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[www.2009.arpaonline.ca](http://www.2009.arpaonline.ca)

09

ARPA Conference and Energize Workshop

Lake Louise, Alberta

Fairmont Chateau Lake Louise • October 30, 2009

Trade Show Prospectus



# event OVERVIEW

## Who is ARPA?

The Alberta Recreation and Parks Association (ARPA) is a provincial not-for-profit charitable organization that operates with a volunteer Board of Directors. ARPA has over 1300 members representing the majority of communities in the province. ARPA members include community and public recreation agencies throughout Alberta, along with corporate, elected, lay and student members.

**ARPA envisions** a province, and communities within, that embrace and proactively use recreation and parks as essential means for enhancing individual wellbeing and community vitality, economic sustainability and natural resource protection and conservation. The Annual ARPA Conference is a flagship event, a major property and asset of the Association, which assists in achieving this vision.

## ARPA facts:

- The ARPA Annual Conference traditionally attracts between 350 and 450 delegates.
- ARPA's membership has grown to over 1300. ARPA has goals of growing membership numbers to over 2000 in the next few years.
- ARPA has members in more than 110 communities within Alberta.

## 2009 theme

The connections within a community, whether it is between organizations, individuals or the land, is key to the development of strong, sustainable communities. Balancing the values of individual needs, community well-being and sustainability is often a challenge, but striving to provide places and spaces that foster opportunities to re-create the human spirit remains at the core of our work.

The main theme for the 2009 Conference works at many levels, including:

- The value and benefits of recreation, parks and culture for communities and/or individuals.
- What becomes core when economics drives decisions? Balancing values and service.
- The five pillars of sustainability: Governance, Economic, Environmental, Social, and Cultural.

- Community collaboration, connectivity, pride, and safety.
- Leadership Development – the value of leaders, developing leadership skills, creative leadership.
- Storytelling – how to use stories as a leader: management, public speaking, advocacy.
- Environmental preservation and sustainability– in relation to community, open spaces, parks, recreational programming, facilities and festivals.
- Facilities – multi-use facilities for recreation, parks, culture and dealing with social issues.
- Parks, trails and open spaces – trends, issues and promising practices.
- Arts and Culture – public art in communities, develop spirit through culture, cultural diversity.
- Children and Youth – experience successful programs related to the theme of youth development.
- Active Living – Sessions that include theory and some active components in and around the Chateau Lake Louise are being sought.

## Reach your target audience

The ARPA Conference and Energize Workshop attracts a wide range of practitioners and decision makers in the recreation and parks industry from all across Alberta (this list is a summary of those in attendance at past ARPA Conferences):

- Parks and Recreation Directors
- Elected Officials (Mayors, Councillors etc.)
- Recreation and Parks Board Members
- Senior and Middle Municipal Managers
- Program and Service Coordinators
- Facility Managers and Operators
- Recreation Practitioners and Programmers
- Recreation Educators
- Students
- Recreation and Park Consultants
- Corporate Members
- Special Event Coordinators
- Health Practitioners
- Municipal Administrators
- Parks Managers and Personnel
- Parks Planners and Designers
- Aquatic Fitness Supervisors
- Lay Volunteers



# TRADE SHOW details



## Benefits of being an exhibitor

There are numerous benefits to being involved as an exhibitor at the annual ARPA Conference...

- **Friday Evening (October 30) Trade Show (6:30 p.m. to 10:00 p.m.)**
- One of the 8' x 10' Exhibitor booths
- Friday Evening Reception for exhibitors
- Booth includes two complimentary tickets to the Saturday Breakfast
- Networking opportunities
- Delegate interaction incentives, such as prizes and a silent auction
- Conference and exhibitor hall located in one convenient location

## Price list (prices include GST)

Booth costs for the 2009 Trade Show:

### Commercial Exhibitors

ARPA Members \$ 680.00

Non-members \$ 880.00

*50% Discount on Second Booth*

*(Limited availability - register early!)*

### Not-for-Profit / Educational Exhibitors

Members \$330.00

Non-members\* \$380.00

*\* Price includes an annual ARPA Associate Membership.*

All prices include 2 tickets for Friday's Trade Show and Saturday morning's breakfast.

*For \$400.00 you can become a full corporate member with ARPA (indicate on the registration form if desired).*

## Booth details

Your 8'x10' exhibit booth includes the following:

- 8' high back wall drapery
- 3' high side wall drapery
- skirted table
- two folding chairs
- one 1500 Watt duplex outlet
- two flood lights per booth
- further services can be arranged through our trade show services provider, check your confirmation package for company name and contact information.

## Registration process

We are looking forward to your involvement. Please RSVP by **September 25, 2009**. Space is limited, so book early to be assured of a space. Choose a registration and payment method from the options below.

1a. e-mail using the Adobe form.

1b. or fax your registration form to 780-451-7915

*Note: Every attempt will be made to accommodate your location requests, however, the Organizing Committee will make the final decisions.*

2a. forward your cheque, made payable to "ARPA", to:  
ARPA 2009 Trade Show  
11759 Groat Road  
Edmonton, AB T5M 3K6

2b. or call the ARPA Office at (877) 544-1747 with your AMEX, Visa or MasterCard number.

Call Steve Allan at 1-877-544-1747 or email [tradeshow@arpaonline.ca](mailto:tradeshow@arpaonline.ca) for more information on the 2009 ARPA Trade Show.

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