

May 7 – 10th, 2017

American Trails

International Trails Symposium

Dayton Convention Center
DAYTON, OHIO

Featuring
the Professional
TrailBuilders Association
Sustainable Trails
Workshops, Legacy Trail,
and Outdoor Trade Show.



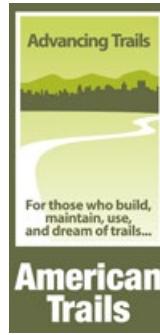
Sponsorship &
Exhibit Opportunities

Thank you to our HONORARY SUPPORTERS, local hosts, and major planning partners to date:

10 Reasons

to participate in the
2017 American Trails
International Trails Symposium

01 EXPLORE the intricate links between the Dayton region's trail system, its waterways, and its outdoor lifestyle.



02 RIDE, ROLLERBLADE, RUN, OR WALK on the nation's largest paved trail network—more than 330 miles of trail!



03 TAKE A HIKE on the Buckeye Trail and the 4,600-mile North Country National Scenic Trail.



U.S. Department of Transportation
Federal Highway Administration



04 WITNESS THE CHANGE: trail and outdoor recreation amenities are helping transform a former Rust Belt center city.



05 Over 80 cutting-edge trail presentations, field trips, and workshops led by America's trail experts.



06 Visit the Exhibit Hall, with over 100 vendor booths offering products and services for all types of trails.



07 "Play in the dirt" in the Outdoor Trade Show presented by the Professional Trailbuilders Association!

Symposium Overview

ONE OF THE LARGEST TRAIL GATHERINGS OF ALL TRAIL INTERESTS WHO BELIEVE THEIR COMBINED VOICES ARE THE BEST WAY TO STRENGTHEN TRAILS FOR EVERYONE

American Trails sponsors the International Trails Symposium (ITS) every two years to bring together trail and greenway advocates, managers, planners, builders, and users, as well as tourism, and business interests.

The Symposium is the premier opportunity for the worldwide trails community to come together to communicate and experience an inspirational and educational conference.

The Symposium includes a vast array of educational sessions covering the broad range of trail issues, internationally prominent speakers, a state-

of-the-art, trail-related exhibit hall, informative and interactive mobile workshops, and much more.

PTBA Sustainable Trails Workshops and Trade Show

For a second Symposium, the Professional TrailBuilders Association (PTBA) will offer workshops (including working on the Legacy Trail), provide a technical track, as well as an Outdoor Trade Show adjacent to the Symposium.

Learn more on page 6.



Discover the Dayton region's growing collection of outdoor recreation amenities which are putting it on the map as the **Outdoor Adventure Capital of the Midwest**.

Be a part
of the action:
#2017ITS

The Premier Trails Experience

Leading Experts

OVER 80 CUTTING-EDGE TRAIL PRESENTATIONS, FIELD TRIPS, AND WORKSHOPS AWAIT

The Symposium helps attendees:

- Design and build sustainable trails
- Protect access to trails and recreation
- Educate community and State leaders on the myriad benefits of trails
- Bring recognition to your trails
- Sell the economic impact of trails on a community
- Assess trails for accessibility
- Showcase private sector products and services related to trails and to specialty construction practices
- Create sustainable partnerships
- Develop more support for volunteers
- Obtain more funding for trails
- Build strong local and statewide organizations for trails
- Preserve more open space amidst urban development
- Maintain outdoor resources, their beauty, and wildlife
- Promote trail use as a means for mental, physical, and spiritual well-being

How many people attend the Symposium and who generally attends?

Attendees consist of trail planners, builders, volunteers, engineers, managers, administrators, media, trail users and advocates, company/industry representatives, and anyone interested in trails. Our Symposiums draw anywhere from 700-1,000 attendees and attracts over 150 presenters, 100+ booths in the exhibit hall, and more than 150 volunteers. In general, the numbers consist of approximately 65% agency representatives and 35% organization advocates or trail users.

In addition, there is a free half day for the public to visit the exhibit hall (our Building Public Awareness for Trails Event) as the kick-off to the Symposium and includes local vendor tables and entertainment.



The 2015 Symposium attendees came from the District of Columbia and every State, with the exception of Connecticut and Louisiana.

Additional countries represented included:

- Australia
- Canada
- Chile
- China
- Denmark
- Ghana
- Greece
- Hong Kong
- Ireland
- Israel
- Japan
- Nepal (in spirit)
- Nicaragua
- Norway
- Panama
- Russia
- South Africa
- Spain (by video)
- Turkey

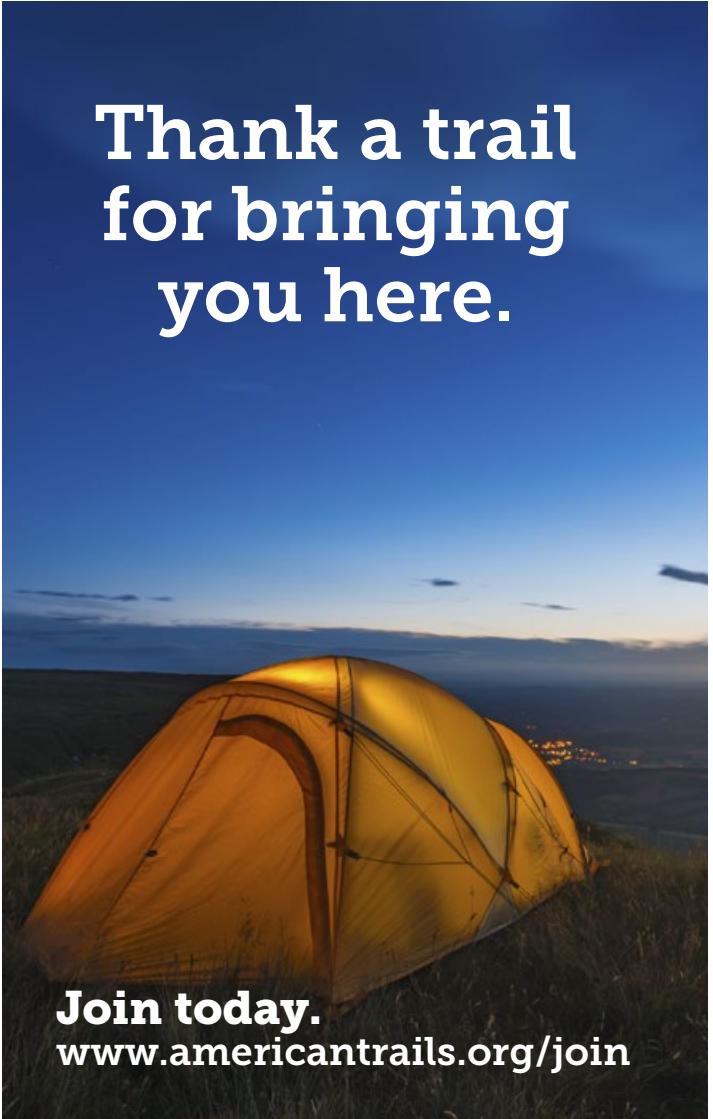
An International Experience

The first American Trails National Trails Symposium was held in 1971, and it has continued every two years since – celebrating a 23rd Anniversary in 2017. Due to American Trails widening of its network to the international trails community, the name and focus has evolved from a National Trails Symposium to an International Trails Symposium.

We were thrilled to host our first International Trails Symposium in Arizona in 2013. We want to reach across the oceans to harness our combined wisdom to support and encourage the

collective dedication to trail initiatives around the world. The program will feature international sessions, which will provide alternative ways of approaching challenges in the trails world and will provide excellent networking opportunities for our attendees. We are stronger and more effective together, and the Symposium is a perfect way for the international trails community to share success stories and lessons learned.

Over 18 different countries were represented at the 2015 Symposium. We hope to increase that number for 2017.



**Thank a trail
for bringing
you here.**

Join today.
www.americantrails.org/join

Plan ahead... join American Trails now and receive a discounted rate to attend the International Trails Symposium.

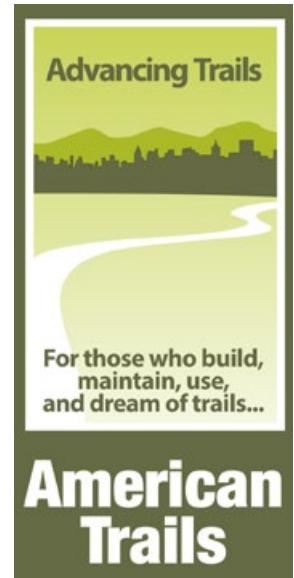
“The best part of working with American Trails is not the friendly people or the great advertising results, but knowing that you’re a part of something bigger.”

– Reliance Foundry Bollards & Bike Parking

28 Years of Working Together

American Trails - A long tradition of helping trails

American Trails is a national 501(c)(3) nonprofit organization that has been working for over **28 years** to serve as a forum and a catalyst to improve the quality of life for everyone and for the betterment of our world. American Trails' work advances the development of sustainable trails, greenways, and blueways. Through collaboration, education, and communication, American Trails raises awareness of the value these trail systems offer and *enables those who build, maintain, use, and dream of trails...*



The American Trails website, www.AmericanTrails.org, is *one of the world's most comprehensive online sources for planning, building, designing, funding, managing, enhancing, and supporting trails, greenways, and blueways.*

American Trails brings you news from the halls of Congress, new studies and resources, interesting articles, events, training opportunities, and the latest in trail products and services. American Trails will keep you informed on both trail know-how and issues critical to the future of trails. With the support of an extensive network, American Trails works to increase funding for trails, to foster sustainable trail development, to keep more trails open, and to improve the health of our communities and the well-being of trail advocates and users of all ages and abilities, including our children.



PTBA Sustainable Trails Workshop Series, Legacy Trail, and Outdoor Trade Show

The Professional TrailBuilders Association (PTBA) and the American Trails International Trails Symposium are proud to feature for a second Symposium the Professional TrailBuilders Association's (PTBA) Sustainable Trails Workshop Series, Legacy Trail, Technical Track, and Outdoor Trade Show. Through this program, they will offer a series of hands-on workshops focusing on the important skills and techniques involved in the sustainable design, planning, construction, and maintenance of trails for all types of users in all types of environments. This series of workshops will result in a local segment of sustainably and professionally built trail being left behind as a legacy of the American Trails ITS and the PTBA Sustainable Trails Workshop.

Potential workshops may include:

- Trail Survey, Design, and Contracting
- Turn Construction
- Trail Dozer Training and Certification
- Mini-excavator Training
- Bridge/boardwalk Construction
- Accessible Trail Design, Layout, and Construction
- Rigging for Trail Work
- Stonework for Trails
- Chainsaw Safety and Certification
- Chainsaw Instructor Certification



**Professional
TrailBuilders
ASSOCIATION**

www.trailbuilders.org

PTBA Outdoor Demonstration Area and Trade Show

The PTBA Outdoor Demonstration Area and Trade Show will run during the American Trails International Trails Symposium, the exact date of the trade show is to be determined. This is the only trade show in the nation dedicated to trailbuilders and trailbuilding tools, technology, and techniques. The outdoor demonstration area will have dirt, terrain, rocks, logs, and brush for equipment demonstrations. It is the single best opportunity for attendees to try various machines and equipment in a variety of conditions and compare and contrast them with one another. What better way for your company to market your cutting edge trailbuilding tools, technologies, and techniques!

To sign up as a vendor to display your equipment in the Outdoor Trade Show, be sure and mark this on the exhibitor form (page 11). You must be a booth exhibitor in order to participate in the Outdoor Trade Show and there is a small additional fee.

Ways to Support

the 2017 American Trails
International Trails Symposium

- 01 Provide a scholarship for an Emerging Leader or an international presenter to attend the Symposium.
- 02 Allow us to "borrow" your products to help us create an exceptional indoor trail system in the exhibit hall.
- 03 Donate items or services to our auction – no item is too big or small!
- 04 Sponsor a Keynote Luncheon or the National and International Trails Awards Banquet.
- 05 You'd make us real happy if you sponsored one of our Happy Trails Hours!
- 06 Sponsor our offsite "Trails Rock" Party that includes awesome food, the hottest local band, and our live auction.
- 07 Volunteer onsite and receive a TRAIL BOSS shirt as a bonus, and an opportunity to attend sessions.
- 08 Put your organization's name "front and center" on 700+ attendees by sponsoring our lanyards and name badges.
- 09 Sponsor the attendee bags to hold all their goodies, including your organization's logo and brochures/samples!
- 10 Start your morning right by sponsoring an early morning "Trail Talk" (coffee and pastries with an expert).



Sponsorship Opportunities

Be part of the experience

Showcase your products and services to the world trails community

Join our many sponsors and exhibitors in networking with the nationwide and international trails community and maximize your visibility and message. This is the premier opportunity to display your state-of-the-art products and services, provide demonstrations, show off your projects and programs, and talk with the decision makers in your target market. We offer a nationally known exhibition facility, complete with an indoor trails and greenways system, surrounded by trails meandering throughout and landscaping in abundance.

support the Symposium but are not able to attend or have an exhibit booth, as well as higher sponsorship levels that provide more promotion and recognition for your business or organization. We offer custom benefit packages that will fit your organizational needs that include sponsoring an event(s) or Symposium item(s). See customized benefits on page 13.

Questions on exhibiting or sponsorships? Contact Candace Mitchell, Sponsor and Exhibitor Coordinator, at candace@americantrails.org or (530) 605-4395.

We have lower sponsorship levels if you want to help

Scholarships

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Emerging Leaders Scholarship – \$2,500:

The Hulet Hornbeck Emerging Leaders Scholarship Fund will provide training and mentoring opportunities at the American Trails International Trails Symposium to inspire young adults to choose a career path in the trails industry. The program named in memory of lifelong trail activist Hulet Hornbeck, will bring up to 20 talented young adults to the Symposium on scholarship. Hulet was a key player in organizing the first National Trails Symposium in 1971, and was a founding board member of the National Trails Council, predecessor to American Trails. He actively served on the Board of Directors for American Trails for over 16 years. The Emerging Leader Scholarship Program was named in honor of Hulet to inspire young adults to choose a career path so they, too, can leave a lasting legacy on the world – as Hulet did...



It is a very special experience to be surrounded by such a great group of people, and beyond that, have the opportunity to expand my horizons and be exposed to all that we were exposed to during the Symposium.

Brian Andersen, 2015 Emerging Leader

International Presenter Scholarship - \$2,500:

This scholarship program will provide funding for our international presenters at the American Trails International Trails Symposium. Scholarship funds will include their registration cost, as well as provide funding to go towards their travel and accommodations. In formally changing to the International Trails Symposium (from National) at our 2013 Symposium, we were excited to have ten different countries represented in 2013 and nearly doubled that number to 18 at our 2015 Symposium. We hope to increase that number for our 2017 Symposium. Travel can be costly for our international attendees, so providing scholarships to help out with some of these expenses will allow them to share their knowledge, innovations, and success stories from around the globe.

View a list of the benefits for both sponsorship opportunities on page 15.

23rd American Trails International Trails Symposium (ITS) SPONSOR CONTRACT - Page 1

May 7-10, 2017 ~ Dayton Convention Center, Dayton, Ohio

All sponsors receive: Online link listing on sponsor/exhibitor page (logo or name link depends on sponsorship level); listing in issues of the *American Trails Magazine* (subject to meeting print deadline dates); listing in our monthly e-Newsletters; and on onsite signage.

Higher levels receive a customized benefit (see page 12) and/or may receive 1 full registration package (or more), as well as a 10' x 10' exhibit booth (includes 6' skirted table, 2 chairs, a wastebasket, and ID sign). Please view Sponsor Benefits starting on page 14 for full details.

Mailing address

Attn: Candace Mitchell, Exhibitor Coordinator
American Trails, PO Box 491797, Redding, CA 96049

Fax and phone numbers

(530) 605-4395 phone
(530) 547-2035 fax

Email address

candace@americantrails.org

**Please email a Company Description (100 word maximum) for our online guide to Sponsors, Exhibitors, Presenters, & Attendees to candace@americantrails.org

Sponsor Name _____

Contact _____ Title _____

Address _____

City, State, Zip, Country _____

Phone _____ Fax _____

Email _____

Company Website _____

Exhibit Staffer Name(s) (if wanting exhibit booth) _____

SPONSOR LEVEL (select one) (see sponsor benefits pages 14-15):

- Bald Eagle: \$25,000
- Red-Tailed Hawk: \$20,000
- Peregrine Falcon: \$15,000
- Osprey: \$10,000
- Great Horned Owl: \$5,000
- Pileated Woodpecker: \$2,500
- International Scholarship: \$2,500
- Emerging Leaders Scholarship: \$2,500

Smaller sponsorship levels available for individuals or organizations who cannot attend the Symposium:

- Kingfisher: \$500 (flyer/brochure/samples in attendee bags)
- Cardinal: \$250
- Hummingbird: \$100

EXHIBITORS (**fill out exhibitor form on page 11)

Snowy Egret: \$1,000 business or agency** Meadowlark: \$700 nonprofit** Song Sparrow: \$400 Table**

- Continued on next page -

23rd American Trails International Trails Symposium (ITS) SPONSOR CONTRACT - Page 2

SPONSOR AN EVENT or ITEM (see page 13 for a list of customized benefits that are available):

For \$2,500 and above, write the event(s)/item(s) & their amounts that you would like to sponsor. The amount of items must not exceed the amount of sponsorship per the sponsor benefits explained on page 14-15. You must write in at least one item you would like to sponsor. *For \$2,500 level, if you choose the booth and registration option you do NOT need to fill this item out.*

1st Choice: _____ Sponsor Amount: _____

2nd Choice: _____ Sponsor Amount: _____

SPONSOR BOOTH & REGISTRATION OPTIONS (select one for each option):

For \$2,500 and \$5,000 levels, if you choose to sponsor an event or item in place of the booth and registration, you do NOT need to fill this item out

<input type="radio"/> Yes, I want an indoor exhibit booth only	<input type="radio"/> Yes, I want to take advantage of the full registration(s) included*
<input type="radio"/> Yes, I want an indoor exhibit booth and to participate in the PTBA Outdoor Trade Show (See page 6 for details.)	<input type="radio"/> I would like to donate my registration(s) to a youth scholarship recipient
<input type="radio"/> No exhibit space needed	<input type="radio"/> I would like to take advantage of the \$300 discounted registration. (Please include this amount in your payment.) (This option only applies to \$5,000 level and below – view Sponsor Benefits at top of page 14 for full details**.)

**Once online registration is open, you will have to register each person separately using a special registration link. That link will be sent via email to the contact's email that is on the sponsor contract.*

FORM OF PAYMENT (please select one)

Check # _____ (make check payable to American Trails)
MAIL TO: PO Box 491797, Redding, CA 96049

Please invoice me

Visa MasterCard (these are the only cards accepted)

Card # _____ Exp Date _____

Name on Card (print) _____ Signature _____

23rd American Trails International Trails Symposium - EXHIBITOR CONTRACT

This form is for Exhibitors. To become a sponsor, fill the form out on pages 9-10.

May 7-10, 2017 ~ Dayton Convention Center, Dayton, Ohio

All exhibitors receive: 10' x 10' exhibit booth (includes 6' skirted table, 2 chairs, a wastebasket, and ID sign); online link listing on sponsor/exhibitor page and in our monthly e-Newsletters; listing on onsite signage; listing in issues of the *American Trails Magazine* (subject to meeting print deadline dates). ****Exhibitors choose their booth location in the order we receive their contract. (Some restrictions apply.)**

A registration is NOT included in an exhibitor booth package, but a discounted registration is available for \$300. You may purchase this below and we will be in touch with you via email once your contract and payment are finalized.

Mailing address

Attn: Candace Mitchell, Exhibitor Coordinator
American Trails, PO Box 491797, Redding, CA 96049

Fax and phone numbers

(530) 605-4395 phone
(530) 547-2035 fax

Email address

candace@americantrails.org

****Please email a Company Description (100 word maximum) for our online guide to Sponsors, Exhibitors, Presenters, & Attendees to candace@americantrails.org**

Company Name _____

Contact _____ Title _____

Address _____

City, State, Zip, Country _____

Phone _____ Fax _____

Email _____

Company Website _____

Exhibit Staffer Name(s) _____

PLEASE SELECT ONE EXHIBITOR OPTION and FILL IN \$\$ AMOUNTS BELOW:

10' x 10' Booth Business /Agency Rate \$1,000 10' x 10' Booth Nonprofit Rate \$700 6' Table Business/Nonprofit Rate \$400 (no booth)

\$ _____ Booth or Table Amount

(\$ _____) Discount (if applicable)

****SPECIAL DISCOUNT OFFER: 10% discount (receive contract & paid in full by February 28, 2017)****

\$ _____ Membership Amount (see levels below)

Membership Type _____

\$ _____ PTBA Outdoor Trade Show - \$350 (See page 6 for details. Must be a booth exhibitor in order to participate.)

\$ _____ Discounted Registration - \$300 (See top of page 14 for details**. Available for booth exhibitors only. The registration coordinator will be in touch with you via email once your contract and payment are finalized.)

\$ _____ **TOTAL**

RENEW OR BECOME A NEW MEMBER TODAY! See benefits online at www.AmericanTrails.org/join.

Trail Professional (Individual)
\$60 (benefits for individual only)

Trail Protector (Nonprofit or Agency)
\$100 (benefits for organization/agency)

Trail Supporter (Business)
\$150 (benefits for business)

Trail Steward
\$250

FORM OF PAYMENT (please select one)

Check # _____ (make check payable to American Trails) Visa MasterCard Please invoice me

Card # _____ Exp Date _____

Name on Card (print) _____ Signature _____

SELECT ADDITIONAL ITEMS OF INTEREST:

Yes, I'd like to donate item(s) to the Auction (see page 12 for details). List items(s) to donate & value of each (if known at this time): _____

Yes, I am interested in advertising in the *American Trails Magazine*. As an exhibitor, I am entitled to a 10% discount on a one-year advertising contract.

Auction

The Symposium is approaching fast, and it's never too early to **promote your brand and the great products you offer!** We would love to include a donation(s) from you for our Silent and Live Auctions during the Symposium.

The Symposium will attract over 700 attendees from all 50 states, Canada, Australia, and the international community at large. It is the premier venue to showcase your organization's/company's products. Our attendees are avid outdoors enthusiasts who are always searching for unique products and opportunities. We encourage you to donate items that represent what your organization/company has to offer to the trails world. Auction items can also be included in a customized sponsorship packet. Such items might include (but are certainly not limited to):

- Gift certificates (restaurants, outdoor stores, sporting goods stores, spa packages, etc.)
- Equipment (GPS equipment, trail tools, fishing gear, fitness machinery, etc.)
- Lodging/vacation packages
- Activities (tours, excursions, day-trips, etc.)
- Sports memorabilia
- Outdoor gear (clothing, shoes/boots, hats, backpacks, tents, stoves, hydration systems, chairs, etc.)
- Outdoor transportation (bicycles, kayaks or canoes, equestrian gear, vehicles, etc.)
- Shirts (in a variety of sizes and quantities)
- Souvenirs/novelty items (water bottles, coffee cups, hats, socks, flash drives, etc. in a variety of quantities).
- Books, magazines
- Maps

Please complete the form below for your donated auction items. The silent auction will take place in the exhibit hall. It opens at 12:00pm on Sunday, May 7, 2017 and runs through 6:00pm on Tuesday, May 9, 2017. The live auction will take place at the "Trails Rock" Party on Monday, May 8 but these items will be displayed in the exhibit hall until then.

Use an additional sheet of paper if you donate more items. Funding opportunities are available for your organization with the chance to receive 50% profit from auction proceeds.

How did you hear about our auction (contact name and/or company)? _____

Item _____

Value _____

Name donating item _____ Organization _____

Donor Contact Information

Phone _____

Email _____

Address _____

Mail auction items to:

American Trails
International Trails Symposium (or ITS 2017) – AUCTION
2400 Washington Ave, Ste 400
Redding, CA 96001
(530) 605-4395

For questions on donating auction items contact:

Brian Housh, Auction Chair
brianh@railstotrails.org

23rd American Trails International Trails Symposium (ITS) CUSTOMIZED BENEFITS

All sponsors at the \$2,500 level and above may receive a customized benefit(s) to sponsor an event or Symposium item **AND/OR** may receive 1 full registration package (or more) and a 10' x 10' booth (includes 6' skirted table, 2 chairs, a wastebasket, and ID sign). Please view Sponsor Benefits starting on page 14 for full details.

THE FOLLOWING BENEFITS ARE AVAILABLE FOR SPONSORSHIP.
LIMITED NUMBERS ARE AVAILABLE. SPONSORSHIPS MAY BE SHARED OR SPLIT.

- Awards Banquet (\$25,000)
- "Trails Rock" Party (\$25,000)
- Opening Keynote Luncheon (\$20,000)
- Closing Keynote Luncheon (\$20,000)
- Publications Designer – **Sinclair Community College students** (\$15,000)
- Happy Trails Welcome Reception (includes Happy Trails Hour) (\$15,000)
- "Building Public Awareness for Trails" Exhibit Hall Event (\$10,000)
(Open to the Public)
- Conference Registration Bags (\$10,000)
- Lanyards (for Name Badges) (\$5,000, does not receive booth or registration)
- Happy Trails Hour (\$5,000; does not receive booth or registration)
 - Monday, May 8 (Prior to Trails Rock Party – at the National Museum of the US Air Force)
 - Tuesday, May 9 (Prior to Awards Banquet)
- Under 30 "Under the Wings" (\$2,500; does not receive booth or registration)
(Private Event: Following the Welcome Reception in the Exhibit Hall)
- Trail Talk: Breakfast with an Expert (\$5,000 each; does not receive booth or registration)
 - Monday, May 8
 - Tuesday, May 9 – **City of Dayton**
 - Wednesday, May 10
- International Presenter Scholarship – unlimited (\$2,500 each; does not receive booth or registration)
(Help sponsor an international presenter to attend the International Trails Symposium)
- Emerging Leaders Scholarship – unlimited (\$2,500 each; does not receive booth or registration)
(Help sponsor a young trail leader to attend the International Trails Symposium)
- Breaks (\$2,500 each; does not receive booth or registration)
(Refreshments will be served in the lobby adjacent to the Exhibit Hall, or in the exhibit hall if noted below)
 - Monday, May 8 (morning) – **"Exhibit Hall Exclusive"** – **City of Dayton**
 - Tuesday, May 9 (morning)
 - Wednesday, May 10 (morning)

In-kind sponsor opportunities are also available, including but not limited to printing, mailings, merchandise (i.e. shirts and water bottles with Symposium logo), etc.

23rd American Trails International Trails Symposium (ITS) SPONSOR BENEFITS - Page 1

***All sponsors receive:** Listing on event signage and online listing on sponsor/exhibitor page (logo or name link depends on sponsorship level); listing in the Registration Brochure, Conference Program, and in issues of the *American Trails Magazine* (subject to meeting print deadline dates); and listing in our monthly e-Newsletters.

****Discounted registrations (\$300):** For levels not including a comp registration (\$700-\$2,500 levels) OR for sponsors that choose a customized benefit in place of a comp registration and booth (\$2,500-\$5,000 levels) **a discounted registration is available for \$300.** This can be purchased in advance when you send in your sponsor contract. We will register the person listed on the contract and send more details once registration is available later in 2016.

*****Registration:** Each person will need to register separately using a special registration link. The registration coordinator will be in touch with you via email once your contract and payment are finalized.

Bald Eagle

\$25,000

- Logo listing on the above mentioned items*, including on the Save the Date Postcard (subject to meeting print deadlines).
- A customized benefit(s) (see page 13).
- 5 full registration packages*** (please provide the names for the registrations w/ this contract, if possible).
- 10' x 10' exhibit booth (with 6' draped & skirted table, 2 chairs, booth sign, and wastebasket).
- Participation in PTBA's Outdoor Trade Show (see page 6 for details).

Red-Tailed Hawk

\$20,000

- Logo listing on the above mentioned items*, including on the Save the Date Postcard (subject to meeting print deadlines).
- A customized benefit(s) (see page 13).
- 4 full registration packages*** (please provide the names for the registrations w/ this contract, if possible).
- 10' x 10' exhibit booth (with 6' draped & skirted table, 2 chairs, booth sign, and wastebasket).
- Participation in PTBA's Outdoor Trade Show (see page 6 for details).

Peregrine Falcon

\$15,000

- Logo listing on the above mentioned items*, including on the Save the Date Postcard (subject to meeting print deadlines).
- A customized benefit(s) (see page 13).
- 3 full registration packages*** (please provide the names for the registrations w/ this contract, if possible).
- 10' x 10' exhibit booth (with 6' draped & skirted table, 2 chairs, booth sign, and wastebasket).
- Participation in PTBA's Outdoor Trade Show (see page 6 for details).

Osprey

\$10,000

- Logo listing on the above mentioned items*, including on the Save the Date Postcard (subject to meeting print deadlines).
- A customized benefit(s) (see page 13).
- 3 full registration packages*** (please provide the names for the registrations w/ this contract, if possible).
- 10' x 10' exhibit booth (with 6' draped & skirted table, 2 chairs, booth sign, and wastebasket).
- Participation in PTBA's Outdoor Trade Show (see page 6 for details).

Great Horned Owl

\$5,000

- Logo listing on the above mentioned items*.
- A choice of:
 - A customized benefit(s) at the \$5,000 level (see page 13). **(A discounted registration is available for \$300 for one person. **)**
OR
 - 2 full registration packages*** and a 10' x 10' exhibit booth (with 6' draped & skirted table, 2 chairs, booth sign, and wastebasket).
- Participation in PTBA's Outdoor Trade Show (see page 6 for details).

- Continued on next page -

23rd American Trails International Trails Symposium (ITS) SPONSOR BENEFITS - Page 2

Pileated Woodpecker

\$2,500

- Logo listing on the above mentioned items*.
- A choice of:
 - A customized benefit(s) at the \$2,500 level (see page 13). (A discounted registration is available for \$300 for one person. **)
 - OR
 - 1 full registration packages*** and a 10' x 10' exhibit booth (with 6' draped & skirted table, 2 chairs, booth sign, and wastebasket).
- Participation in PTBA's Outdoor Trade Show (see page 6 for details).

International Presenter Scholarship

\$2,500

- Logo listing on the above mentioned items*.
- Help sponsor an international presenter to attend the International Trails Symposium. Learn more on page 8.
- **Does not include a booth or registration.** (A discounted registration is available for \$300 for one person. **)

Emerging Leaders Scholarship

\$2,500

- Logo listing on the above mentioned items* and on the Emerging Leaders 2017 webpage.
- Help sponsor a young trail leader to attend the International Trails Symposium. Learn more on page 8.
- **Does not include a booth or registration.** (A discounted registration is available for \$300 for one person. **)

Snowy Egret

\$1,000 (booth)

- See Exhibitor Contract for benefits – page 11.

Meadowlark

\$700 (nonprofit booth)

- See Exhibitor Contract for benefits – page 11.

Song Sparrow

\$400 (table)

- See Exhibitor Contract for benefits – page 11.

Kingfisher

\$500

- Name link on sponsor/exhibitor webpage.
- Flyer/brochure/samples placement in all attendee bags.
- **Does not include a booth or registration.**

Cardinal

\$250

- Name link on sponsor/exhibitor webpage.
- **Does not include a booth or registration.**

Hummingbird

\$100

- Name listing on sponsor/exhibitor webpage.
- **Does not include a booth or registration.**



Benefits of Sponsoring and Exhibiting!

The Symposium is the premier opportunity to display your state-of-the-art products and services, provide demonstrations, show off your programs and expertise, and talk with the decision makers in your target market.

If we receive your exhibitor contract paid in full by **February 28, 2017** – you will receive a 10% discount!

1. Exhibitors get to choose their booth location in the order their contract is received (some exceptions apply).
2. A name listing or logo (for higher sponsorship levels) in Symposium publications including the Conference Program and on Symposium signage (subject to print deadlines).
3. Promotion for your company, product, or organization on the Symposium web pages: www.AmericanTrails.org/2017.
4. A name listing or logo listing (for higher sponsorship levels) in the American Trails Magazine (subject to print deadlines).
5. A name listing and link in all monthly Trail Tracks e-Newsletters.
6. Higher level sponsorships can customize their own benefits! (See page 13 for a complete list).
7. Promote your products and services to over 700 attendees from all 50 states!
8. Take your company international by reaching attendees from over 20 different countries!
9. Be a part of the only “Indoor Trails and Greenways” exhibit hall – a premier opportunity to display your products and services by providing a “hands on experience” for attendees.
10. Take part in the Building Public Awareness Event (Sunday, May 7) and meet the public-at-large of Dayton and surrounding areas as we raise awareness for trails and strengthen the local trails community.
11. Join the Professional TrailBuilders Association’s Outdoor Demonstration Area and Trade Show (date TBD) for in-depth training and hands-on experience with the latest trail tool technologies.

Can't attend the Symposium, but still want to promote your company or organization? We have sponsorship levels to fit your needs. See page 13 for recommendations – or suggest your own!

Contact Candace Mitchell at Candace@americantrails.org or 530-605-4395 to get your sponsorship started today!