

EXHIBITOR & SPONSOR GUIDE

AMERICA'S
STATE
PARKS®



National Association of State Park Directors
2021 NATIONAL CONFERENCE

September 7-11, 2021

SEVEN SPRINGS MOUNTAIN RESORT
CHAMPION, PENNSYLVANIA



WELCOME TO THE LAUREL HIGHLANDS

Dear Exhibitors and Sponsors,

What a difference a year makes! COVID-19 made an impact in 2020. Many of you registered for the September 2020 conference in Pennsylvania that was cancelled. Special appreciation is extended to those who joined us for the December virtual conference. From all reports, the virtual conference was well received. We look forward to resuming our in-person conference in September 2021 and are pleased that Pennsylvania will host us in 2021.

Recently, annual attendance to America's State Parks is at record levels with more than 800 million visitors to nearly 6800 areas. Though the pandemic closed some parks during portions of 2020, parks experienced attendance increases which confirmed they are even more appreciated and essential than ever.

Parks staff and advocates are passionate about providing quality outdoor recreation experiences and conserving for future generations, unique natural and cultural resources. With the increasing support and participation provided by the vendor community, we know you share in that commitment.

Each year, NASPD comes together to share innovations and challenges, celebrate achievement, and explore the future of outdoor recreation. Our annual conference is an opportunity for exhibitors and sponsors to interact with 50 state park directors as well as top-level staff members, in addition to partners and friends from federal agencies and colleagues from the federal and provincial parks of Canada.



Join us in September as we again plan to convene in the Laurel Highlands region of western Pennsylvania. The conference hotel is Seven Springs Mountain Resort. The facility features 60,000 sq. ft. of meeting and exhibitor space with a contemporary

feel in a mountain setting ideal for your company to display products and create conversations. It is centered in an area close to numerous attractions and natural areas, from Frank Lloyd Wright's Fallingwater to Ohiopyle and Laurel Hill State Parks, and more.

As valued members of the annual conference, we are pleased to offer several networking and social events for connecting with the top decision makers in our industry. There are a wide range of sponsorship opportunities available. We welcome your contributions in discussions and learning sessions. Participation from sponsors like you enable NASPD to keep state park systems vibrant and relevant in the 21st Century. Director John Hallas and the Pennsylvania team are working diligently to host a quality forum and provide great hospitality. See you in the Keystone State.

Sincerely,

A handwritten signature in black ink that reads "Lewis R. Ledford". The signature is fluid and cursive.

Lewis Ledford
Executive Director



Dear Exhibitors and Sponsors,

After rescheduling our host state responsibilities for an on-site in-person conference in 2020 due to the COVID-19 pandemic, I'm pleased to announce that the Pennsylvania State Parks team is now back in full planning and preparation mode for the 2021 National Association of State Parks Directors Conference. The past eight months of personal and professional challenges and triumphs in our lives certainly has no parallel and equivalency. To reconvene state parks leadership and industry professions in the beautiful landscape of the Laurel Highlands is our worthy and important goal.

The conference venue of Seven Springs Mountain Resort is embedded in the heart of this important, specially designated Conservation Landscape, one of eight in the commonwealth. Spanning five counties, this region of Pennsylvania is rich with important public lands that will serve as an inspiring setting for the 2021 conference. With eight state parks, one state forest, units of the National Park Service, and protected conservancy properties, this location is an ideal destination for healthful outdoor recreation, connecting people to their natural and cultural heritage, and for providing an immersive conservation experience.

Only an hour southeast of Pittsburgh and containing an abundance of year-round outdoor adventures, Seven Springs' central location along the Laurel Ridge will be our base camp for your time in the Laurel Highlands. Whether by trail, water, or road, (hopefully all three if planned well) exploring all the region has to offer will be easy and convenient from our conference destination. Scenic byways, iconic rivers, and majestic trails are all part of the package. Protecting and conserving this special place in the Keystone State has been done through the dedicated work and trusted partnerships of many for more than a century.



The prime element in all of Pennsylvania's Conservation Landscapes is partnership. Only with strong and sustained partnerships, which are part and parcel of our work in 121 state parks and 20 state forests totaling 2.5 million acres, can our stewardship mandate and trustee responsibilities be achieved.

Having the privilege to host this conference for state parks leadership and industry professionals from across North America is certainly important for Pennsylvania. The ability to provide a mutually beneficial event and facilitate this conference would not be possible without the participation, partnership, and support of our valued exhibitors and sponsors. Making business connections and sharing ideas and solutions for America's State Parks are paramount to our collective success. With the expertise, dedication, and commitment of our Pa. team, the 2021 conference aims directly to provide the optimal environment and experience for making these important connections for all in attendance.

We are honored to have the opportunity to work with you to bring the national conference to Pennsylvania and look forward to spending some time together in the Laurel Highlands.

Best,

John Hallas
Bureau Director



LODGING TRANSPORTATION REGISTRATION

Lodging

NASPD 2021 will be held at the lovely Seven Springs Mountain Resort, an ideal central location to explore Pennsylvania's Laurel Highlands region featuring eight state parks, one state forest, multiple National Park Service sites, and other protected lands.

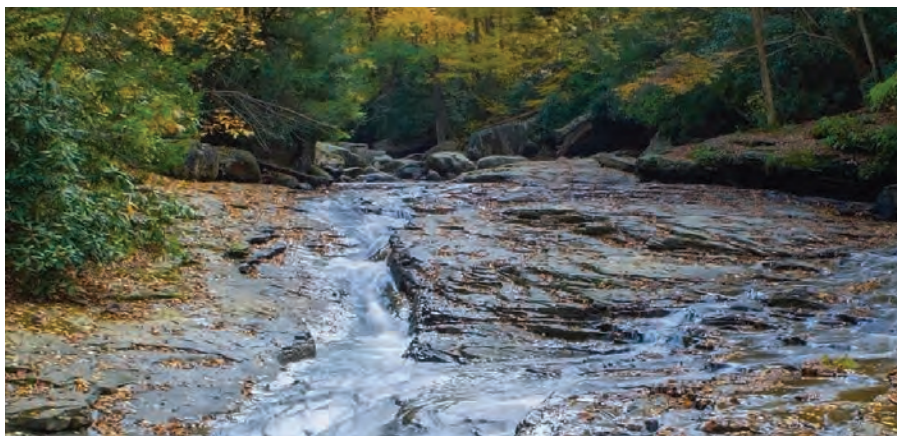
Onsite, enjoy breathtaking mountain views, the adrenaline rush of the ziplines, the exhilaration of sporting clays, the stunning beauty of the mountaintop golf course, the ultimate in relaxation at the luxurious Trillium Spa, plus so much more.

Seven Springs also offers amazing dining options that range from the fresh and unique creations at Helen's Restaurant to the variety of delicious buffets offered at the Slopeside Dining Room and quick-fix options like pizza and sandwiches, sure to satisfy any craving.

Transportation

Seven Springs Mountain Resort is located approximately one hour's drive southeast of Pittsburgh, Pa. It lies within 200 miles of Washington D.C., Baltimore, Md., Cleveland, and Columbus, Ohio and is easily accessible off the Pennsylvania Turnpike/I-76 from exits 91 (Donegal) or 110 (Somerset).

The closest metropolitan airport, Pittsburgh International (PIT), is a nearly 1.5-hour drive from the resort. Driving distance to the private Arnold Palmer Regional Airport (LBE) in Latrobe, Pa., is around 40 minutes. Shuttles will be available for participants by prior arrangement. Detailed shuttle information will be provided upon registration.



Registration

All exhibitor booth staff must be registered for the conference to attend meals and functions. You may purchase registrations beyond those provided with your exhibitor booth sponsorship.

THE LAUREL HIGHLANDS



Map Legend

- Airport
- Scenic Byway
- Point of Interest
- State Park/Forest
- City



Point of Interest

- ① Kentuck Knob
- ② Fallingwater
- ③ Flight 93 National Memorial

State Parks and Forests

- | | |
|-------------------------|---------------------|
| (A) Ohiopyle | (F) Laurel Summit |
| (B) Laurel Ridge | (G) Linn Run |
| (C) Laurel Hill | (H) Laurel Mountain |
| (D) Kooser | (I) Keystone |
| (E) Forbes State Forest | |

NASPD 2021 CONFERENCE AGENDA

Tuesday, September 7

- 8:00 AM - 6:00 PM Registration Open – *Stag Pass*
- 10:00 AM - 6:00 PM Exhibitor Set-up – *Exhibit Hall*
- Explore Seven Springs Resort on Your Own
- Note: Dinner will be on your own.**

Wednesday, September 8

- 6:00 AM - 8:00 AM Breakfast – *Slopeside Dining Room*
- 7:00 AM - 6:00 PM Registration Open – *Stag Pass*
- 8:00 AM - 6:00 PM Exhibitor Set-up – *Exhibit Hall*
- 8:00 AM - 4:15 PM Field Trips (including travel)
1. *Architectural Wonders – Tour Frank Lloyd Wright’s Fallingwater and Kentuck Knob*
 2. *Golf at Seven Springs Mountain Resort*
 3. *The Great Escape at Ohiopyle State Park*
 4. *Hiking and Paddleboarding at Laurel Hill State Park*
 5. *Sporting Clays at Seven Springs Mountain Resort*
 6. *Whitewater Raft the Youghiogheny River*
- Explore Seven Springs Resort on Your Own
- NASPD Board Meeting (working lunch) – *Seasons Area*
- New Directors Orientation – *Seasons Area*
- 4:30 PM – 8:30 PM **Relive Our Conservation Legacy Past:** Welcome Reception and Dinner at Laurel Hill State Park – *Hotel Lobby*
- 8:30 PM - 10:30 PM Evening Networking and Social – *Alpine/Matterhorn Room*
- Note: Breakfast vouchers for the Slopeside Dining Room will be provided upon registration. Additional grab n’ go options are available at Mountain Perk.**



Laurel Hill State Park

Looking back to yesteryear’s conservation legacy, participants will visit Laurel Hill State Park, once a National Park Service Recreation Demonstration Area targeted for restoration and reforestation in the 1930s. Enjoy a Civilian Conservation Corps (CCC)-era dinner within Pennsylvania’s most intact CCC camp.

Legacy Fact: *Forward-thinking Governor Gifford Pinchot had a plan in place for the CCC boys. As a result, Pennsylvania had the second highest number of camps in the country.*

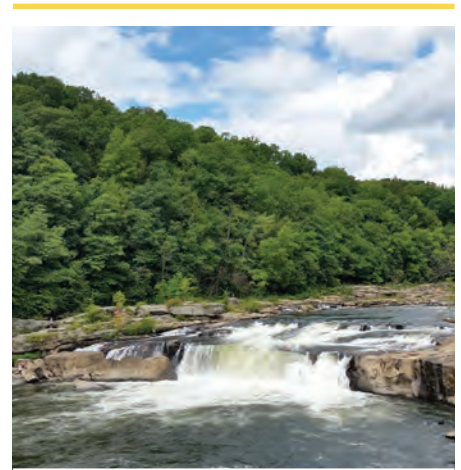


Thursday, September 9

6:00 AM - 9:00 AM	Networking with Exhibitors – <i>Exhibit Hall/Slopeside</i>
7:00 AM - 6:00 PM	Registration Open – <i>Stag Pass</i> Exhibit Hall Open – <i>Exhibit Hall</i>
8:00 AM – 2:30 PM	Guest Trip: Over the Ridges – <i>Hotel Lobby</i>
Morning Sessions	NASPD Conference Grand Opening – <i>Grand Ballroom</i> Staff Breakout Session 1 – <i>Seasons Area</i> Directors’ Business Meeting – <i>Grand Ballroom</i> Networking and Appointments with Exhibitors – <i>Exhibit Hall</i> Silent Auction Opens for Bids – <i>Exhibit Hall</i>
12:00 PM - 1:00 PM	Lunch – <i>Winterberry</i>
Afternoon Sessions	NASPD General Session 1 – <i>Grand Ballroom</i> Directors’ Business Meeting – <i>Grand Ballroom</i> Networking and Appointments with Exhibitors – <i>Exhibit Hall</i> NASPD General Session 2 – <i>Seasons Area</i> Executive Assistants Meeting – <i>Seasons Area</i>
4:30 PM – 10:00 PM	Building Tomorrow's Conservation Legacy: Dinner at Ohiopyle State Park – <i>Hotel Lobby</i>
10:00 PM - 11:30 PM	Evening Networking and Social – <i>Alpine/Matterhorn Room</i>

Notes:

1. **Exact session times have yet to be finalized.**
2. **Breakfast vouchers for the Slopeside Dining Room will be provided upon registration. Additional grab n’ go options are available at Mountain Perk.**



Ohiopyle State Park

What can we do in conservation today to ensure a sustainable future? Ohiopyle State Park has long been a hub for outdoor adventure, a gateway to the Laurel Highlands region, and deeply connected to the community it surrounds. Participants will dine along the iconic Ohiopyle Falls on the Youghiogheny River as we explore the sustainability features and partnerships key for continued park and community success.

Legacy Fact: In 2015, the Ohiopyle State Park Office – Laurel Highlands Visitor Center earned gold-level LEED status and the USGBC Forever Green Award.

Friday, September 10

6:00 AM - 8:00 AM	Networking with Exhibitors – <i>Exhibit Hall/Slopeside</i>
7:30 AM – 3:00 PM	Guest Trip: Heritage of the Highlands – <i>Hotel Lobby</i>
Morning Sessions	NASPD General Session 3 – <i>Grand Ballroom</i>
	Networking and Appointments with Exhibitors – <i>Exhibit Hall</i>
	NASPD General Session 4 – <i>Exhibit Hall</i>
12:00 PM - 1:00 PM	Lunch – <i>Winterberry</i>
Afternoon Sessions	Directors' Business Meeting – <i>Grand Ballroom</i>
NEW THIS YEAR	Deputy Directors' Breakout Session with Exhibitors – <i>Exhibit Hall</i>
	Executive Assistants Meeting – <i>Seasons Area</i>
NEW THIS YEAR	Chiefs of Interpretation Meeting – <i>Seasons Area</i>
	Networking and Appointments with Exhibitors – <i>Exhibit Hall</i>
	Explore Seven Springs Resort on Your Own
	Silent Auction Closes for Bids – <i>Exhibit Hall</i>
2:30 PM – 5:30 PM	Exhibitor Teardown
6:00 PM - 8:30 PM	Banquet and Awards Ceremony – <i>Grand Ballroom</i>
8:30 PM – 10:30 PM	Evening Networking and Social with Fireworks – <i>Alpine/Matterhorn Room</i>

Notes:

1. **Exact session times have yet to be finalized.**
2. **All exhibitor spaces must be vacated by 10 PM but exhibitors are welcome and encouraged to join in Saturday's special event.**

Saturday, September 11

6:00 AM - 7:00 AM	Breakfast – <i>Slopeside Dining Room</i>
7:00 AM	Flight 93 National Memorial Annual Day of Observance – <i>Hotel Lobby</i>
	Lunch
	Explore Seven Springs Resort on Your Own

Note: Dinner will be on your own.

Sunday, September 12

6:00 AM - 8:00 AM	Breakfast – <i>Slopeside Dining Room</i>
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Win a Custom Martin Guitar!

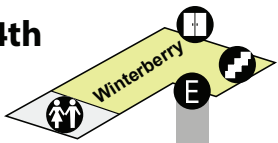
Don't miss this once-in-a-lifetime opportunity to win a custom-made, dreadnought Martin Guitar!

Since its introduction in 1916, the Martin dreadnought has been synonymous with modern music. Countless music legends from Hank Williams to Elvis and Bob Dylan to John Mayer, have played a dreadnought. With its projective tone and strong bass, it is one of the most widely copied body shapes ever.

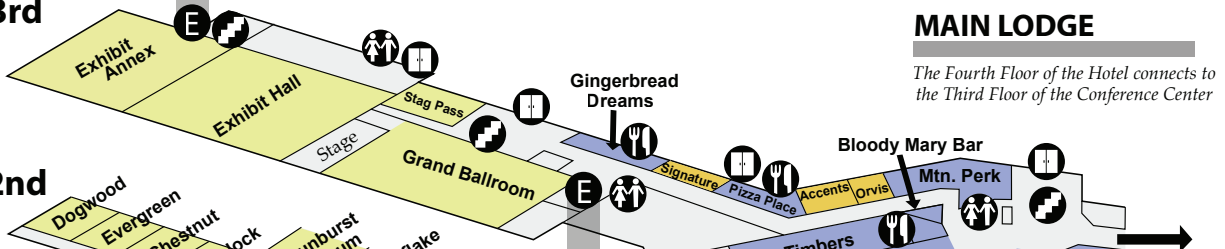
How does a guitar align with NASPD and parks? C.F. Martin and Co. recognizes the health of their company depends on the sustainability of forest resources. And this guitar's conservation legacy is rich from its headstock to its saddle but you'll have to join us at the conference to learn more. This gorgeous instrument will not disappoint!



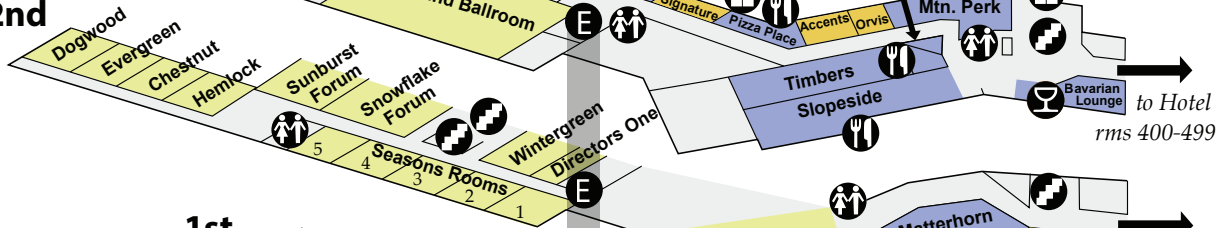
4th



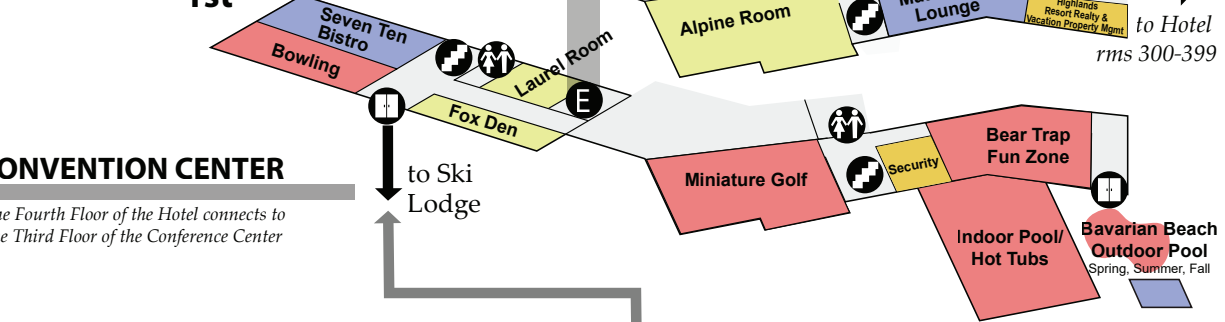
3rd



2nd



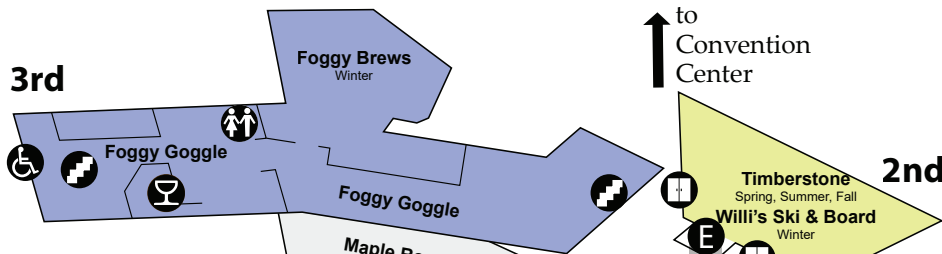
1st



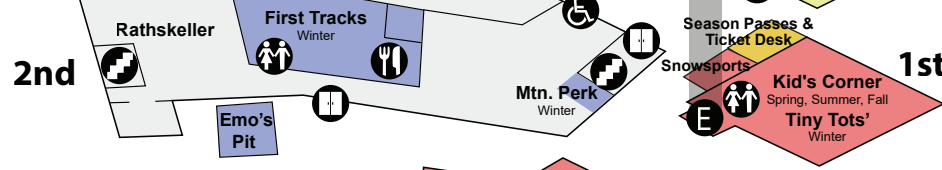
CONVENTION CENTER

The Fourth Floor of the Hotel connects to the Third Floor of the Conference Center

3rd



2nd



SKI LODGE

1st



TRILLIUM SPA

Located outside, near Main Lodge



MAIN LODGE

The Fourth Floor of the Hotel connects to the Third Floor of the Conference Center

P Upper Parking Lot
via Ski View Ave.

P Lower Parking Lot

Parking for Hotel guests after unloading in front of tower. Parking in front of Chalets is reserved for Chalet guests only

- Accessible Entrance
- Building Entrance
- Restrooms
- Stairs
- Elevator
- Restaurant
- Bar
- Parking

- Meeting Roms
- Shops / Services
- Food & Beverage
- Trillium Spa
- Adventures/Activities



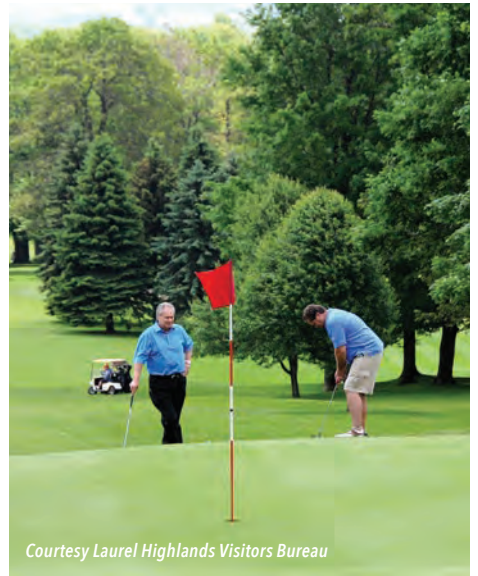
FIELD TRIPS



Courtesy Laurel Highlands Visitors Bureau



Courtesy Laurel Highlands Visitors Bureau



Courtesy Laurel Highlands Visitors Bureau

Architectural Wonders – Tour Frank Lloyd Wright’s Fallingwater & Kentuck Knob

Marvel at two Frank Lloyd Wright architectural masterpieces in one trip, Fallingwater and Kentuck Knob. Both houses exemplify Wright’s desire to harmoniously unite art and nature yet are unique in their approach. Fallingwater seems to arise from the waterfall over which it is built with both waterfall and home nestled among the surrounding forest. In contrast, Kentuck Knob’s high mountain views and hexagonal design are open and airy providing an ideal backdrop to showcase additional art.

Fallingwater: <https://fallingwater.org/>
Kentuck Knob: <https://kentuckknob.com/>

Golf at Seven Springs Mountain Resort

Search for those elusive birdies, eagles, and albatrosses. Seven Springs Mountain Resort features excellent opportunities for golf while enjoying the mountain vistas and picturesque beauty of the Laurel Highlands. Measuring at just over 6,500 yards, the dynamic, 18-hole golf course is beginner-friendly yet still challenges advanced players.

<https://www.7springs.com/resort/>



Courtesy Laurel Highlands Visitors Bureau



The Great Escape at Ohiopyle State Park

Bicycle a 12-mile portion of the Great Allegheny Passage (GAP) as it travels the converted Western Maryland Railroad grade along the wild Youghiogheny River. The GAP trail is part of the Potomac Heritage National Scenic Trail and was voted one of the top 20 trails in the world by National Geographic Traveler magazine. Stops along the way will explore some of the trail's hidden secrets.

The trip ends in Ohiopyle, where participants will test their sleuthing skills in the Great Railway Escape, Ohiopyle's new escape room. Can they find the golden ticket before "the train leaves the station?"

<https://www.dcnr.pa.gov/StateParks/FindAPark/OhiopyleStatePark/Pages/default.aspx>

Hiking and Paddleboarding at Laurel Hill State Park

Immerse yourself in the beauty of Laurel Hill State Park. Begin your day by discovering the unique landscape of an ancient forest as we hike through old growth trees within the Hemlock Natural Area. After a delicious taco-bar lunch, we will explore the placid, 63-acre Laurel Hill Lake by paddleboard or kayak. This leisurely paddle winds through a high-quality, historic mountain waterway.

<https://www.dcnr.pa.gov/StateParks/FindAPark/LaurelHillStatePark/Pages/default.aspx>



Courtesy Laurel Highlands Visitors Bureau

Sporting Clays at Seven Springs Mountain Resort

Test your patience and precision skills. Seven Springs Mountain Resort includes outstanding sporting clay shooting while enjoying the mountain vistas and picturesque beauty of the Laurel Highlands. Three paved sporting clay courses challenge novice through competitive shooters. Participants can also warm up at two five-stands.

<https://www.7springs.com/resort/>



Courtesy Laurel Highlands Visitors Bureau

Whitewater Rafting the Lower Youghiogheny River, Ohiopyle State Park

Go with the flow. Challenge yourself by rafting one of the most iconic whitewater runs in Pennsylvania, Ohiopyle State Park's Lower Youghiogheny. The 6.4-mile Lower Yough's (yawk's) Class III-IV rapids are sure to keep the blood pumping while your eyes feast on gorgeous scenery. Participants will uncover how the conflict of water versus rock shaped the river, and formed the breathtaking gorge throughout time. An interpretive naturalist will provide education while skilled river guides captain every raft.

<https://www.dcnr.pa.gov/StateParks/FindAPark/OhiopyleStatePark/Pages/default.aspx>



GUEST TRIPS



Courtesy Laurel Highlands Visitors Bureau



Courtesy Laurel Highlands Visitors Bureau

Guest Trip: Over the Ridges (September 9)

Travel through the mountainous terrain of Pennsylvania to experience the evolution of travel routes from footpaths to military roads to scenic highways. Retrace these pathways through the rural communities and natural resources of the region. The tour will include Fort Ligonier, the Lincoln Highway Experience Museum, and travel on two historic and scenic byways – the Lincoln Highway and the Laurel Highlands Pennsylvania Byway.

<https://www.laurelhighlands.org/>

Guest Trip: Heritage of the Highlands (September 10)

Those who shaped our fledgling country were influenced by the landscape of the Laurel Highlands. Discover the role this region played in a growing nation, a tradition of independence, abundant natural resources, and the diversity of habitats that support people and wildlife within these ridges. The tour will include a hike at Ohiopyle State Park, travel on the Laurel Highlands Pennsylvania Byway, visits to Fort Necessity National Battlefield and Mount Washington Tavern, travel on the National Road, and stops at Christian W. Klay Winery and Ridge Runner Distillery.

<https://www.laurelhighlands.org/>

20TH ANNIVERSARY OBSERVANCE

FLIGHT 93 NATIONAL MEMORIAL

On the morning of September 11, 2001, terrorists hijacked four commercial airliners in a coordinated attack against the United States. Three of the four planes hit their intended targets. However, because of the actions of the 40 passengers and crew members aboard Flight 93, the attack on the U.S. Capitol was thwarted.

The National Park Service, the Families of Flight 93, the Friends of Flight 93 National Memorial, and the National Park Foundation will host the twentieth memorial observance on Friday, September 11, 2021.

Conference attendees are invited to join in honoring the 40 passengers and crew members lost at 10:03 AM, September 11, 2001. An interpretive bus journey will set the stage prior to this truly meaningful day of remembrance. After the ceremony, attendees may have additional time to engage with various memorial features.

<https://www.nps.gov/flni/index.htm>





The attractions in western Pennsylvania are as diverse as the interests of its guests. Several notable locations of interest have been listed below based on their proximity to Seven Springs Mountain Resort, the Pittsburgh International Airport, the Arnold Palmer Regional Airport, or US 40, but these just break the surface of the options available.

Investigate locations within the Laurel Highlands region closer to Seven Springs and the Arnold Palmer Regional Airport; visit the Laurel Highlands Visitors Bureau website at <https://www.laurelhighlands.org/>.

Discover all there is to see and do in Pittsburgh; visit the Greater Pittsburgh Convention and Visitors Bureau at www.visitpittsburgh.com.



Fort Ligonier

Pittsburgh International Airport to Seven Springs Mountain Resort Route

- **Catch a Pittsburgh Steelers football game or a Pittsburgh Pirates baseball game.**
- **Visit a museum.** Options abound including the Senator John Heinz History Center, the Western Pennsylvania Sports Museum, the Fort Pitt Museum, the Meadowcroft Rockshelter and Historic Village, or the Andy Warhol Museum.
- **Enjoy lovely skyline views of Pittsburgh from Mount Washington** between the Monongahela and Duquesne inclines.
- **Enjoy some local spirits and brews** at the Greenhouse Winery, Stone Villa Wine Cellars, Bella Terra Vineyards, Greendance Winery at Sandhill; the Laurel Highlands Meadery; or the Fury, Quinn, or Bloom Brewing Companies.
- **Explore the town of Irwin** with unique shops, restaurants, and the Big Mac Museum.

Arnold Palmer Regional Airport to Seven Springs Mountain Resort Route

- **Reconnect with your childhood.** The Fred Rogers Center at Saint Vincent College traces the life, work, and influence of Fred Rogers over the course of his career.
- **Find some history.** Explore the now restored Fort Ligonier, once an outpost for the British Empire throughout two wars.
- **The Lincoln Highway** was the first coast-to-coast highway in the U.S. Learn more about this historic and scenic roadway's transportation story at the Lincoln Highway Experience in Latrobe, Pa.
- **Enjoy some local brews and wines.** Visit the Stone Villa Wine Cellars, Glades Pike, and Vin De Matrix wineries; and the Four Seasons or Helltown brewing companies.
- **Explore the town of Ligonier** with specialty shops, restaurants, and galleries.

Driving from the East/Southeast via US 40 from Maryland

- **Drive the Historic National Road Corridor.** Pennsylvania's miles along this first federally-funded interstate highway include sites of the beginning of the French and Indian War, the Whiskey Rebellion, and travel history of the 1800s.
- **Take a detour to Mount Davis,** Pennsylvania's highest point.
- **Tour Frank Lloyd Wright's architectural masterpieces, Fallingwater and Kentuck Knob.**



- **Find some history.** Visit the Petersburg Toll House near Addison. Take a slight detour beyond Farmington to Fort Necessity National Battlefield, where the French and Indian War began; or Braddock's Grave.
- **Enjoy some local wines and spirits.** A short detour beyond Farmington will take you to the Ridge Runner Distillery. Try a new vintage at the Glades Pike or Vin De Matrix wineries.



Driving from the West via US 40 near Uniontown

- **Drive the Historic National Road Corridor.** Pennsylvania's miles along this first federally-funded interstate highway include sites of the beginning of the French and Indian War, the Whiskey Rebellion, and travel history of the 1800s.
- **Tour Frank Lloyd Wright's architectural masterpieces, Fallingwater and Kentuck Knob.**



- **Find some history.** Explore French and Indian War events at Fort Necessity National Battlefield, Braddock's Grave, and Jumonville Glen.



- **Enjoy some local wines and spirits.** East of Uniontown, look for the Christian W. Klay Winery and the Ridge Runner Distillery. Closer to Seven Springs, try a new vintage at the Glades Pike or Vin De Matrix wineries.

WHILE YOU'RE HERE

Courtesy Laurel Highlands Visitors Bureau

Explore Pennsylvania State Parks

The Laurel Highlands region is rich with natural resources, public lands, and of course, state parks. We hope you find time to enjoy one or more during your visit.

www.visitPAparks.com

- **Keystone State Park** lies near the Arnold Palmer Regional Airport and is rich in coal mining history. This 1,200-acre park is popular with locals for day trips. Swimming and hiking are favorite activities.
- **Kooser State Park** is intimate and popular with families. With two, short trails, it's a lovely place to stretch your legs while enjoying one of Pennsylvania's CCC parks.
- **Laurel Hill State Park's** mountainous terrain and 15-mile trail system invites visitors to explore while observing the diversity of plants and wildlife. The 63-acre, placid Laurel Hill Lake is a focal point and an ideal place for water recreation. The park also boasts having Pennsylvania's most intact CCC camp and educational displays to celebrate its history.
- **Laurel Ridge State Park** stretches along Laurel Mountain from the picturesque Youghiogheny River at Ohiopyle, to the Conemaugh Gorge near Johnstown. This long, linear park spans four counties. The 70-mile Laurel Highlands Hiking Trail is the park's main feature and provides excellent hiking and backpacking experiences.
- **Linn Run State Park's** varied topography with mixed hardwood and evergreen forest is a scenic location for picnicking and hiking. Linn Run is an excellent trout stream with the lovely Adam Falls as a favorite water feature near the picnic area.
- **Ohiopyle State Park** encompasses approximately 20,500 acres of rugged natural beauty and serves as the gateway to the Laurel Highlands. It is also an outdoor enthusiast's playground with whitewater paddling, bicycling, rock climbing, and hiking opportunities galore.
- **Point State Park** lies at the confluence of the Allegheny, Monongehela, and Ohio Rivers. It is rich in French and Indian War era history and is the northwest terminus of the Great Allegheny Passage.

Play Some Golf

Seven Springs

- Experience challenging terrain and magnificent views at Seven Springs' par 71 mountaintop golf course.
<https://www.7springs.com/resort/>

Many other local, public, 18-hole courses lie within 40 miles of the conference location.

- **Hidden Valley Resort** (7 miles)
<http://www.hiddenvalleyresort.com/golf/>
- **Northwinds Peninsula Golf Club**
(31 miles, Arnold Palmer designed 9-hole course)
<https://northwindspeninsulaclub.com/>
- **Mystic Rock golf course** (32 miles)
<https://www.nemacolingolf.com/mystic-rock/>
- **Shepherd's Rock golf course** (32 miles)
<https://www.nemacolingolf.com/shepherds-rock/>
- **Manor Valley Golf Course** (43 miles)
<http://www.manorvalleygc.com/>

WHY EXHIBIT AND SPONSOR AT NASPD 2021?

Benefits

Get Unparalleled Access To Top-Level State Park Officials

The NASPD conference provides the unique opportunity to:

- Spend several days with state park directors and other top-level park officials from across the United States.
- Receive one or more full registrations to participate alongside attendees and speakers in field trips, meals, and pre-conference activities.

Receive Prominent Exposure For Your Message

- Options abound to find the right fit for your message and budget.
- Sponsors will be recognized throughout the conference.
- Participate in a breakout session to connect exhibitors with State Park Deputy Directors.
- Attend all networking events.
- Showcase your products and interact with members in an informal setting.
- Be recognized in the conference booklet.
- Enjoy continuous exposure of your name and message throughout the conference and beyond.

Share Insight On Common Goals

Get the insider scoop about trends and issues important to our shared industry and target market. Discussion topics may include:

- The value parks have in providing quality of life experiences.
- Making parks relevant to the next generation.
- Connecting children to nature.
- Partnerships and innovations to address funding or natural resource challenges.





Sponsorship Agreement Levels

Sponsors are the cornerstone on which this conference is built and we thank you for your patronage. Agreements will be handled on a first come, first served basis so early registration is highly encouraged.

PLATINUM Presenting Sponsor

Cost: \$20,000

Includes:

- Specific mention and/or signage at all conference events
- 4 full conference registrations
- Premium Exhibit Booth
- Tabletop advertisements at sponsored meals
- Prominent placement as the largest sponsor designation in the conference booklet
- Logo placement throughout conference space
- Inclusion in conference news release
- Name badge identifying conference sponsors
- Sponsor appreciation certificate
- Database of attendee mailing addresses
- Sponsor listing on the conference webpage
- Insert in registration packet
(one page, double-sided, maximum 8.5 x 11 inches)

GOLD

Cost: \$15,000

Sponsorship will cover one of the following:

- Wednesday evening dinner
- Thursday evening dinner
- Friday evening awards banquet dinner

Includes:

- 3 full conference registrations
- Tabletop advertisements at sponsored meal
- Specific mention at sponsored event
- Special placement in the conference booklet
- Logo placement throughout conference space
- Inclusion in conference news release
- Name badge identifying conference sponsors
- Sponsor appreciation certificate
- Database of attendee mailing addresses
- Sponsor listing on the conference webpage
- Insert in registration packet
(one page, double-sided, maximum 8.5 x 11 inches)

SILVER

Cost: \$10,000

Sponsorship will cover one of the following:

- Wednesday lunch
- Thursday lunch
- Friday lunch

Includes:

- 2 full conference registrations
- Logo placement throughout conference space
- Inclusion in conference news release
- Name badge identifying conference sponsors
- Sponsor appreciation certificate
- Database of attendee mailing addresses
- Sponsor listing on the conference webpage and in the conference booklet
- Insert in registration packet
(one page, double-sided, maximum 8.5 x 11 inches)

BRONZE

Cost: \$5,000

Sponsorship will cover one of the following:

- All Daily break-time snacks
- Wednesday evening networking and social
- Thursday evening networking and social
- Friday evening networking and social

Includes:

- 1 full conference registration
- Name badge identifying conference sponsors
- Sponsor appreciation certificate
- Database of attendee mailing addresses
- Sponsor listing on the conference webpage and in the conference booklet
- Insert in registration packet
(one page, double-sided, maximum 8.5 x 11 inches)

FRIEND OF NASPD / \$500 AND ABOVE

General contributions are also accepted. For a monetary donation of \$500 or more, you will be included in the conference program and acknowledged to the group as your gift is used to support specific items during the conference. Please indicate your contribution amount on the exhibitor/sponsorship agreement form.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Additional sponsorship opportunities are available; please contact Terri Kromel at tkromel@pa.gov for more information. Updates will be posted on the NASPD website.

Exhibitors

Seven Springs Mountain Resort will house the conference and all exhibitors. More than 15,000 square feet of exhibit space is available. Some large equipment can be accommodated. Additionally, space in the adjacent parking area will be available, allowing conference attendees to engage and interact with your quality products.

New for this conference; enjoy a breakout session solely designed to connect exhibitors with State Park Deputy Directors. Conference breaks will take place in the exhibit hall and exhibitors are welcome at all networking events.

Conference organizers will assign exact booth locations based on needs and availability. Payment must be received before booth assignments will be finalized. The exhibitor is responsible for all costs related to shipping, storage, and transfer of exhibition materials. More information will be included with your confirmation.

Contact **Kevin Blair** at kblair@pa.gov.

ENHANCED EXHIBIT BOOTH

Cost: \$6,000

Includes:

- Booth size dependent on your needs
- Pipe and drape backdrop
- Two 6-foot tables with tablecloths, no skirting
- Four folding chairs
- Electrical included
- Wi-Fi access available
- Two full conference registrations

PREMIUM EXHIBIT BOOTH

Cost: \$3,500

Includes:

- 10 ft. wide X 8 ft. deep booth space (Premium Location)
- Pipe and drape backdrop
- One 6-foot table with tablecloth, no skirting
- Two folding chairs
- Electrical available (\$50)
- Wi-Fi access available
- One full conference registration

STANDARD EXHIBIT BOOTH

Cost: \$2,500

Includes:

- 10 ft. wide X 8 ft. deep booth space
- Pipe and drape backdrop
- One 6-foot table with tablecloth, no skirting
- Two folding chairs
- Electrical available (\$50)
- Wi-Fi access available
- One full conference registration



Exhibitor and Sponsor Terms and Conditions

Payment

Payment in full, made payable to NASPD must be received to reserve an event sponsorship and/or an exhibit space. Please complete the Exhibitor and Sponsorship Agreement and mail it with your check payment to the address indicated on the form by June 30, 2021, to guarantee your company logo and information will be included in the conference program book.

Registration and Admission

No one will be admitted without a conference name badge. All exhibitors must be registered with the conference.

Installation and Dismantling

All booths must be set-up by 8:00 AM, Thursday, September 9, for the opening session. All booths must be dismantled by 10:00 PM, Friday, September 10. Any items left by the exhibitor after 10:00 PM on Friday, September 10, will be discarded.

Installation Hours:

Tuesday, September 7, 10:00 AM – 6:00 PM

Wednesday, September 8, 8:00 AM – 6:00 PM

Exhibit Hours:

Thursday, September 9, 8:00 AM – 4:30 PM

Friday, September 10, 8:00 AM - 4:30 PM

Dismantle Hours:

Friday, September 10, 5:00 PM – 10:00 PM

Protection of Host Property

Sponsors and/or exhibitors will not be allowed to attach anything (decorations, signs, banners, etc.) to walls or columns without approval of the host property. The use of Scotch tape or decals on walls, floors, partitions, doors, windows, or furniture is strictly prohibited. The use of nails, tacks, brads, or other driven fasteners is also prohibited. Exhibitors violating this regulation are expressly bound, at their expense, to repair any damage they may cause.

Sub-Leasing/Relocation of Exhibits

Subletting or sharing of exhibit space is permitted. The NASPD reserves the right to reassign space as necessary and to alter the location of the exhibit space(s). The conference committee also reserves the right to determine eligibility of any company or product for inclusion in the exhibit space.

Liability

The exhibitor agrees to assume all risk of loss, injury, theft, or damage of any kind or nature whatsoever to any exhibit or component thereof, including any goods, merchandise, and business records or other property that may be in, or come into, an exhibitor's possession during the course of the exhibit, or in the course of assembling or disassembling the exhibit and to assume all incidental to the movement and operation of the exhibit and hereby releases the NASPD and the Pennsylvania Department of Conservation and Natural Resources, Bureau of State Parks, its contractors, and the host property from any liability whatsoever.

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of the exhibitor's activities on the Seven Springs Hotel premises and will indemnify, defend, and hold harmless the Seven Springs Hotel, its agents, servants, and employees from any and all such losses, damages, and claims.

Termination or Interruption of Trade Show

In the event the trade show site becomes unfit for occupancy or is substantially interfered with by reason of picketing; strike; embargo; injunction; act of war; act of God; fire, emergency declared by any government agency by virtue of any ordinance or law of any municipality, state or federal government agency; or any act beyond the control of the NASPD, this contract may be terminated by the NASPD. The determination required by this paragraph shall be within the sole, reasonable discretion of the NASPD. In the event the trade show is interrupted for any reason including, but not limited to, emergencies of any type, failure of utilities or other public services, the exhibitor waives any and all claims against the NASPD and the Pennsylvania Department of Conservation and Natural Resources, Bureau of State Parks.



Exhibitor and Sponsor Agreement Form

Contact Name: _____ Alternate Contact Name: _____

Company: _____

Company Address: _____

Phone: _____

Alternate Phone: _____

Email: _____

Alternate Contact Address: _____

Number of booth spaces needed: _____
(Standard booth spaces are 10 ft. wide X 8 ft. deep)

Please make checks payable to NASPD.

Include "2021 Conference" in the memo line.

Return to:

NASPD

PA Bureau of State Parks Director's Office

P.O. Box 8551

Harrisburg, PA 17105-8551

Signature: _____

Date: _____

Sponsorship Levels

- Platinum
- Gold
- Silver
- Bronze

Additional Sponsorship Options

- Transportation
- Field Trip(s)
- Welcome Bag
- Name Badge and Lanyard
- Conference Booklet Graphic Design
- Silent Auction

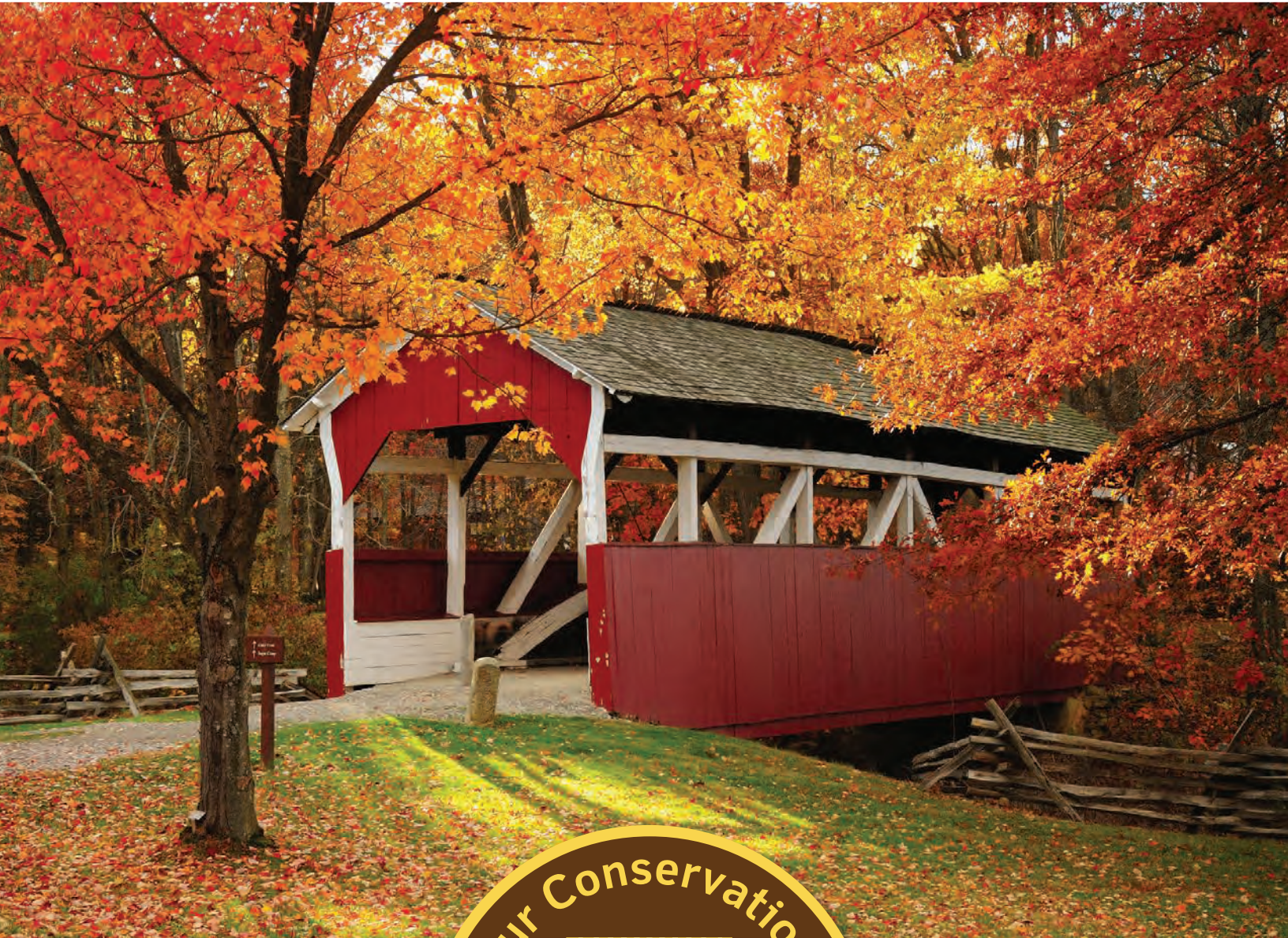
Exhibitor Opportunities

- Enhanced Booth
- Premium Booth
- Standard Booth

Are you also interested in providing any of the following? (check all that apply)

- Silent auction item(s)
- Complimentary items for meals, events, or registration

- I have read and agree to the Terms and Conditions on page 21.



Courtesy Laurel Highlands Visitors Bureau

