



natural
areas
ASSOCIATION

RENO, NV 10.14-16.2020
2020 natural areas conference

photo | Lance Oditt | Studio 4760 North

sponsor & exhibitor
opportunities

HOSTED BY THE NATURAL AREAS ASSOCIATION

About Natural Areas Association & the Natural Areas Conference

The Natural Areas Association (NAA) is the only national, nonprofit membership organization dedicated to the support and advancement of the community of natural areas practitioners. We provide them with the best scientific information to inform their work on the ground. Now in its 46th

year, the annual Natural Areas Conference (NAC) is one of the nation's oldest continuous gatherings of conservation professionals. Here they learn about new research, receive valuable training and make important connections with other professionals in conservation-related fields.

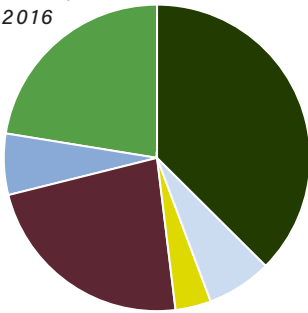
Who Attends the Natural Areas Conference?

The conference typically draws 350-600 attendees in the natural areas professional community. We hold our conference in a different location each year

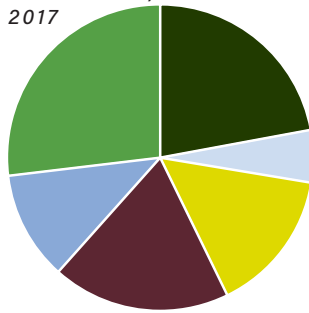
to serve our diverse constituencies. The makeup of our attendees varies according to region.

conference attendees

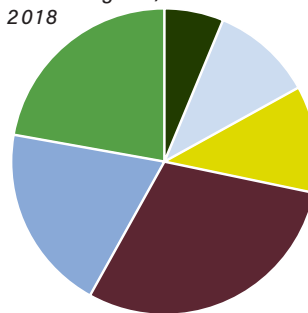
Davis, CA
2016



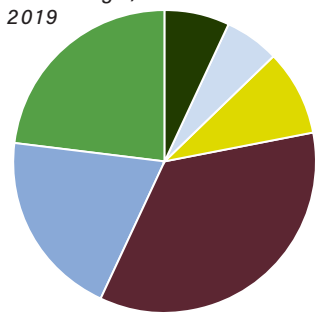
Fort Collins, CO
2017



Bloomington, IN
2018



Pittsburgh, PA
2019



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

What do our people do?

Advocacy

Communicate the importance of our work

Conservation information technology

Ecological research

Ecosystem management (forest, wetland, grassland, desert, aquatic and watershed)

Endangered species conservation

Environmental monitoring & compliance

Environmental project review

Fire science & management

Fundraising

Habitat management

Hydrologic restoration & management

Invasive species control & prevention

Landowner education

Large scale landscape conservation

Native plant conservation

Material development and use

Natural areas program development

Natural areas visitor management

Natural areas restoration & restoration genetics

Natural resources inventory

Pollinator & invertebrate conservation & habitat management,

Preserve design & conservation planning

Reintroduction ecology

Sustainable Recreation

Volunteer management

to learn more about NAA or be a part of this event:
naturalareas.org

natural areas ASSOCIATION

Be a Sponsor

organizations and businesses who sponsor the NAC include:

- Private Foundations
- State and Local Agencies
- Nonprofit Organizations
- Federal Agencies
- Companies and Corporations
- Academic Institutions

Sponsorship Packages	GREAT BASIN	LAKE TAHOE	TRUCKEE RIVER	PYRAMID LAKE	SIERRA NEVADA	SAGEBRUSH
Cost	\$25,000+	\$10,000 - \$24,999	\$5,000 - \$9,999	\$2,500 - \$4,999	\$1,000 - \$2,499	\$500 - \$999
Naming rights to a conference event†	●	●				
Color ad in conference program	full page	half page				
Complimentary conference registration	5	2-4	1			
Name recognition on all digital promotional materials	●	●	●	●		
Exhibit space	●	●	●	●		
List of conference attendees	●	●	●	●		
NAA membership	team	supporter	supporter	associate	associate	
Recognition on the NAA website through the conference	logo	logo	logo	logo	name	name
Tickets to a VIP reception	6	4	4	2	2	1
Name on conference signage	●	●	●	●	●	●
Recognition in the <i>Natural Areas Journal</i>	●	●	●	●	●	●
Logo in conference program	●	●	●	●	●	●

†restrictions apply

Where is the 2020 Natural Areas Conference?

The Natural Areas Conference will be coming to Reno, Nevada on the banks of the Truckee River, which connects the Sierra Nevada mountains to the Great Basin. Nevada boasts spectacular natural sights, from the sweep of the Great Basin sagebrush to the beauty of Lake Tahoe.

The conference venue, the Grand Sierra Resort, is in the heart of the Truckee Meadows. You can make your hotel reservations in our specially priced room block now. We look forward to partnering with organizations in Nevada, California and surrounding states.

Become an Exhibitor

Exhibit space is limited, and all exhibitor spaces are premium spots, placed in a high-traffic area near refreshments.

why exhibit?

- 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 space options:

For-profit Exhibitor \$950 (NAA Member - \$900)

Nonprofit Exhibitor \$500 (NAA Member - \$450)

exhibitor benefits:

- Exhibit space with 8' table, two chairs and table linen
 - free wireless internet access
 - electricity available at an additional cost
**please inquire about larger display options*
- Listing in the conference program
- Attendee list provided prior to conference

Note: Conference registration is not included. If exhibitors wish to attend sessions, we ask that they register for the conference or consider a sponsorship that includes complimentary registration and exhibit space.



RESERVE YOUR SPOT TODAY AT naturalareas.org