



HOSTED BY



Industry leaders in the field of Conservation Land Management and Park Operations are gathering to participate in the Annual Conservation Areas Workshop (CAW), October 24-26, 2023, at the Fern Resort in Orillia.

After 16 years of workshops this event has demonstrated its worth to our dedicated participants. With over 100 attendees annually from Ontario's 36 Conservation Authorities, those who attend bring a wealth of knowledge, innovative ideas, new products, tools, and services back to their organizations. We discuss critical issues and best management practices at the forefront of conservation land management.

We invite you to join us in supporting the Conservation Areas Workshop through your sponsorship and/or vendor participation at our Exhibitor Marketplace.

Your Workshop support is an impactful way to reach collaborative, influential representatives from Conservation Authorities and their partnering organizations - including municipalities. It will also demonstrate your company's support for the growing industry of Conservation Lands Management.

Funds raised through this event will support the CAW in continuing to provide our attendees with meaningful education relevant to our valuable work.

How to get involved:

- **Become a SPONSOR of our event**
 - Sponsorship recognition and benefit levels of support can be found on page 5
- **Become an EXHIBITOR at the Exhibitor Marketplace**
 - Exhibitor Marketplace to be held Wednesday, October 25 from 3:30 – 5:30 PM, followed by dinner.
 - This event runs exclusively for our event attendees, without any other competing workshops.

Benefits to Sponsors and Exhibitors:

For you, sponsorship and/or vendor exhibition is an opportunity to:

- Directly connect and strengthen your brand with Conservation Land Management and Park Operations industry professionals
 - Attendees have a role in:
 - Parks planning and managing maintenance operations
 - Purchases and procurement processes
 - Managing large-scale capital projects
- Cultivate new and stronger networks with our attendees and other industry brands
- Engage your brand with respected organizations who demonstrate strong environmental ethic

Sponsorship/Exhibitor Confirmation Deadline for Full Recognition and Benefits:

September 6, 2023

For more information, please contact:

Sponsorship Contact:

caworkshop@cvc.ca

Tori Fisher and David Orr

Exhibitor Contact:

marmstrong@grandriver.ca

Michael Armstrong

The success and longevity of this event is strengthened by the generosity and partnership of community-minded and environmentally responsible businesses such as yours.

Thank you for your consideration, we look forward to hearing from you,



Tori Fisher
Coordinator, Conservation Parks
Credit Valley Conservation
Co-Chair, Conservation Areas Workshop



David Orr
Senior Specialist, Enforcement
Credit Valley Conservation
Co-Chair, Conservation Areas Workshop

Who We Are

The Conservation Areas Workshop is attended by more than 100 industry leaders in Conservation Land Management and Park Operations (recreation, facility management, outdoor educators, and environmental planners).

- Delegates have a role in:
 - o Parks planning and managing maintenance operations
 - o Purchases and procurement processes
 - o Managing large-scale capital projects

The Conservation Areas Workshop is well-respected in the conservation sector as a volunteer committee that brings together decision makers and industry leaders who work towards networking, sharing best practices, and building capacity for future conservation experiences.

Our team dedicates time to the development of industry knowledge, including:

- Staff and visitor health and safety
- Recreational opportunities and products
- Innovative development and technology in outdoor recreation
- Design elements of park infrastructure (signs, kiosks, pavilions etc.)
- Ecosystem management including Species at Risk and Invasive Species
- Visitor management and reservation system technology
- Managing liability and insurance needs
- Indigenous engagement
- Enforcement and compliance
- Share knowledge of:
 - o Forestry, arboriculture, and hazard tree management,
 - o Trail, bridge, and boardwalk building and facility infrastructure management,
 - o Property maintenance and operational plans.

As a highly collaborative network of professionals, we share the latest and greatest in our fields. Those products, services, and methods that serve to benefit any Conservation Area are discussed and displayed at the Workshop. Resources are shared following the workshop.

We are passionate about conservation and believe that the industry is only strengthened by the partnerships created each day.

Testimonials

“Capstone has been working with Conservation since 2017 and has enjoyed a working relationship marked with dedication, sincerity and integrity from all staff encountered. The Conservation Areas Workshop has afforded me the opportunity to collaborate further with Conservation staff across the province. What I particularly enjoy about these opportunities is my own chance for growth and learning. Together we deepen our knowledge of complex issues facing conservation today and build a network of people committed to the same purpose who can support each other navigating this industry.

I have thoroughly enjoyed my opportunities with Conservation Areas Workshop, meeting other vendors and staff. It has enabled me to grow my business and assist good people doing amazing work.”

Angela McKenna, Owner, Capstone Development & Training

“We have sponsored for more than 10 years and are so glad we were invited years ago, since then we were every year present in Geneva Park. Since our first participation in the workshop, we saw our business of picnic tables, park benches and trail gates grow, and we continue to be busy. Thanks to all the Conservation Authorities for believing in our product. It is also a great reference for Townships and Municipalities when they hear how many Parks and Conservation Areas house our tables and benches.”

Monique and Michael Pyfferoen for Michael’s Stabling Developments Inc. (MSD Inc.)

"I have found the Conservation Areas Workshop events very beneficial as a way to educate the attendees on the products and services we sell. The format of the events is excellent particularly how the attendees are incented to visit the exhibitor’s booths. I would recommend this event to any interested suppliers and look forward to attending the next event."

Steve Gruber, Owner, GruMac Inc.



Conservation Areas WORKSHOP

HOSTED BY



**Credit Valley
Conservation**
inspired by nature

2023 CONSERVATION AREAS WORKSHOP SPONSORSHIP LEVELS

SPONSORSHIP LEVEL	AMOUNT	RECOGNITION
PRESENTING SPONSOR	\$5,000+	<ul style="list-style-type: none"> All CONTRIBUTING & SUPPORTING SPONSOR perks, plus: Option to address Workshop attendees. Free Workshop registration (including accommodation and meals at Fern Resort) for one person - (\$700 value). Title Sponsor recognition (company name and logo displayed on front cover). A full-page advertisement in the workshop program. Title and logo recognition on printed and digital workshop materials on-site.
SUPPORTING SPONSOR	\$2,000 - \$4,999	<ul style="list-style-type: none"> All CONTRIBUTING SPONSOR perks, plus: Recognition in opening/closing workshop remarks. Company name and logo on pre- and post-workshop communications to attendees. A half-page advertisement in the workshop program's "Presenting Sponsors" page. Company recognition on Conservation Ontario social media (31.5K followers, followed by all 36 Conservation Authorities). Exclusive Exhibitor Marketplace booth on-site.
CONTRIBUTING SPONSOR	\$1,000 - \$1,999	<ul style="list-style-type: none"> Recognition during the Exhibitor Marketplace. Logo placement on CAW sponsor board/poster at central Workshop locations. Logo, company name and contact information listed in the workshop's program. Recognition on CA Workshop webpage.

**Optional in-kind donation of equivalent value available.*

MARKETPLACE EXHIBITOR

\$700 (Early Bird)	<ul style="list-style-type: none"> Logo, company name, and contact information listed in the Workshop's program (Exhibitor Marketplace page). Logo placement on CAW sponsor board/poster at central Workshop locations. Exclusive Exhibitor Marketplace booth on-site.
\$800 (After Sept. 6)	<ul style="list-style-type: none"> Table, table coverings, and chairs provided. Two-hour, exclusive Exhibitor Marketplace event (no other sessions running at the same time). Optional complimentary meal after Exhibitor Marketplace

**Electricity available at select booths; first-come, first-served.*

OCTOBER 24-26, 2023

Fern Resort | 4432 Fern Resort Rd. | Township of Rama ON L3V 0Z1

WWW.CONSERVATIONAREASWORKSHOP.COM