



Greater & Greener

JUNE 18-21, 2022 PHILADELPHIA, PENNSYLVANIA

PRESENTED BY CITY PARKS ALLIANCE

EXHIBITOR OPPORTUNITIES & BENEFITS

EXTRAORDINARY AUDIENCE

Greater & Greener 2022, 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 2022 offers you less competition than other trade shows with only 25 exhibitor spaces available and multiple opportunities to connect one-on-one with 750+ attendees. Exhibitors enjoy unparalleled access to decision-makers across city sectors with networking events inside and outside the Exhibition Hall.

ENHANCED BENEFITS & OPTIONS FOR 2022

- » Your application fee includes one license for our "Lead Capture" software app downloadable to your smart device (phone or tablet). With the app, you can collect attendee information by scanning the QR code on their badge. You can also rate the lead for follow up.
- » Premiere Exhibitor add-on option lets you reserve the most visible table location in the Exhibition Hall.



EXHIBITION SCHEDULE & RELATED EVENTS*

SUNDAY, JUNE 19, 2022

Load-In Sheraton Philadelphia Downtown	11:00am – 5:00pm
Opening Reception Location to be revealed	6:30pm – 9:00pm

MONDAY, JUNE 20, 2022

Exhibition Hall Hours Sheraton Philadelphia Downtown	7:30am – 7:00pm
Coffee & Tea Service Exhibition Hall	7:45am – 8:45am
Break Exhibition Hall	10:45am – 11:15am
Lunch Served from Exhibition Hall	12:30pm – 1:45pm
Reception Exhibition Hall	5:30pm – 7:00pm

TUESDAY, JUNE 21, 2022

Exhibition Hall Hours Sheraton Philadelphia Downtown	7:30am – 3:30pm
Coffee & Tea Service Exhibition Hall	7:45am – 8:45am
Break Exhibition Hall	10:45am – 11:15am
Lunch on Your Own	12:30pm – 1:45pm
Ice Cream Social Exhibition Hall	1:45pm – 2:30pm
Load-Out Sheraton Philadelphia Downtown	3:30pm – 5:30pm

*As of September 3, 2021, information subject to change.

CONFERENCE PRESENTER



HOST CITY LEAD PARTNERS



RESERVE YOUR SPOT!

CONTACT: Frank Accosta
exhibitors@greenergreener.org
 914.294.5039 ext. 1
greenergreener.org

EXHIBITOR OPPORTUNITIES & BENEFITS

Exhibitor: \$2,299 - \$2,799

Pricing Rate	Early (Prior to 12/31/21)	Regular
CPA Member	\$2,299	\$2,399
Non-CPA Member	\$2,699	\$2,799

- » One 8' designated area, 6' x 30" table with overlay and two chairs
- » Exhibit space in high traffic location
- » One free lead retrieval license for use on your smart device to capture leads (and the option to purchase additional at a discount)^{1,3}
- » Free WiFi²
- » 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 the opening (6/19/22) reception
- » Complimentary admission to Exhibition Hall reception on 6/20/22
- » Complimentary admission to Exhibition Hall ice cream social on 6/21/22

Exhibitor Add-On | Premiere Exhibitor: \$300 Only 5 spaces available.

Premiere Exhibitor gives you the opportunity to reserve the most visible table locations in the Exhibition Hall. This level provides you with the most exhibit benefits and the opportunity to select one of the "exit and center" table locations in high traffic flow areas of the Exhibition Hall.



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 parks agencies, organizations, and advocates working across North America to create green, vibrant, and equitable cities.

Join today at www.cityparksalliance.org/join

Sponsor-Exhibitor Package: \$7,069 - \$7,519

+ Save 10% off your exhibitor rate!

Be recognized for your support of city parks.

Park Partner Sponsor Benefits include:

- » Park Partner-level sponsor recognition in conference program, digital event signage, and on *Greater & Greener* website
- » Two tickets to sponsor-only VIP reception on 6/19/22
- » 15% discount on up to 10 additional conference registrations

+ Priority table placement and exhibitor benefits at a 10% savings!

Other Sponsorship Opportunities

Happy Hour Reception Sponsor: \$30,000

- » Exclusive recognition signage at 6/20/22 reception in Exhibition Hall
- » Recognition in conference program and select marketing materials
- » Primary website recognition
- » Two complimentary conference registrations
- » Two tickets to sponsor-only VIP reception on 6/19/22
- » 15% discount on up to 10 additional *Greater & Greener* conference registrations
- » 25% discount on exhibit space

Exhibition Hall Ice Cream Social Sponsor: \$12,500

- » Exclusive recognition signage at 6/21/22 event in Exhibition Hall
- » Recognition in conference program and website
- » One complimentary conference registration
- » Two tickets to sponsor-only VIP reception on 6/19/22
- » 15% discount on up to 10 additional *Greater & Greener* conference registrations
- » 10% discount on exhibit space

For more sponsorship opportunities, contact Hilary Dick at sponsorships@greatergreener.org.

¹ One (1) lead retrieval license is included in your application fee. Additional licenses may be purchased through Cvent at a discounted rate. Refer to "Exhibitor Extras" on the exhibitor application.

² Sheraton Philadelphia Downtown provides free wireless internet for casual use, 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.

³ 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.



EXHIBITOR APPLICATION

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- » Exhibit space in high traffic location
- » One free lead retrieval license for use on your smart device to capture leads (and the option to purchase additional at a discount)^{1,3}
- » Free WiFi²
- » Company name featured with link on *Greater & Greener* website
- » Listing in conference program
- » One complimentary *Greater & Greener* full conference registration
- » One additional ticket to the opening (6/19/22) reception.
- » Complimentary admission to Exhibition Hall reception on 6/20/22
- » Complimentary admission to Exhibition Hall ice cream social on 6/21/22

Sponsor-Exhibitor Package: \$7,069 - \$7,519

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Park Partner Sponsor Benefits include:

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- » Two tickets to sponsor-only VIP reception on 6/19/22
- » 15% discount on up to 10 additional conference registrations

+ Priority table placement and exhibitor benefits at a 10% savings!

TABLE PLACEMENT

Priority is given to Premiere Exhibitors, followed by *Greater & Greener* Sponsor-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 \$2,299 Regular \$2,399	\$ _____
Exhibitor - Non-CPA Member Early \$2,699 Regular \$2,799	\$ _____
Add-on: Premiere Exhibitor \$300	\$ _____
Sponsor-Exhibitor Package <u>Early (by 12/31/21):</u> CPA Members \$7,069 Non-CPA Members \$7,429 <u>Regular (after 12/31/21)</u> CPA Members \$7,159 Non-CPA Members \$7,519	\$ _____
TOTAL	\$ _____

SOLD OUT

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) _____ Exp 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 2022 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

LEAD-RETRIEVAL SOFTWARE³

Your application includes one license for the lead retrieval app on your smart device. Additional licenses are available for purchase from Cvent. You can load the software directly onto your supported smart device, or you can rent the app and scanning device.

Cvent App only:

- » \$249 for the first additional license (beyond the one we provide with your exhibitor fee)³ and \$149 for each additional license thereafter (one license per user-provided device)

Cvent App and Device:

- » \$299 per device (Any time prior to and including 5/11/22)
- » \$349 per device pre-purchase (5/12/22 - 6/3/22)
- » \$399 per device on-site (6/4/22 - 6/21/22)

To order your software, visit

<https://leadcapture.cvent.com/greatergreener2022>

EXHIBITION HALL RENTALS

To enhance your Exhibition Hall experience, the following items are available for exhibitors to rent for an additional charge from the Sheraton Philadelphia Downtown hotel:

- » Electrical connections
- » Extension cords and power strips
- » Wired internet line
- » LCD video monitors, DVD players

Please contact exhibitors@greatergreener.org for details.

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 with the exhibitor discount rate. Please contact me.

Title _____

Business Phone _____

Business Email _____

Cell Phone _____

GREATER & GREENER 2022 CONFERENCE HUB:

Sheraton Philadelphia Downtown
201 N. 17th Street, Philadelphia PA 19103

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EXHIBITOR RULES & REGULATIONS

1. City Parks Alliance (CPA) will present an international urban parks conference, Greater & Greener 2022 (Conference), in Philadelphia, PA, June 18-21, 2022. Keynote, plenary sessions, and breakout sessions of the Conference and the Exhibition Hall will take place at the Sheraton Philadelphia Downtown, 201 North 17th Street, Philadelphia, PA 19103. Mobile workshops and other 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, but not limited to, Acts of God, war, civil commotion, fire, flood or casualty, labor difficulties, shortages of or inability to obtain labor, materials or equipment, governmental regulations or restrictions, unusually severe weather, or public health crisis, including those involving any of a material epidemic, quarantines and/or travel bans, or any cause beyond its control, liability to CPA shall be limited to refund of the exhibition 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, June 21, 2022. 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 Hall 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 Sheraton Philadelphia Downtown (Sheraton), 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 Sheraton, nor the legal entities, which own, lease, and/or operate the Sheraton, 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 Sheraton. The Exhibitor assumes complete responsibility and liability for all loss, damage, or destruction of property of the Exhibitor, guests, and all property of the Sheraton 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 Sheraton, 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 Sheraton shall be named as additionally insured for the dates of

the Conference. At least 14 days prior to the Conference (Friday, June 3, 2022), Exhibitor shall submit the Certificate of Insurance as evidence of coverage. Please submit Certificates of Insurance, by mail, to: City Parks Alliance, ATTN: Exhibition Coordinator, 1777 Church Street NW, Washington, DC 20036. Forms may also be submitted electronically to exhibitors@greetergreener.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 Sheraton.

11. All signs and banners are subject to approval by CPA, the Sheraton 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 Sheraton and pay the associated fees for the services provided by the Sheraton.

Please send Incoming/Outgoing Shipment Package form no later than June 9, 2022, to alert the Sheraton of incoming shipments and set up payment. A credit card authorization link will be sent via email or the Exhibitor can choose to have charges billed to the guest room.

Please have all exhibit materials shipped to the Sheraton no later than Thursday, June 16, 2022 (but no earlier than June 9, 2022, so as not to incur additional storage fees). Boxes must be clearly labeled with Incoming Package sheet attached for delivery to exhibit space. All boxes will be delivered to exhibit space on the day of setup and picked up by 6:00 p.m. June 21, 2022.

Sheraton exhibitor information is found in the [Exhibitor Packet \(link here\)](#). The Exhibitor Packet includes general exhibitor information, Incoming Package sheet to attach to boxes, AV order form (pricing subject to change as these are 2021 rates), and the incoming/outgoing shipment package form (pricing subject to change as these are 2021 rates). Additional information will be further described in the Exhibitor's Manual, sent approximately two months prior to the event.

While the Sheraton will make every effort to see that your package is delivered on time, we cannot be responsible for damaged or lost shipments. Exhibitors are responsible for arranging return service with appropriate shipping labels.

15. Cancellation of exhibit space must be directed in writing to Poplar at exhibitors@greetergreener.org. Refunds are made at the discretion of CPA, but in no event will a refund be made for a cancellation made after May 20, 2022. If the Exhibitor does not claim or occupy his or her assigned space before 7:00 a.m. on June 20, 2022, 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. All exhibitors collecting participant data vis-à-vis the Lead Capture app or 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.