

Texas Recreation & Park Society  
**2011 Annual Institute & Trade Show**  
in cooperation with NRPA Southwest Region  
and Texas Parks & Wildlife  
McAllen, TX March 2-3



Mark your calendars NOW to join us March 1-4 at the McAllen Convention Center for the Annual Texas Recreation & Park Society Institute and Trade Show in cooperation with Texas Parks and Wildlife and NRPA Southwest Region.

Professional park, recreation and leisure service providers from all over Texas along with invitees from Arkansas, Louisiana, New Mexico and Oklahoma will come to McAllen to take part in this annual educational training, networking and product sampling event. Showcase your product or service at our **Annual Trade Show, March 2-3** for an opportunity to visit with key decision-makers and budget managers from PARs, school districts, state parks, military installations, therapeutic recreation and long term care facilities, and other community services organizations. Don't miss this opportunity to get your product or service in front of the largest annual convention of parks and recreation professionals in the five-state region with anticipated total attendance of over 1,000 from approximately 200 different organizations!

## **Institute Title Sponsor**

\$12,000 (only 1)

- Full page color ad in TRAPS Institute Publication (\$1,500 value)
- Exhibit Booth at Institute: four-10'x10' premium booth, four-6'tables, eight chairs (\$1950 value)
- Opportunity:
  - To provide literature, products or coupons in Institute attendee bags (\$250 value)
  - For 30 sec commercial during Awards Banquet (provided by sponsor) (\$1,500 value)
  - To present one education session (\$250 value)
- Corporate logo on:
  - Table tents & visual presentation at Awards Banquet (\$150 value)
  - Sponsor recognition banners/easels (\$300 value)
  - Delegate name badges (\$3,000)
- Sponsorship announcement in Institute Program & all other pre-institute publications (\$300 value)
- Special recognition during General Session
- Complimentary tickets, as well as discounted rate on event tickets:
  - Eight Institute Registrations (\$1,520 value)
  - One Team Entry TRAPS Annual Institute Golf Tournament (4 players, \$300 value)
  - Eight Tickets to All-Institute Social (\$240 value)
  - Additional discount tickets to All-Institute Social (\$10/person)
- One year Commercial Membership (\$150 value)

## **4 Star Sponsor**

\$4,000

- 1/4 page ad in TRAPS Institute Publication (\$350 value)
- Exhibit Booth at Institute - one-10'x10' premium booth, one-6' table, two chairs (\$950 value); Rodeo Sponsor will have exhibit space at Rodeo site
- Opportunity:
  - To provide literature, products or coupons in Institute attendee bags (\$250 value)
- Corporate logo on:
  - Table tents & visual presentation at Awards Banquet (\$150 value)
  - Sponsor recognition banners/easels (\$300 value)
  - Sponsorship announcement in Institute Program & all other pre-institute publications (\$300 value)
- Complimentary tickets, as well as discounted rate on event tickets:
  - Four Institute registrations (\$760 value) and four tickets to all Institute Social (\$20 value)
  - Discounted entry for Golf Tournament, \$50.00/person, (\$15 savings per person)

## **3 Star Sponsor**

\$3,000

- Exhibit Booth at Institute - one-10'x10' premium booth, one-6' table, two chairs (\$950 value); Rodeo Sponsor will have exhibit space at Rodeo site
- Opportunity:
  - To provide literature, products or coupons in Institute attendee bags (\$250 value)
- Corporate logo on:
  - Table tents & visual presentation at Awards Banquet (\$150 value)
  - Sponsor recognition banners/easels (\$300 value)
  - Sponsorship announcement in Institute Program & all other pre-institute publications (\$300 value)
- Complimentary tickets, as well as discounted rate on event tickets:
  - Three Institute registrations (\$570 value)
  - Three tickets to All-Institute Social (\$90 value) additional discount tickets to All-Institute Social (\$10/person)
  - Discounted entry for Golf Tournament, \$50.00/person, (\$15 savings per person)

## **2 Star Sponsor\***

\$2,000

- Opportunity to provide literature, products or coupons in Institute attendee bags (\$250 value)
- Corporate logo on:
  - Table tents & visual presentation at Awards Banquet (\$150 value)
  - Sponsor recognition banners/easels (\$300 value)
- Sponsorship announcement in Institute Program & all other pre-institute publications (\$300 value)
- Complimentary tickets, as well as discounted rate on event tickets
  - Two Institute registrations (\$380 value)
  - Two tickets to All-institute Social (\$60 value)
  - Discounted entry for Golf Tournament, \$50.00/person, (\$15 savings per person)

## **Lone Star Sponsor\***

\$1,000

- Opportunity to provide literature, products or coupons in Institute attendee bags (\$250 value)
- Corporate logo on:
  - Table tents & visual presentation at Awards Banquet (\$150 value)
- Sponsorship announcement in Institute Program & all other pre-institute publications(\$300 value)
- Complimentary tickets, as well as discounted rate on event tickets:
  - One Institute registration (\$190 value)
  - Two tickets to All-Institute Social (\$60 value)

## **Bluebonnet Sponsor\***

\$500

- Opportunity to provide literature, products or coupons in Institute attendee bags (\$250 value)
- Sponsorship announcement in Institute Program (\$100 value)
- One ticket to All Institute Social (\$30 value)

## **All Institute Social Sponsor**

\$8,500 (only 1)

- 1/2 page ad in TRAPS Institute Publication (\$750 value)
- Exhibit Booth at Institute - one-10'x10' premium booth, one-6' table, two chairs (\$950 value)
- Opportunity:
  - To provide literature, products or coupons in Institute attendee bags (\$250 value)
  - Display information/product at social site (\$2000 value)
- Corporate logo on:
  - Table tents & visual presentation at Awards Banquet (\$150 value)
  - Banners/easels recognizing all sponsors (\$300 value)
  - Special recognition during All Institute Social
  - Sponsorship announcement in Institute Program & all other pre-institute publications(\$300 value)
- Complimentary tickets, as well as discounted rate on event tickets:
  - Six Institute registrations (\$1,140 value)
  - One team entry for TRAPS Annual Institute Golf Tournament (4 players, \$300 value)
  - Six tickets to All-Institute Social (\$180 value) additional discount tickets to All-Institute Social (\$10/person)

# Special Event Sponsors

## Delegate Gift \$7,000

- Exhibit Booth at Institute - one-10'x10' booth, one-6' table, two chairs (\$800 value)
- Opportunity:
  - To provide literature, products or coupons in Institute attendee bags (\$250 value)
- Corporate logo on:
  - Table tents & visual presentation at Awards Banquet (\$150 value)
  - Sponsor recognition banners/easels (\$300 value)
  - Delegate gift (\$3,000 value)
  - Sponsorship announcement in Institute Program & all other pre-institute publications (\$300 value)
- Complimentary tickets, as well as discounted rate on event tickets:
  - Four Institute registrations (\$760 value)
  - Four tickets to All-Institute Social (\$120 value)additional discount tickets to All-Institute Social (\$10/person)
  - Discounted entry for Golf Tournament, \$50.00/person, (\$15 savings per person)
- One year Commercial Membership (\$150 value)

## Lunch Sponsor (Friday) \$7,000 (only 1)

- 1/4 page ad in TRAPS Institute Publication (\$350 value)
- Exhibit Booth at Institute - one-10'x10' booth, one-6' table, two chairs (\$800 value)
- Opportunity:
  - To provide literature, products or coupons in Institute attendee bags (\$250 value)
- Corporate logo on:
  - Table tents & visual presentation at Awards Banquet (\$150 value)
  - Sponsor recognition banners/easels (\$300 value)
  - 30 second commercial during lunch (\$1,500 value)
  - Sponsorship announcement in Institute Program & all other pre-institute publications (\$300 value)
- Complimentary tickets, as well as discounted rate on event tickets:
  - Four Institute registrations (\$760 value)
  - Four tickets to All-Institute Social (\$120 value)additional discount tickets to All-Institute Social (\$10/person)
  - Discounted entry for Golf Tournament, \$50.00/person, (\$15 savings per person)
- One year Commercial Membership (\$150 value)

## Break Sponsor\* \$2,500 (up to 4)

- Opportunity to provide literature, products or coupons in Institute attendee bags (\$250 value)
- Corporate logo on:
  - Table tents & visual presentation at Awards Banquet (\$150 value)
  - Sponsor recognition banners/easels (\$300 value)
  - Special recognition during break
- Sponsorship announcement in Institute Program & all other pre-institute publications (\$300 value)
- Complimentary tickets, as well as discounted rate on event tickets
  - Two Institute registrations (\$380 value)
  - Two tickets to All-Institute Social (\$60 value)

## Community Service Project or Fun Run\* \$1,200 (1 each)

- Opportunity:
  - To provide literature, products or coupons in Institute attendee bags (\$250 value)
  - Sponsorship announcement in Institute Program & all other pre-institute publications (\$300 value)
- Corporate logo on:
  - Table tents & visual presentation at Awards Banquet (\$150 value)
  - Event recognition - banner, signage or other promo items; ie. t-shirts, bag (\$350 value)

\*Sponsorship does not include booth space.



# Sponsor Contract/Bid Sheet



**Texas Recreation and Park Society Annual Institute and Trade Show  
in cooperation with Texas Parks and Wildlife and NRPA Southwest Region  
March 1-4, 2011 McAllen Convention Center McAllen, Texas**

This Contract is made and entered into by and between the **Texas Recreation and Park Society, Inc.**, a Texas non-profit corporation, hereinafter called **TRAPS**, and \_\_\_\_\_, hereinafter called **Sponsor**.  
(company or organization name)

The parties do hereby agree to abide by the following terms, as well as by the guidelines established in the *Exhibitor and Sponsorship Information Brochure*, which accompanies this contract, regarding sponsorship level and/or rental of Exhibit Booths at the **TRAPS Annual Institute and Trade Show at McAllen Convention Center, McAllen, Texas March 1-4, 2011.**

<b>Sponsorship</b>		<b>Bid/Amount</b>	<b>Institute</b>	<b>Rodeo</b>
<input type="checkbox"/>	Title Sponsor (\$12,000) (only 1)	\$ _____	<input type="checkbox"/>	
<input type="checkbox"/>	4 Star Sponsor (\$4,000)	\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	3 Star Sponsor (\$3,000)	\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	2 Star Sponsor (\$2,000)	\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Lone Star Sponsor (\$1,000)	\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Bluebonnet (\$500)	\$ _____	<input type="checkbox"/>	<input type="checkbox"/>

**Special Event Sponsors**

- All Institute Social (\$8,500)(only1) \$ \_\_\_\_\_
- Delegate Gift (\$7,000) \$ \_\_\_\_\_
- Lunch Sponsor (\$7,000) \$ \_\_\_\_\_
- Break Sponsor (\$2,500) (Limited to 4) \$ \_\_\_\_\_
- Community Service Project (\$1,200) (only 1) \$ \_\_\_\_\_
- Fun Run & Walk (\$1,200) (only 1) \$ \_\_\_\_\_

**TOTAL DUE** \_\_\_\_\_

**Check here if purchasing TRAPS corporate membership (\$150)**

Name: \_\_\_\_\_ TRAPS Member: Yes \_\_\_ No \_\_\_

Organization or Company: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_  
*street city state zip*

Tel. #: \_\_\_\_\_ Fax #: \_\_\_\_\_ e-mail: \_\_\_\_\_

For Office Use Only	Deposit/Payment _____	Method & Date _____
	Balance _____	

\_\_\_\_\_  
*Signature Sponsor Representative*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*Signature TRAPS Representative*

\_\_\_\_\_  
*Date*

*Fax bid to (512) 267-5557;  
then mail to TRAPS, P.O. Box 5188, Jonestown, Texas 78645*

# Benefits

- ❖ **For every booth space purchased... Up to three (3) name badges** and **Option A:** One (1) free full institute registration (i.e., educational sessions and all meal/social functions) or **Option B:** Three (3) All Institute Social tickets (excludes educational booths)
- ❖ All exhibitors receive a **mailing list of Institute attendees** within 30-45 days after the event.
- ❖ **Four (4) Guest Passes to the Exhibit Hall** (Thursday, March 3, 9:30 am - 2 pm)
- ❖ TRAPS Commercial Members (\$150 membership is the difference between member and non-member single-booth rate) are eligible to:
  - ⊙ have up to three individuals receive Society's publications;
  - ⊙ receive an automatic classified ad in the Annual Buyer's Guide;
  - ⊙ purchase membership lists/labels; and
  - ⊙ receive a 10% discount on advertising in the newsletter (4x year)

## Exhibit Booth Rates

Booth Type	Size	Premier Member*	Premier Non-Member	Standard Member*	Standard Non-Member
Single	10'x 10'	\$800	\$950	\$650	\$800
Combo	see below <sup>#</sup>			\$950	\$1,100
Double	10'x 20'	\$1,100	\$1,250	\$950	\$1,150
Triple	10'x 30''	\$1,400	\$1,650	\$1,250	\$1,500
Quad	20'x20' or 10'x40'	\$1,800	\$2,100	\$1,650	\$1,900
Educational**	Table			\$200	\$325

<sup>#</sup>Combo - Standard Single Booth in Exhibit Hall and Booth at Maintenance Rodeo. Rodeo booth includes lunch ticket, table and two chairs.

\*Exhibitors must be a Commercial/Vendor member in order to receive Member rates.

\*\* (non-profit, educational or state agency)

Single/double booths furnished with two 3' draped side rails, 8' draped booth background, one draped 6' table, 2 chairs, and 7" x 44" product or company identification sign.

### Liability/Hold Harmless

Neither TRAPS, Inc., nor the McAllen Convention Center or the City of McAllen will be responsible for personal injury to an exhibitor or exhibitor's agent, or for financial loss due to robbery, fire, accident, or other causes. Exhibitors agree to save, keep and hold harmless TRAPS, Inc. and its official agents, and employees for all damages to property; death or injury to persons received or suffered, or which may be occasioned by a negligent act or omission to act, which may amount to negligence on the part of the exhibitor, or defective condition of property, or the maintenance of a defective or dangerous condition of property.

### Security

The exhibit hall will remain locked during non-exhibit hours and security will be on premises. However, you are encouraged to take theft-deterrent precautions to protect your merchandise and valuables.

### Booth Selection Process

- Sponsorships of \$2,500 and more will be given advanced choice for booth selection based on sponsorship level.
- All other booths are selected based on date and time reservation form **and** payment (deposit) received. Initial booth selection for all other exhibitors will begin on **September 7, 2010**.
- Educational/Non-profits will be assigned by TRAPS based on availability.

### Bid Process

**Sponsorship bids must be received in the TRAPS office by August 30, 2010.** The highest bids will win, in case of a tie; TRAPS will contact necessary parties.

### Official Conference Hotel Information

#### Host Hotel

Embassy Suites  
1800 S. 2nd Street  
McAllen, TX 78503  
956-686-3000  
\$114.00 single; \$124.00 double

#### Additional Hotels

Courtyard Marriott  
  
Springhill  
  
Fairfield Inn

### Texas Parks & Recreation Foundation (TPRF)

The Foundation welcomes donations for the live and/or silent auction, which will be held on Thursday, March 4. For more information contact the TRAPS office at (512) 267-5550.



# Exhibitor Reservation Form



## Texas Recreation and Park Society Annual Institute and Trade Show In cooperation with Texas Parks & Wildlife and NRPA Southwest Region March 1-4, 2011 McAllen Convention Center McAllen, Texas

This Contract is made and entered into by and between the **Texas Recreation and Park Society, Inc.**, a Texas non-profit corporation, hereinafter called **TRAPS**, and \_\_\_\_\_, hereinafter called **Exhibitor**.  
(company or organization name)

The parties do hereby agree to abide by the following terms, as well as by the guidelines established in the Exhibitor Information Brochure (Exhibit Booth Rates page), which accompanies this contract, regarding rental of Exhibit Booths at the **TRAPS Annual Institute and Trade Show at McAllen Convention Center, McAllen, Texas March 1-4, 2011**.

1. In consideration of the payment to **TRAPS** of the deposit sum of \$100 per booth space, or \$250 which includes a commercial/vendor membership, (refer to the Exhibitor Information Brochure for details about the commercial/vendor membership package), as partial payment of the total payment due, **TRAPS** will reserve for the exclusive use and benefit of the Exhibitor, subject to the stipulations cited below, an exhibit space based on Exhibitor Booth Choice (below) and availability of space at the **TRAPS Annual Institute's Trade Show McAllen, Texas, March 2-3, 2011**.
2. The Exhibit Booth shall consist of an area 10' x 10', unless otherwise noted. The booth will be available during the Exhibit Hall hours, and vendors are required to maintain the booth in full operation until the final closing of the Exhibit Hall. *Early tear-down will result in monetary penalties assessed and invoiced by TRAPS.*
3. It is understood and agreed that no space will be assigned to an Exhibitor unless and until both the deposit and the signed reservation form are received by **TRAPS**. It is further understood that **FINAL PAYMENT FOR THE BOOTH IS DUE NO LATER THAN January 15, 2011**. After January 15, **TRAPS** shall have the right to cancel and re-sell the booth, or change the booth number if rent is not fully paid. This reservation form/contract shall not be binding until such time as it is signed by the Exhibitor (or duly authorized agent) and accepted by a **TRAPS** representative.
4. Cancellation by notice in writing, given by the Exhibitor and received by **TRAPS**, will result in refunds in accordance with the limitations specified in the Exhibitor Information Brochure.
5. It is further understood and agreed that this contract is subject to all provisions established by **TRAPS** governing the Institute and Trade Show, which are listed within the brochure, and by reference are made a part of this reservation form/contract.

Name: \_\_\_\_\_ TRAPS Member: Yes \_\_\_\_\_ No \_\_\_\_\_

Organization or Company: \_\_\_\_\_

Address: \_\_\_\_\_  
street city state zip

Tel. #: \_\_\_\_\_ Fax #: \_\_\_\_\_ e-mail: \_\_\_\_\_

Product/Service to be displayed: \_\_\_\_\_

Booth # Choices: (List the number of each preferred booth, up to 3, in order of preference.)

\_\_\_\_\_ Booth Assignment \_\_\_\_\_

*Booth spaces may only be assigned by TRAPS Trade Show Manager*

Signage: (Indicate EXACTLY how you would like your booth SIGN to read)

\_\_\_\_\_

Select	:	Premium	Standard
Single		<input type="checkbox"/>	<input type="checkbox"/>
Combo			<input type="checkbox"/>
Double		<input type="checkbox"/>	<input type="checkbox"/>
Triple		<input type="checkbox"/>	<input type="checkbox"/>
Quad		<input type="checkbox"/>	<input type="checkbox"/>
Educational		<input type="checkbox"/>	<input type="checkbox"/>

<b>For Office Use Only</b>	
Fees:	Total: _____
Deposit/Payment: _____	Method & Date _____
Deposit/Payment: _____	Method & Date _____
Balance:	

TRAPS corporate membership (\$150.00)

Signature Vendor Representative \_\_\_\_\_ Date \_\_\_\_\_

Signature TRAPS Representative \_\_\_\_\_ Date \_\_\_\_\_

To confirm space fax reservation and credit card form or photocopy of check to (512) 267-5557;  
then mail to TRAPS, P.O. Box 5188, Jonestown, Texas 78645  
telephone (512) 267-5550 email traps@traps.org

# Exhibit Hall Floorplan

McAllen Convention Center

## 2011 TRAPS TRADE SHOW

