Exhibitor Information

Salt Palace Convention Center

You are invited to exhibit at the nation's largest gathering of conservationists and outdoors enthusiasts in Salt Lake City, UT for the 25th annual *Rally 2012: The National Land Conservation Conference* — the premier four-day conference for land trust staff and those involved with private land protection efforts. Take advantage of the unique opportunity to increase your company's visibility and participation with Rally attendees.

What is Rally?

Rally is the largest land conservation conference in the country and the only conference specifically for and about land trusts. Rally offers more than 140 training sessions, unlimited networking opportunities, field trips and exhibits.

Who Will Be At Rally?

The conference unites nearly 1,800 land trust professionals, volunteers, board members, funders, government agency officials, attorneys, academics and landowners committed to land conservation from across the country and abroad. All in one location!

Why Exhibit? – Exhibiting at Rally Provides 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 networking venues

Who Should Exhibit at Rally?

- ***Services/Consultants*** - appraisers, financial management, conservation attorneys, fundraising, habitat restoration, landscape architecture, land use planning, graphic design, map making, photography, surveying, web design, environmental audits.
- ***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, pack foods.
- ***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 foster private initiatives that complement conservation programs.

Conference & Exhibit Location

The Salt Palace Convention Center is located in the heart of dynamic downtown Salt Lake City within walking distance to a wide-range of shopping, dining and nightlife options.

Salt Palace Convention Center
100 South West Temple Street
Salt Lake City, UT Milwaukee, WI 84101
801-534-4777

Exhibit space is located in the center of Rally 2012 activities in the South Foyer, which is close to registration, the meeting rooms and the meal functions. Attendees will be flowing through these areas between sessions.

Exhibit Fees

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

1) **8'x 10' Booth……$*600 (Member Land Trust = $575)***

   Fee includes; one exhibitor badge, 6' skirted table, 2-chairs, wastebasket, back & side drape, a standard identification sign, listing in the conference program, lunch on Sept. 30, Oct. 1-2, an attendee list, conference program, entrance to the regional cocktail receptions and the morning 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.)

2) **Table Top Display……$300 *(Member Land Trust = $275)***

   Fee includes 8' high back drape, a standard identification sign, listing in the conference program, an attendee list, conference program and entrance to the regional cocktail receptions and morning plenary sessions.

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

Move-in	Saturday	Sept. 29	8:00 am – 5:00 pm
Exhibits Open	Sunday	Sept. 30	8:00 am – 5:30 pm
	Monday	October 1	8:00 am – 5:30 pm
	Tuesday	October 2	8:00 am – 2:30 pm
Move-out	Tuesday	October 2	2:30 pm – 4:30 pm

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

Photo courtesy of Rebecca L. Orris

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

These services will be available through Land Trust Alliance's designated convention contractor. Information about these services will be available soon.

To Apply for Exhibit Space

Complete the application form (separate file) and return it along with full payment. (Preferred method is Email.)

Questions? Contact Pam Nicholls, 970-245-5811 or exhibits@lta.org.

WWW.LTA.ORG/RALLY