

# GREATER & GREENER 2019

## EXPLORING NATURAL CONNECTIONS

### JULY 20-24, 2019 DENVER, COLORADO

PRESENTED BY CITY PARKS ALLIANCE

## EXHIBITOR OPPORTUNITIES & BENEFITS

### EXTRAORDINARY AUDIENCE

Greater & Greener 2019, an international urban parks conference, puts you and your company in front of the top decision-makers in urban park innovation from 200+ cities across North America and around the world. Don't miss out on this opportunity to showcase your products and services to city, state, and national park agency leaders, nonprofit organizations, public officials, landscape and design professionals, city planners, real estate developers, and green infrastructure and sustainable development consultants.

### EXCLUSIVE ACCESS

Greater & Greener 2019 offers you less competition than other trade shows with only 24 exhibitor spaces available and multiple opportunities to connect one-on-one with 1,000+ attendees. Exhibitors enjoy unparalleled access to decision-makers across city sectors with networking events inside and outside the exhibit hall.

### ENHANCED BENEFITS & OPTIONS FOR 2019

- » Your exhibitor fee includes one complimentary registration for the full conference, as well as the benefits outlined on the reverse side of this flyer.
- » Premiere Exhibitor add-on option lets you reserve the most visible table location in the Exhibition Hall.
- » Your Name in Lights add-on option shines your company logo in the exhibition hall atrium with GOBO light projection.



## EXHIBITION SCHEDULE & RELATED EVENTS

### SUNDAY, JULY 21, 2019

<b>Load-In</b> Ellie Caulkins Opera House	11:00am – 5:00pm
<b>Opening Reception</b> Confluence Park	6:30pm – 9:00pm

### MONDAY, JULY 22, 2019

<b>Exhibition Hall Hours</b> Ellie Caulkins Opera House	7:30am – 7:00pm
<b>Coffee &amp; Tea Service</b> Exhibition Hall	7:45am – 8:45am
<b>Break</b> Exhibition Hall	10:45am – 11:15am
<b>Lunch</b> Served from Exhibition Hall	12:30pm – 1:45pm
<b>Reception</b> Exhibition Hall	5:30pm – 7:00pm

### TUESDAY, JULY 23, 2019

<b>Exhibition Hall Hours</b> Ellie Caulkins Opera House	7:30am – 3:30pm
<b>Coffee &amp; Tea Service</b> Exhibition Hall	7:45am – 8:45am
<b>Break</b> Exhibition Hall	10:45am – 11:15am
<b>Lunch on Your Own</b> Exhibition Hall	12:30pm – 1:45pm
<b>Ice Cream Social</b> Exhibition Hall	1:45pm – 2:30pm
<b>Load-Out</b> Ellie Caulkins Opera House	3:30pm – 5:30pm
<b>Closing Reception</b> Civic Center Park	6:00pm – 8:30pm

#### CONFERENCE PRESENTER



#### HOST CITY LEAD PARTNER



#### RESERVE YOUR SPOT!

**CONTACT:** Frank Accosta  
 exhibitors@greatergreener.org  
 914.294.5039 ext. 1  
 greatergreener.org

# GREATER & GREENER 2019

## EXHIBITOR OPPORTUNITIES & BENEFITS

### Exhibitor: \$1,999 - \$2,499

Pricing Rate	Early (Prior to 12/31/18)	Regular
CPA Member	\$1,999	\$2,099
Non-CPA Member	\$2,399	\$2,499

- » One 10' designated area, 8' x 30" table with overlay and two chairs
- » Exhibit space in high traffic location
- » Free WiFi<sup>1</sup>
- » Company name featured with link on *Greater & Greener* website
- » Listing in conference program
- » One complimentary *Greater & Greener* full conference registration; 10% discount on up to two additional conference registrations
- » One additional ticket to both the opening (7/21/19) and closing receptions (7/23/19); 10% discount on additional reception tickets
- » Complimentary admission to exhibition hall reception on 7/22/19
- » Complimentary admission to exhibition hall ice cream social on 7/23/19
- » Access to lead-retrieval smartphone app to gather attendee contact information<sup>2</sup>
- » Discounted lodging at conference hotel
- » Complimentary one-time monitored use of post-conference attendee list<sup>3</sup>

### Exhibitor Add-On | Premier Exhibitor: \$300

New add-on for 2019! Only 6 spaces available.

Premiere Exhibitor gives you the opportunity to reserve the most visible table location in the Exhibition Hall. This level provides you with all the Exhibitor benefits and the opportunity to select one of five "front and center" table locations, seen immediately upon entering the exhibition hall.

### Exhibitor Add-On | Your Name In Lights: \$150

New add-on for 2019! Only 6 spaces available.

Elevate your brand and shine your company logo in the exhibit hall atrium with GOBO light projection during exhibition hall hours.

### Sponsor-Exhibitor Package: \$6,799 - \$7,249

+ Save 10% off your exhibitor rate!

Park Partner sponsors receive two tickets to the sponsors-only reception with regional and national leaders at Molson Coors headquarters preceding the *Greater & Greener* opening reception at Confluence Park.

#### Park Partner Sponsor Benefits include:

- » Park Partner sponsor recognition in conference program and on *Greater & Greener* website
- » Two tickets to sponsors-only VIP reception on 7/21/19 with national and regional leaders
- » 15% discount on up to 10 additional conference registrations

+ All regular exhibitor benefits at a 10% savings!

### Sponsorship | Saturday or Sunday Weekend Tours: \$10,000

- » Sponsor dynamic park tours showcasing Denver's finest outdoor experiences
- » Recognition signage during selected Saturday (7/20/19) or Sunday (7/21/19) tours.
- » Bronze-level recognition in conference program, website, and tour promotions.
- » One complimentary conference registration, including access to all events
- » Two tickets to sponsors-only reception with regional and national leaders at Molson Coors headquarters 7/21/19
- » 15% discount on up to 10 additional *Greater & Greener* conference registrations
- » 10% discount on exhibit space

### NOT A CITY PARKS ALLIANCE MEMBER?

Members receive great discounts on *Greater & Greener* exhibitor fees, registration, and CPA's year-round programming. Member dues fuel City Parks Alliance's park advocacy, research, and programming that supports park agencies, organizations, and advocates working across North America to create green, vibrant, and equitable cities.

Join today at [www.cityparksalliance.org/join](http://www.cityparksalliance.org/join)

<sup>1</sup> The Ellie Caulkins Opera House provides free wireless internet for casual browsing, adequate for checking emails, social media websites, or general browsing. If you plan to stream online media at your exhibit, we recommend rental of a wired internet line. Refer to "Exhibitor Extras" on the exhibitor application.

<sup>2</sup> Lead-retrieval app available for additional fee purchased directly through Cvent. Refer to "Exhibitor Extras" on the exhibitor application.

<sup>3</sup> Due to recent changes in policies regarding privacy laws, every exhibitor collecting participant data must have available a copy of their privacy policy statements and regulations for participant review. See Exhibitor Rules and Regulations for additional information.

# GREATER & GREENER 2019

## EXHIBITOR APPLICATION

### Exhibitor: \$1,999 - \$2,499

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+ All regular exhibitor benefits at a 10% savings!

### TABLE PLACEMENT

Priority is given to Premiere Exhibitors, followed by *Greater & Greener* Sponsors/Exhibitors; all other tables will be assigned according to the date the application is received with payment in full.

### PAYMENT INFORMATION

Exhibit Space	Amount Enclosed
Exhibitor - CPA Member Early \$1,999   Regular \$2,099	\$ _____
Exhibitor - Non-CPA Member Early \$2,399   Regular \$2,499	\$ _____
Add-on: Premiere Exhibitor \$300	\$ <b>SOLD OUT</b>
Add-On: Your Name In Lights \$150	\$ _____
Additional Opening/Closing Reception Tickets \$100/each	\$ _____
Sponsor-Exhibitor Package <u>Early (by December 31, 2018):</u> CPA Members \$6,799 Non-CPA Members \$7,159  <u>Regular</u> CPA Members \$6,889 Non-CPA Members \$7,249	\$ _____
<b>TOTAL</b>	\$ _____

Enclosed is a check (in U.S. funds) made payable to City Parks Alliance.

I wish to pay by credit card:

VISA  MasterCard  American Express  Discover

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_

CVC (Security Code) \_\_\_\_\_ Expr. Date \_\_\_\_\_

Signature \_\_\_\_\_

### PLEASE RETURN TO:

#### By Mail:

City Parks Alliance  
ATTN: Greater & Greener Exhibition Coordinator  
1777 Church Street, NW  
Washington, DC 20036

By Email: exhibitors@greatergreener.org

**QUESTIONS? Call (914) 294-5039 ext. 1  
or email exhibitors@greatergreener.org**

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## EXHIBITOR APPLICATION

### Exhibitor Agreement

By completing this Exhibition Hall Application/Agreement, I/we agree to abide by the Exhibitor Rules and Regulations of the Greater & Greener 2019 international urban parks conference. These shall be interpreted by City Parks Alliance (CPA), and all the parties hereto shall be bound by such interpretation. I understand that upon acceptance by CPA, this form will serve as an official contract for exhibition services.

- Please check box to indicate that you have read and understood the above statement. An unchecked box will delay your application.

Company \_\_\_\_\_

Authorized Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

**Full payment due with signed application.**

### EXHIBITOR EXTRAS

The following items are available for exhibitors to rent for an additional charge:

- » Additional electrical connections (exhibitor fee includes one connection)
- » Extension cords and power strips
- » Wired internet line
- » LCD video monitors, DVD players

**If you need any of these extras, please contact the exhibition coordinator at [exhibitors@greatergreener.org](mailto:exhibitors@greatergreener.org) or (914) 294-5039 ext. 1.**

### LEAD-RETRIEVAL SOFTWARE<sup>3</sup>

Lead retrieval software is available for additional purchase from Cvent. You can load the software directly onto your supported smartphone, or you can rent the app and scanning device.

Cost:

- » Cvent App only: \$249 for the first device and \$149 for each additional device
- » Cvent App and Device:
  - » \$299 each for Early Bird (Four weeks or more in advance of the conference)
  - » \$349 per device for Regular (2-4 weeks prior to conference)
  - » \$399 per device on-site (inside two weeks)

To order your software, visit <https://leadcapture.cvent.com/greatergreener>

### EXHIBITOR CONTACT INFORMATION

Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Billing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Business Phone \_\_\_\_\_

Business Email \_\_\_\_\_

Business Website \_\_\_\_\_

### EXHIBIT STAFFING

Please provide the name and contact information for the on-site people staffing your exhibit space. Exhibitor Representative Name (1) will be the presumed recipient of complimentary conference registration benefit unless otherwise indicated. Please contact the exhibition coordinator if you have more than two staff members.

Exhibitor Representative Name (1) \_\_\_\_\_

- I confirm this representative will receive the complimentary conference registration benefit.

Title \_\_\_\_\_

Business Phone \_\_\_\_\_

Business Email \_\_\_\_\_

Cell Phone \_\_\_\_\_

Exhibitor Representative Name (2) \_\_\_\_\_

- I wish to register for the full conference. Please contact me.

Title \_\_\_\_\_

Business Phone \_\_\_\_\_

Business Email \_\_\_\_\_

Cell Phone \_\_\_\_\_

### GREATER & GREENER 2019 CONFERENCE HUB:

Ellie Caulkins Opera House  
1400 Curtis Street, Denver CO 80204

**QUESTIONS? Call (914) 294-5039 ext. 1  
or email [exhibitors@greatergreener.org](mailto:exhibitors@greatergreener.org)**

<sup>3</sup>Due to recent changes in policies regarding privacy laws, every exhibitor collecting participant data must have available a copy of their privacy policy statements and regulations for participant review. See Exhibitor Rules and Regulations for additional information.

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## EXHIBITOR RULES & REGULATIONS

1. City Parks Alliance (CPA) will present an international urban parks conference, *Greater & Greener 2019: Exploring Natural Connections* (Conference), in Denver July 20-24, 2019. Keynote, plenary sessions, and limited breakout sessions of the Conference and the exhibition hall will take place at the Ellie Caulkins Opera House, 1400 Curtis Street, Denver, CO 80204. Additional breakout sessions will be held at the CU Denver School of Architecture and Planning building located at 1250 14<sup>th</sup> Street, Denver CO 80202 and other locations. Mobile workshops and events will be held at various locations off site.
2. Should CPA fail to hold the Conference and events or furnish to the Exhibitor the space herein described, it shall promptly refund the Exhibition Fee, and such refund shall be accepted by the Exhibitor in full settlement of all loss or damage suffered by the Exhibitor. Should CPA fail to hold the Conference or furnish to the Exhibitor the space herein described due to destruction of or damage to the building or the exhibit area by fire, or act of war, public enemy, strikes, the authority of law, or any cause beyond its control, liability to CPA shall be limited to refund of the Exhibitor fee, less a proportionate share of all expenses incurred by CPA related to the Exhibition space.
3. CPA reserves the right to exercise sole discretion in acceptance or refusal of applications. The space assigned is allocated to the Exhibitor for its exclusive use. The Exhibitor may not assign or sublet any space allotted.
4. Exhibits must be removed by 5:30 p.m., Tuesday, July 23, 2019. If exhibits are not removed by that time, CPA reserves the right to remove exhibits and charge the expenses to the Exhibitor. No exhibit shall be broken down or altered in any form during hours of Exhibition Space operation.
5. The Exhibitor agrees that CPA shall have the right to make regulations or changes in floor plan arrangements of tables for the exhibition, as it shall deem necessary, and to amend these regulations from time to time. All determinations by CPA regarding the enforcement of rules, regulations, and conditions under this contract shall be final and binding upon the Exhibitor.
6. The Exhibitor may not advertise or display goods other than those designated in this contract. The sponsors, their agents, or representatives of this event cannot guarantee by your exhibiting at this event, any financial gain to you or your organization; nor can they guarantee attendance.
7. Neither CPA, The Ellie Caulkins Opera House (ECO), Poplar Events LLC (Poplar), their agents, employees, or subcontractors shall be liable for injuries to the Exhibitor, his or her agents, or employees, no matter how sustained. All claims for such loss, damage, or injury are hereby expressly waived by the Exhibitor. It is understood that neither CPA, the ECO, nor the legal entities, which own, lease, and/or operate the ECO, nor their members, officers, directors, or employees, shall be responsible or liable for injury to any person or persons or for loss or damage to any property belonging to the Exhibitor while at the ECO. The Exhibitor assumes complete responsibility and liability for all loss, damage, or destruction of property of the Exhibitor, guests, and all property of the ECO used by the Exhibitor or brought upon the premises on his or her behalf. The Exhibitor also assumes full responsibility and liability for all injury to any and all persons or property in any way connected with the Exhibitor's display caused by the employees. The Exhibitor indemnifies and agrees to hold harmless CPA, the ECO, Poplar and their respective members, officers, directors, agents, and employees, from and against any and all liability whatsoever arising from and/or all damage to property or personal injury caused by the Exhibitor or his agents, representatives, employees, or other persons.
8. CPA shall not be liable for loss or damage to the property, which Exhibitor may suffer during installation or removal or during the Conference, by reason of burglary, fire, accident, or any destructive cause.
9. Exhibitor shall, at its own expense, secure and maintain throughout the period of the Conference, commercial liability insurance with combined single limit of at least \$1,000,000 each occurrence for bodily injury and property damage. CPA and the ECO shall be named as additionally insured for the dates of the Conference. At least 15 days prior to the Conference (Friday, July 5, 2019), Exhibitor shall submit the Certificate of Insurance as evidence of coverage. Please submit Certificates of Insurance to: City Parks Alliance, ATTN: Exhibition Coordinator, 1777 Church Street, Washington, DC 20036. Forms may be submitted electronically to exhibitors@greener.org.
10. Exhibitor may not deface the walls, floors, or ceilings and must leave the facility in the same condition as it was prior to move in and shall assume responsibility for damage to the facilities of the ECO.
11. All signs and banners are subject to approval by CPA, the ECO or its agents. Handwritten or sandwich signs are not permitted.
12. Exhibitors shall not make use of loud bells, sirens, or buzzers or otherwise cause any loud noises as, in the opinion of CPA, would interfere with the activities of the Conference or neighboring Exhibitors.
13. No activities in the Exhibition Hall shall be scheduled during the time of official program or exhibit hours except with express written permission of CPA.
14. All exhibitors are responsible for arranging shipment of all materials to and from the ECO as to be further described in the Exhibitor's Manual, sent approximately two months prior to the event. ECO does not maintain a shipping office on premise and exhibitors are required to bring their own shipping necessities.
15. Cancellation of exhibit space must be directed in writing to Poplar at exhibitors@greener.org. Refunds are made at the discretion of CPA, but in no event will a refund be made for a cancellation made after June 20, 2019. If the Exhibitor does not claim or occupy his or her assigned space before 7:00 a.m. on July 22, 2019, CPA may terminate this contract. The defaulting Exhibitor shall not be entitled to the refund of any sums paid in advance to CPA.
16. Exhibitor's company representative, and/or agent shall be held jointly, collectively, and individually responsible for any and all debts incurred for all exhibit costs, fees, or charges.
17. As a benefit to Exhibitors, CPA may, at their discretion, provide a one-time use of conference attendee information for further marketing. This list will be seeded for monitoring purposes. Exhibitors using this information in violation of the one-time use policy agree to pay a \$5,000 per use penalty to CPA and will not be permitted to exhibit at any future *Greater & Greener* conference. In light of recent changes to regulations regarding privacy and use of personal information, actively or passively collected, participants may "opt-out" of 3<sup>rd</sup> party or non-essential conference communications. Individuals who express this desire to conference organizers will be removed from any participant lists shared with exhibitors.
18. All exhibitors collecting participant data on their own, electronically or in any other manner, actively or passively, must have their company's Privacy Statement readily accessible for participant review in accordance with new regulations. All requests to have participant data removed must be honored.