513	613
514	614

701 28' x 37'	702 28' x 37'
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\* PRO reserves the right to modify the floor plan (adjust booth placements, quantities, and size without prior notice).





# Advertising Opportunities

Approximately \$1 billion is spent annually in the parks and recreation sector. Get your share of the market by advertising in the Conference Mobile App, Attendee Email Blast, or the monthly NewsBrief.

Over 500 delegates are expected to attend PRO EX. All attendees will have access to the Conference Mobile App and Email Blast communications. NewsBrief advertisements will be distributed to our mailing list of over 6,500 parks and recreation professionals.

## Rates

Ad Type	Dimensions	Member Rate	Non-Member Rate
Conference Mobile App	600 x 400 px	\$600	\$750
Attendee Email Blast	600 x 400 px	\$500	\$650

**Deadline: Feb. 1, 2025** | Advertising material and requests must be submitted by Feb. 1, 2025 in order to be included in the Conference Mobile App and Attendee Email Blast.



## Secure your ad space!

[Click here to book your 2025 PRO EX ad.](#)



**PREMIUM MARKET SPACE**



Establish yourself in the parks and recreation field with premium market space. Get in touch with us to learn more!



## Interested in year-round advertising?

Showcase your brand in NewsBrief, our monthly newsletter reaching over 6,500 engaged members across Ontario. Elevate your visibility and connect with a targeted audience all year long. Visit our website to discover how you can be featured!



PARKS AND RECREATION ONTARIO

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