



DULUTH, MN 9.6-9.2022
2022 natural areas conference
Superior Visions: Navigating Complexity Amid Constant Change

**sponsor & exhibitor
opportunities**

HOSTED BY THE NATURAL AREAS ASSOCIATION

About the Natural Areas Association & the Natural Areas Conference

The Natural Areas Association (NAA) is a nonprofit membership organization that serves those dedicated to the management and restoration of biologically-important natural areas in North America. Protecting nature requires reliable science to inform practices on the ground and a network of stewards who work tirelessly to protect, manage and restore land and water biodiversity. The NAA is a community of professionals who protect biodiversity through science-based land management preservation and restoration practices. Our stakeholders are leaders in conservation ecology and related fields who identify challenges, develop solutions, share critical findings, and adopt best practices through networking and collaboration.

Science that informs practice does not advance in a vacuum, but relies on communication, collaboration, and information sharing as much as models and data analysis. The NAA's Natural Areas Conference was founded to gather local, state, regional, and national partnerships among federal and state government agencies, non-profit organizations, private industry, and academic institutions in order to foster cooperation that would lead to solutions to overwhelming problems. At the conference, scientists at the leading edge of ecology present their research. Practitioners who have developed innovations methods, techniques, and approaches to address conservation challenges share their work with in-depth discussions of often complex topics. The conference also features hands-on field workshops to advance skills, demonstrate new applications, and experience emerging practices that are relevant, practical and actionable. During the Natural Areas Conference, partners from nonprofit and community organizations, state, federal, and local governments, and colleges and universities come together to strengthen collaborations and tackle ever-evolving changes in natural area conservation, stewardship, and advocacy.

Where is the 2022 Natural Areas Conference?

The Natural Areas Association will host the 49th Natural Areas Conference, September 6 - 9, 2022, on the shores of Lake Superior in Duluth, Minnesota. Superior Visions: Navigating Complexity Amid Constant Change will focus on the ecological dynamics unique to the landscapes surrounding Lake Superior as well as those in the greater region. Minnesota and Wisconsin are at the intersection of four of those regions: the Prairie Parkland, Tallgrass Aspen Parkland, Eastern Broadleaf Forests, and Laurentian Mixed Forest, which will provide a backdrop for discussing techniques and technologies crossing disciplines, ecosystems and administrative boundaries.





◀ Palisade Head

▼ The Boundary Waters
Canoe Area Wilderness



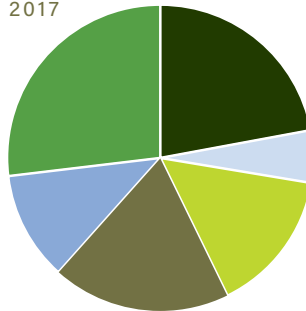
TO LEARN MORE ABOUT THE NAA AND THE 2022 NAC, naturalareas.org

Who attends ... in-person and online?

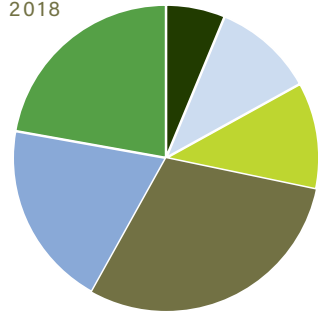
The Natural Areas Conference is the longest-running annual national event bringing together natural area professionals—managers, practitioners, communicators, and scientists—to exchange the latest science, share innovations, build effective collaborations, and address conservation challenges. The conference typically draws 350 to 500 in-person attendees, and the opportunity for an unlimited number of participants through a virtual registration option. Virtual participation will be offered for the first time in 2022. The virtual registration option will include live stream access to plenary sessions and limited breakout sessions. NAA continues to host the conference because our community tells us that this gathering is essential to the advancement of their work.

Conference Attendees

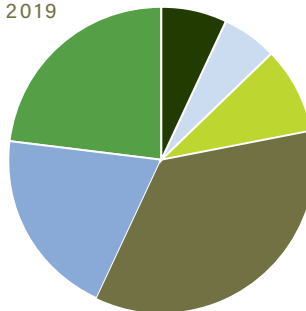
Fort Collins, CO
2017



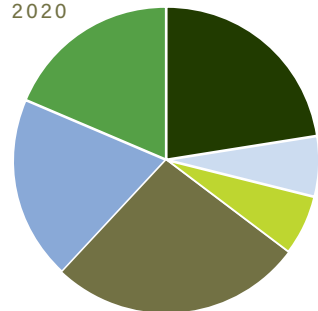
Bloomington, IN
2018



Pittsburgh, PA
2019



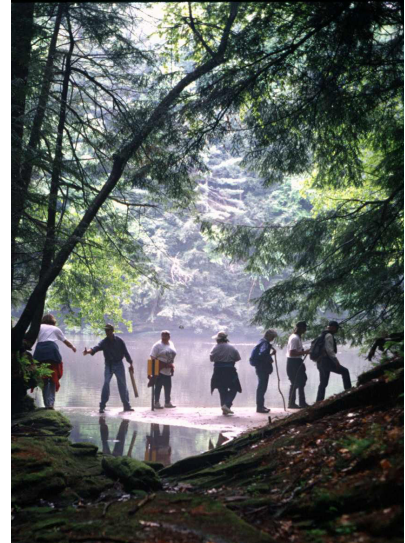
Virtual Conference
2020



● federal agency ● state agency ● for-profit company
 ● university ● local agency ● nonprofit organization

What do our people do?

Advocacy	Endangered Species Conservation	Invasive Species Control & Prevention	Native Plant Education & Conservation
Coastal Area & Wetlands Conservation	Environmental Monitoring and Compliance	Landowner Education	Natural Resource Data & Inventory Management
Environmental Communications	Fire Science & Management	Large-scale Landscape Conservation	Pollinator & Invertebrate Conservation
Conservation Planning & Design	Habitat and Wildlife Management	Native Seed Collection & Resource Management	Sustainable Recreation
Conservation IT	Hydrologic Restoration & Management	Natural Areas Land Management & Stewardship	Volunteer Management
Ecological Research			Watershed Management
Ecosystem Management			



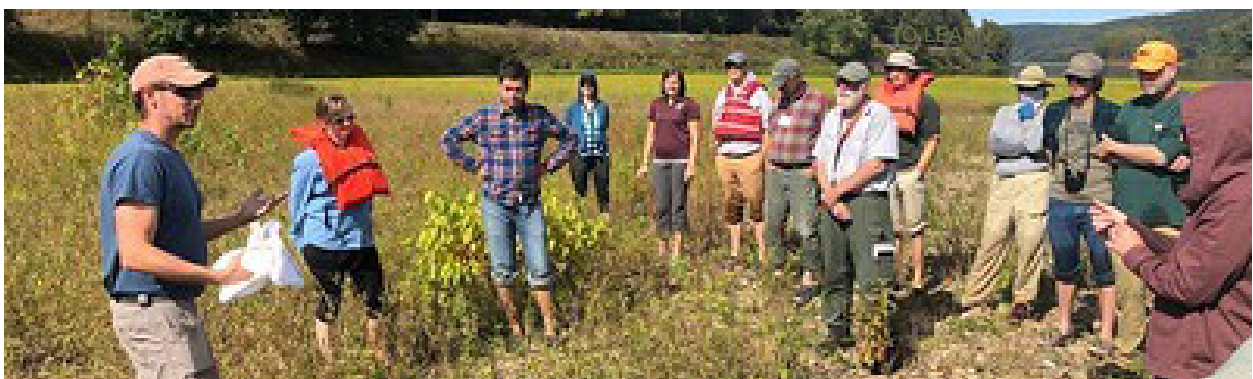
▼ © Missouri Department of Conservation

▲ © Wisconsin Department of Natural Resources



◀ © David Borneman, LLC

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Be a Sponsor

SPONSORSHIP PACKAGES	LAKE SUPERIOR	MINNESOTA POINT	NORTH SHORE	ST. LOUIS RIVER ESTUARY	SAX-ZIM BOG	POKEGAMA BAY
COST	\$25,000	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500
Featured booth placement in the exhibit hall	★					
One minute video prior to run prior to Welcome & Opening Remarks to in-person and virtual attendees	★	★				
One minute video aired during conference at NAA discretion	★	★	★			
Named "host" of a conference break or social event	★	★	★	★		
Design and host a concurrent breakout session or hands-on field workshop.	★	★	★	★	★	
Complimentary Full Conference Registration	4	3	2	1	1	
List of Conference Attendees	★	★	★	★	★	★
One exhibitor table in exhibit hall	★	★	★	★	★	★
Tickets to a VIP reception	4	4	2	2	2	1
Shared exhibitor table in exhibit hall	★	★	★	★	★	★
Complimentary Virtual Conference Registration	5	5	4	4	3	2
NAA Membership	★	★	★	★	★	★
Recognition on conference meter board in high traffic area	★	★	★	★	★	★
Recognition on NAA Event Website	★	★	★	★	★	★
Recognition on event promotional emails	★	★	★	★	★	★
Recognition in the <i>Natural Areas Journal</i>	★	★	★	★	★	★
Inclusion of all sponsors logos/names in post-event Thank You email	★	★	★	★	★	★

NONPROFITS RECEIVE A 25% DISCOUNT ON ANY LEVEL OF SPONSORSHIP.
WANT TO CUSTOMIZE A SPONSORSHIP? CALL 724-995-8466



Exhibitor space is limited and placed in high traffic area near refreshments.

- Reach hundreds of professionals in your target audience with information about your services, programs and products
- Forge and renew relationships with key decision-makers and purchasers
- Interact with attendees during multiple events in the exhibit space
- Raise awareness of your organization or company in the conservation community

Exhibit Table

- Exhibit space with 8 foot table, two chairs, table linen, and waste basket
- Complimentary WIFI
- Electricity available at an additional cost
- Attendee list prior to the conference
- Listing in the conference program

****please inquire about larger display options**

If you would like to purchase an exhibit space a-la-carte, please contact us at info@naturalareas.org.