

America's Summit on National Parks
January 24-26, 2012
Poster Sessions

Explanation:

Summit organizers want all park partners who seek to play a role in the second century of the National Park Service to participate in the Summit. In addition to engaging in the discussions that will take place at general sessions, in break-outs and during informal periods, the organizers have created an opportunity for a limited number of displays which will stimulate conversation and discussions during key Summit events – an opportunity we are calling “poster sessions.” The displays are an excellent way to seek out partners and support for park-related initiatives. The displays will be limited to one or two easels or a draped, 6-foot table. Electricity, wired internet access and special lighting will NOT be available. And the displays must be manned during the designated periods.

There are currently three identified time periods for the poster sessions:

- 1) over lunch on January 25 (75 minutes);
- 2) during the reception on January 25 (90 minutes); and
- 3) during breakfast on January 26 (30 minutes).

We are now planning to have twenty (20) displays at Poster Sessions #1 and #3 and 15 at Poster Session #2, along with five (5) displays of pilot NPS partnership efforts. The same exhibits would be on display at Poster Sessions #1 and #3; a second set of displays would appear at Poster Session #2. Those seeking to display would be asked for a first choice of the two opportunities, although the organizers reserve the right to assign displays.

Cost:

The cost of a display at the America's Summit on National Parks will be \$600 for non-profit qualifying organizations and \$2500 for for-profit entities. The organizers reserve the right to select displays judged to be most relevant to the Summit purposes. Any organization applying for a display must describe in its application the display contents, including any signage of other major features. Pop-up displays are not permitted. All materials used in the display must be carried to the assigned site or transported in a two-wheeled exhibit case. No electricity or special lighting will be provided. Laptop computers operating on battery power are permitted. Each poster session includes one Summit registration. Additional participants must be invited by the organizers.

Description:

Each Poster Session coincides with a food session/social event for the Summit. In each case, rather than a sit-down meal, the Summit organizers will offer food and beverage stations with food which can be consumed while standing. Food will be smaller, finger-food sized items – and healthy foods and beverages will be showcased. Food stations will be interspersed among displays. Displays will be encouraged to leave a 6" free space along table edge for participants to put

down beverages and/or plates while standing at display. Displays utilizing tables will be identified with a Summit-proved sign which will appear on the front of the table.

In lieu of hand-outs, those offering displays are encouraged to collect business cards or utilize sign-up sheets to provide requested materials electronically.

Although not required to do so, Poster Session participants will be invited to plan short 2-4 minute overviews beginning each 10 minutes of the sessions, followed by a Q&A/discussion session. This will assist in encouraging movement among the exhibits. A map of all displays and contact information for each display will be presented and can be “stamped” – those collecting at least 6 stamps will be included in a drawing of park-appropriate merchandise and offerings.

Invitees for Poster Session (Partial):

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| The Corps Network | Major health advocacy organizations |
| Student Conservation Association | Key Latino organizations |
| NatureBridge | National Tour Association |
| Corporation for Travel Promotion | American Park Network |
| CIEE | Hispanic College Fund |
| Major youth service organizations | League Of United Latin American |
| ActiveNetwork | Citizens (LULAC) |
| APPL | Congressional Hispanic Caucus Institute |
| Watson Associates | American Heart Association |
| American Indian Alaska Native Tourism Association | National Council of La Raza |
| Take Me Fishing | The Coleman Company |
| Go RVing | REI |
| Discover Boating | NorthFace |
| Major educational organizations | Green equipment suppliers to NPHA |

Revenues:

Estimated income from non-profit entities:	\$15,000 (25x\$600)
Estimated income from for-profits:	<u>\$25,000 (10x\$2500)</u>
Total	\$40,000

Costs:

Registration fees:	\$ 8,125
Signage, easels and tables	<u>\$ 5,000</u>
Total	<u>\$13,125</u>

Net **\$26,875**

Coordination of Poster Sessions:

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