

Hello APRA Vendors!

There is no doubt about it; our world has changed quickly over the last four months. It's hard to believe not that long ago, words like COVID-19 and social distancing were not part of our vocabulary. Circumstances affecting our lives and routines are changing rapidly, and there is no way of knowing what our "new normal" will look like when the changes slow down.

As Phil Jackson so eloquently stated, "the strength of each member is the team," and wow, do we have a great team! From the APRA Board of Directors who made the tough decision to pivot our in-person conference to a virtual event, to the phenomenal Conference Committee who worked long and hard to make this quick transition happen. We consider ourselves lucky to work with such dedicated professionals.

As APRA vendors, we have the unique opportunity to take our businesses and our customers to a new pinnacle of achievement with a virtual conference this year instead of an in-person get together. Although this will be a huge change, the benefits can be long-term, cost saving, and have immense reward.

The virtual conference will provide product spotlights, demonstrations, and networking opportunities between our exhibitors, sponsors, and attendees in an environment that is inclusive and engaging. Vendors are encouraged to get creative and use this virtual opportunity to create a real experience showcasing your products and services in a way that could never be offered in an 8x10 booth space.

- More available time with customers
 - Booth space will be available 24 hours a day for the three days of the LIVE conference
 - The content will live on for 60 days post-conference
 - Each vendor can take advantage of the platform analytics to see how much interaction has taken place at your booth
 - More customers will be able to attend because of virtual atmosphere – no travel time or expenses, no time away from the office, more attendees per organization
 - APRA will be providing each vendor with a list of attendees one week before the conference
- More marketing opportunities
 - Invite customers to view your booth
 - Give a sneak peek to what you will be showing off
 - Customers are able to "stop by" your booth for a personal chat – whether invited by you or as they browse through the trade show
 - Have staff members available to host time slots at your booth – multiple slots available for staff availability
 - If you are hosting an educational session, send your customers the details on how to join the session

- Additional marketing opportunities are available at an online meeting with access to all online data content
 - Manufacturer websites, catalogs, photo galleries
 - Previous project photos
 - Online sales opportunities for organizations with web sales available
 - All product offerings can be highlighted instead of a select few
- Schedule online meetings with appropriate staff members
 - Meeting notes can be tracked direct from the meeting
 - Meetings can be recorded for future clarification
- Automatic lead tracking will be provided for customers coming to your booth and an export can be downloaded after the event – no need to have a sign in sheet or collect business cards
- Consider a virtual raffle; there are some fun games online such as <https://wheelofnames.com/>
- Offer a virtual scavenger hunt where the attendee is required to go to your website and find a specific piece of information to win a prize
- Monetary benefits
 - Reduced travel and/or hotel expenses since all meetings can happen from the comfort of your office
 - Staff members are more readily available to handle daily business opportunities if not out of town
 - Less set up and tear down time with virtual conference vs live booth
 - Less “swag” expenses
 - Higher qualified contacts
 - Customer information is provided before the meeting is scheduled so more research can be done prior to the appointment
 - APRA is committed to providing flexibility regarding your investment in the conference
 - Defer a portion of your current investment to a future ARPA offering
 - Consider donating all or a portion of your booth or sponsorship payment as a charitable contribution to ARPA

As you may or may not know, APRA relies heavily on the support of its vendors during the conference, and this money is needed to operate and continue to offer professional development opportunities to our Arizona professionals. If they do not have vendor support and the revenues coming in from the annual conference, APRA will cease to exist as you now know it. We hope, however, you will remain a 2020 partner and help make the virtual conference a success.

Let's face it; park and recreation professionals have a special super-power! They bring people together. And there is nothing like a national emergency to demonstrate the importance of parks, fields, and trails to the wellbeing of families. Stay in touch, stay informed and above all, stay healthy.

If you have not already viewed the video link to the Endless Events Q&A this will give a better understanding of the platform opportunities:

<https://app.gong.io/e/c-share/?tkn=605v3hh5g0he1sbk3jir6sl3!>

For additional information and questions related to the Virtual Exhibit Hall, please see the attached info sheet or contact Exhibit Hall Chair, Linda Ayres layres@fh.az.gov

Thank you in advance for your participation!

Your APRA Vendor Representative,

Jordan Lynde

Play It Safe Playgrounds and Park Equipment, Inc.

