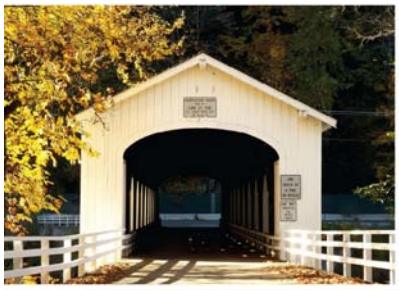

RALLY2010

Exhibitor Information

Rally 2010: The National Land Conservation Conference
October 2-5, 2010
Connecticut Convention Center, Hartford, CT

Increase your participation and visibility with Rally 2010 attendees by being an exhibitor.

You are invited to exhibit at the nation's largest gathering of conservationists and outdoors enthusiasts in Hartford, Connecticut for the 23rd annual Rally 2010: The National Land Conservation Conference — the premier four-day conference for land trusts and those involved with private land protection efforts.

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 Connecticut Convention Center

The Connecticut Convention Center is located on the eastern edge of downtown Hartford, overlooking the beautiful Connecticut River at Adriaen's Landing, the city's exciting new riverfront district.

Connecticut Convention Center
100 Columbus Boulevard
Hartford, CT 06106
860-249-6000 | www.ctconventions.com

Exhibit space is located in the center of Rally 2010 activities along the pre-function areas on the Ballroom Level close to registration and meeting rooms and in Ballroom "C" where meal functions and plenaries will be held. Attendees will be flowing through this area 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.....$585 *(Member Land Trust = $550)*

   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 October 3-5, 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.....*$275 (Member Land Trust = $250)*

   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. *(This space is available to showcase your product only and is NOT intended to be manned during the conference.*

Exhibit Hours (Hours are tentative and subject to change)

Move-in	Saturday	October 2	12:00 pm – 5:00 pm
Exhibits Open	Sunday	October 3	8:00 am – 5:30 pm
	Monday	October 4	8:00 am – 5:30 pm
	Tuesday	October 5	8:00 am – 2:30 pm
Move-out	Tuesday	October 5	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, Floral, Booth Cleaning, 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 and return it along with full payment. (Preferred method is E-mail.)

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

Land Trust Alliance
Together, conserving the places you love

Rally 2010: The National Land Conservation Conference
October 2-5, 2010
Connecticut Convention Center, Hartford, CT

Application for Exhibit Space

Deadline Date for application is Friday, August 27, 2010

Please list the information as you would like it to be printed in the Rally 2010 conference program & marketing materials.

Contact Person _____

Title/Profession _____

Will contact be on-site? ☐ Yes ☐ No Who will be on-site? _____

Business _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

Exhibit Space Options

☐ 10'x 10' booth space *$585 (Member Land Trust = $550)* *Fee includes 1 exhibitor badge*

Fee includes: one exhibitor badge (name as listed above for on-site name), 6' skirted table, 2-chairs, wastebasket, back and side drape, a standard identification sign, listing in the conference program, lunch on October 3, 4, 5, an attendee list, conference program, entrance to the regional cocktail receptions and the morning plenary sessions. (Designed for the exhibitor who would like to stay in the booth during show hours and personally market their product/service.) Conference registration is **not** included.

Exhibitors may purchase additional exhibitor badges for $90 each that will include lunch on October 3-5.

Recipient Badge Name 2 _____ **(add $90 to total)**

Recipient Badge Name 3 _____ **(add $90 to total)**

☐ Table Top *$275 (Member Land Trust = $250)*

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. (Just set-up and go! This space is intended to showcase your table display and/or material during the show and is NOT intended to be manned during the show.) No meals or conference registration is included in this fee.

Identification sign to read: (One line 7" x 44" sign with black text.) **Sample: The Land Trust Alliance**

_____

(The fewer words you use, the larger the font and easier for attendees to see from a distance.)

Description

Please provide a brief description of your organization or the products and/or services you are exhibiting in the space below (50 words maximum). This description along with the name and address of the exhibitor will be included in the Rally program. (Sample language: *"The Land Trust Alliance saves the places people love by strengthening land conservation across America. In partnership with our nation's land trusts, we seek to accelerate the pace, improve the quality and ensure the permanence of land conservation.*)

_____

Payment

Exhibitors will receive a confirmation within 3 weeks after receipt of application and payment. Exhibitor information kits will be mailed in mid-August.

☐ 8' x 10' booth package ☐ *$585* ☐ *$550 (Member Land Trust)*

☐ Additional exhibitor badges at $90 each = _____

☐ Table Top (6' table) ☐ *$275* ☐ *$250 (Member Land Trust)*

Total Amount Due: $_____

☐ A check is enclosed made payable to the *Land Trust Alliance.*

☐ Please charge my credit card: ☐ Visa ☐ MasterCard ☐ Discover

Card # _____ Exp. Date _____ /_____

Cardholder's name _____

Cardholder's signature _____

The exhibit fee does not include Rally 2010 registration, lodging, meals, electrical, phone, internet, additional rental furniture, audio visual, booth cleaning, shipping/freight handling, or any miscellaneous services & equipment. You are not required to pay the registration fee unless you attend sessions or events.

Standard Cancellation Policy

The Land Trust Alliance must receive your written request for a refund by **Monday, September 13**. Refunds will not be considered after this date. Non-refunded payment will not be credited toward any other service, product from, or contribution to the Alliance. There will be a $35 administrative fee for all changes and cancellations resulting after your initial registration. If for any reason Rally 2010 is not able to occur, the Alliance will strive to refund exhibit fees if possible, depending on insurance claims honored and the cost of vendor contracts. Otherwise, the Alliance will adhere to its standard cancellation policy.

*Send application with full payment by **Friday, August 27** to exhibits@lta.org or mail/fax to*:

Pam Nicholls
Training & Conferences Manager
Land Trust Alliance
115 North 5th Street, Suite 500
Grand Junction, CO 81501
Ph: 970-245-5811 | Fax: 970-245-5818 | exhibits@lta.org

We look forward to seeing you in Connecticut! Thank you for your support!

Photo courtesy of Connecticut Convention Center

Photo courtesy of Connecticut Visitors Bureau