

May 17 – 20th, 2015

American Trails

International Trails Symposium

OREGON CONVENTION CENTER
PORTLAND, OREGON

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



2015
**INTERNATIONAL
TRAILS
SYMPOSIUM**

PORTLAND
OREGON

SOLUTIONS
FOR SUCCESS

American Trails



Sponsorship &
Exhibit Opportunities

www.AmericanTrails.org/2015

Thank you to our local host and sponsor, Metro, and to our major partners to date:

10 Reasons

to participate in the
2015 American Trails
International Trails Symposium

- 01 Paddle, hike, bike, and ride—Portland offers access to the Cascades, the Columbia Gorge, and the Pacific Ocean.
- 02 Forest Park: 5,157 acres and over 80 miles of trail within city limits – the largest urban forest in the country.
- 03 Visitors ranked Portland No. 1 in the nation for public transportation and pedestrian-friendliness.
- 04 Sustainable transportation! Receive a FREE pass to ride the Max Light Rail and Street Car system during your stay.
- 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 new Outdoor Trade Show presented by the Professional Trailbuilders Association!
- 08 "Talk Trails" and network with trail enthusiasts from around the country and the world!
- 09 You'll never go hungry in Portland with their abundance of unique food carts spread throughout the city.
- 10 No sales tax! In Portland, you'll find everything you expect from big-city shopping, except the sales tax.



Metro



Engineering +
Environmental



Conference 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 every two years to bring together trail and greenway advocates, managers, planners, 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. This is one of the largest trail gatherings of all trail interests who believe their combined voices are the best way to strengthen trails for everyone.

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

A new addition to the Symposium, the Professional TrailBuilders Association will offer a series of workshops and an Outdoor Trade Show adjacent to the Symposium -- see the exhibitor contract for details on even more exposure for your business. Learn more on page 6.



Bring your kayak, bike, or running shoes!
Whatever your outdoor adventure may be, the Rose City has your fix.



"I liked the opportunity to network with so many different trails people from all across the country. Their experiences are valuable and provide good discussion topics."
Cheryl Blanchard, BLM

The Premier Trails Experience

Leading Experts

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

The Symposium helps the 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 speakers, 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 2013 Symposium attendees came from the District of Columbia and every State, with the exception of Nebraska. And, Puerto Rico was represented.

Additional countries represented included:

- Australia
- Canada
- China
- Columbia
- France
- Japan
- New Zealand
- South Africa
- South Korea
- United Kingdom

An International Experience

The first American Trails National Trails Symposium was held in 1971, and it has continued every two years ever since – celebrating a 22nd Anniversary in 2015. 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 ten different countries were represented at our 2013 Symposium. We hope to double that number for 2015.

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

25 Years of Working Together

American Trails - A long tradition of helping trails

For over 25 years, American Trails has been a collective voice for a diverse coalition of enthusiasts, professionals, advocates, land managers, conservationists, and friends of the outdoors and livable cities.

Our 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.

We bring 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, we work 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 Americans of all ages and abilities, including our children.

Mission of American Trails

American Trails strives to enrich the quality of life for all people and the sustainable development of communities by advancing and promoting the development, preservation, and enjoyment of diverse, high quality trails and greenways.

Vision Statement

We envision a network of trails *within 15 minutes of every home, school, and workplace.*





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

The Professional TrailBuilders Association (PTBA) and the American Trails International Trails Symposium (AT ITS) are proud to announce an exciting new partnership program - the Sustainable Trails Workshop Series and "Legacy Trail." Through this program, we 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 AT ITS and the PTBA Sustainable Trails Workshop.

Possible 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 on Sunday, May 17 from 8am - 6pm, during the American Trails International Trails Symposium. 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 an exhibitor in order to participate in the Outdoor Trade Show and there is a small additional fee.

Ways to Support

the 2015 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, a live 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.
- 09 Sponsor the attendee bags to hold all their goodies, including your organization’s 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 cause to the world trails community

Join our many sponsors and exhibitors in networking with the nationwide 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.

We have lower sponsorship

levels if you want to help 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 12.

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

Scholarships

NEW 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...



Thanks [2013 Emerging Leaders Program Committee] for all you have done for this program! I look forward to seeing it grow and succeed in the coming years!

– Jon Gellings, 2013 Emerging Leaders Scholarship Recipient



International Scholarship - \$2,500:

This new scholarship program will provide partial funding for our international presenters at the American Trails International Trails Symposium. Scholarship funds will include their registration cost, as well as provide partial funding for 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— and we hope to double that for our next 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.

22nd American Trails International Trails Symposium (ITS) SPONSOR CONTRACT - Page 1

May 17-20, 2015 ~ Oregon Convention Center, Portland, Oregon

All sponsors receive: 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. *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 13 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 13-14):

- 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
- \$1,000 business or agency/\$700 nonprofit/\$400 (fill out exhibitor contract on page 11)

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

- Blue Jay: \$500 (flyer in all attendee bags)
- Sparrow: \$250

- Continued on next page -

22nd American Trails International Trails Symposium (ITS) SPONSOR CONTRACT - Page 2

SPONSOR AN EVENT or ITEM (see page 12 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 13-14. You must write in at least one item you would like to sponsor.

1st Choice: _____ Sponsor Amount: _____

2nd Choice: _____ Sponsor Amount: _____

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

- | | |
|--|--|
| <input type="radio"/> Yes, I want an exhibit booth | <input type="radio"/> Yes, I want to take advantage of the full registration(s) included* |
| <input type="radio"/> No exhibit space needed | <input type="radio"/> I would like to donate my registration(s) to a youth scholarship recipient |

**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)
- Please invoice me
- Visa MasterCard (these are the only cards accepted)

Card # _____ Exp Date _____

3 Digit Security Code on Back _____

Name on Card (print) _____ Signature _____

22nd 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 17-20, 2015 ~ Oregon Convention Center, Portland, Oregon

All exhibitors receive: 1 full registration package (with booths only); 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; and listing in the Registration Brochure, Conference Program, and 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.**

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:

10x10 Booth Business /Agency Rate \$1,000 10x10 Booth Nonprofit Rate \$700 6' Table Business/Nonprofit Rate \$400 (no booth)

\$ _____ Booth or Table Amount

(\$ _____) Discount (if applicable)

\$ _____ 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.)

\$ _____ **TOTAL**

****SPECIAL DISCOUNT OFFER: 10% discount (receive contract & paid in full by January 15, 2015)****

WITH YOUR REGISTRATION INCLUDED, PLEASE SELECT ONE:

YES, I will take advantage of the registration included (booths only) I would like to donate my registration to be used by a youth scholarship recipient

MEMBERSHIP LEVELS ~ 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

Card # _____ Exp Date _____ 3 Digit Security Code on Back _____

Name on Card (print) _____ Signature _____

SELECT ADDITIONAL ITEMS OF INTEREST:




Yes, I'd like to donate item(s) to the Auction. List item(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 know I am entitled to a 10% discount on a one-year advertising contract.

22nd 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 13 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)
- "Building Public Awareness for Trails" Exhibit Hall Event (\$15,000)
(Open to the Public)
- Publications Designer (\$15,000) SOLD 
- Opening Reception with Happy Trails Hour (\$15,000)
- Conference Registration Bags (\$10,000)
- Lanyards (for Badges) (\$5,000, does not receive booth or registration)
- International Presenter Scholarship – unlimited (\$2,500 each; does not receive booth or registration)
(NEW! Help sponsor an international presenter to attend the International Trails Symposium)
- Emerging Leaders Scholarship – unlimited (\$2,500 each; does not receive booth or registration)
(NEW! Help sponsor a young trail leader to attend the International Trails Symposium)
- Breaks – 4 available (\$2,500 each; does not receive booth or registration)
(During these 4 designated Break times, refreshments will be served in the Exhibit Hall)
- Trail Talk – 2 available (\$2,500 each; does not receive booth or registration)
(Coffee & pastries with an expert)
- Board Reception (\$2,500) SOLD  

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.

Questions or interested in sponsoring a Symposium event or item? Contact Candace Mitchell, Sponsor and Exhibitor Coordinator at candace@americantrails.org or (530) 605-4395.

22nd American Trails International Trails Symposium (ITS)

SPONSOR BENEFITS - Page 1

**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 address that is on the sponsor contract.*

****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. *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 the Sponsor Benefits listed below for each sponsorship level for full details.*

Bald Eagle

\$25,000

- Logo listing on the above mentioned items**, including on the Save the Date Postcard (subject to meeting print deadlines), as well as a listing in press releases.
- A customized benefit(s) (see page 12).
- 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), as well as a listing in press releases.
- A customized benefit(s) (see page 12).
- 4 full registration packages*.
- 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 12).
- 3 full registration packages*.
- 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 12).
- 3 full registration packages*.
- 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 -

22nd American Trails International Trails Symposium (ITS)

SPONSOR BENEFITS - Page 2

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 12).
 - 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).

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 12).
 - 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 Scholarship

\$2,500

- Logo listing on the above mentioned items**.
- NEW! Help sponsor an international presenter to attend the International Trails Symposium.
- **Does not include a booth or registration.**

Emerging Leaders Scholarship

\$2,500

- Logo listing on the above mentioned items** and on the Emerging Leaders 2015 webpage.
- NEW! Help sponsor a young trail leader to attend the International Trails Symposium. Learn more about our "Hulet Hornbeck Emerging Leaders Scholarship Program" online at www.AmericanTrails.org/2013/youth.html.
- **Does not include a booth or registration.**

\$1,000 booth/\$700 nonprofit booth/\$400 table

- See Exhibitor Contract for Benefits – page 11.

Blue Jay

\$500

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

Sparrow

\$250

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