

SGP HOSTED BY THE
SUSQUEHANNA
GREENWAY
PARTNERSHIP



\$50 / VENDOR
\$25 / NONPROFIT

SUSQUEHANNA

GREENWAY

OUTDOOR

EXPO

SHIKELLAMY STATE PARK • JUNE 3, 2023



**VENDOR PROSPECTUS
& SPONSORSHIP GUIDE**

ABOUT THE EXPO



Pennsylvania ranks among the top states in the country in terms of spending on outdoor recreation activities, in part due to its abundance of public land. However, the central Susquehanna region lacks sufficient retailers and professionals to engage and equip our area's enthusiasts. The **Susquehanna Greenway Outdoor Expo** seeks to address this need by gathering the outdoor community to test out gear, learn from experts, & explore the opportunities of the region.

Location: Shikellamy State Park

Date: Saturday, June 3, 2023

National Trails Day, National Great Outdoors Month

GOALS OF THE EVENT



Showcase hiking, biking, paddling, and other outfitters from across the state, allowing attendees to test & buy equipment.



Provide a platform for the recreating community to convene and learn from regional and state professionals.



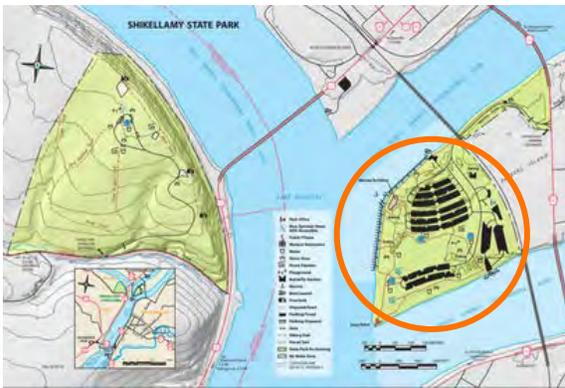
Connect residents and visitors to strategic partners and resources that foster independent recreation.



Showcase opportunities and venues for recreation across the Susquehanna Greenway and state.

Site Overview

Shikellamy State Park is situated at the confluence of the North and West Branches of the Susquehanna River. The park was chosen both for its central location in Pennsylvania, as well as its likelihood to draw interest from all reaches of the Susquehanna River region. The park features an overlook and a marina; the Expo will be primarily based out of the marina section of the park.



For a full site map, see back cover.

Expected Attendance

The very first Greenway Expo saw an estimated 800+ attendees and 50 exhibitor booths in 2022. SGP expects that number to grow with each year as we put more resources into advertising the event and growing our vendor participation. See page 10 for additional statistics.

Activity Categories

The Expo features four activity categories to engage the public:

ON-WATER

Features on-water skills clinics, equipment demonstrations, and opportunities for visitors to test equipment. Eligible vending items: kayaks, canoes, SUPs, paddles, PFDs, support gear, apparel, & more.

ON-LAND

Offers the chance for visitors to test and purchase gear and apparel for all land-based recreation. Eligible vending items: gear, footwear, maps, apparel, etc.

ON-WHEELS

Showcases the best of bicycle gear and equipment. From a youth bike rodeo to bike tune-ups, we welcome all cycling-related services. Eligible vending items: bicycles, helmets, gear, apparel, tune-up kits, & more.

ADVENTURE & ADVOCACY

Features the educational tent and presentations area, as well as outdoor panels, storytelling, non-profit tabling, health partners, & more.

VENDORS & EXHIBITORS

Benefits of Exhibiting

- Increase exposure
- Sell products/services on-site
- Demonstrate products/services
- Create brand awareness
- Distribute free samples and literature



Who Should Participate?

SGP seeks vendors who can provide at least one of the following:

- Equipment and apparel: Items may be for display, trial, or for sale. Vendors are asked to offer a discount for attendees to encourage purchases and facilitate product engagement.
- Hands-on skills clinic or activity: Vendors and presenters are invited to offer hands-on clinics or activities related to paddling, cycling, and other relevant recreational skills.
- Educational presentations: The Expo will feature a presentation tent for speakers on a variety of topics related to exploring the outdoor opportunities on the Susquehanna Greenway. Presentations length will vary.
- Resources on outdoor opportunities: One goal of the Expo is to provide attendees with resources to enhance their knowledge of the area and the opportunities it provides. These may include maps, brochures, info, etc.



EVENT SCHEDULE

FRIDAY, JUNE 2

By appointment

Option to set up tents, tables, & trailers early

SATURDAY, JUNE 3

7:00 - 9:30am

Booth setup

10:00am - 3:00pm

Event open to the public

3:00 - 5:00pm

Booth teardown

8:00pm

Park closes

Note: Vendors may set up booths Friday or Saturday, but all displays must be taken down on Saturday after the event.

EXPECTATIONS

For vendors who wish to participate in the Expo:

- \$50 vendor fee
- \$25 for non-profits
- Those selling merchandise are expected to provide some kind of discount / coupon incentive for attendees.
- Certificates of insurance must be provided or a liability waiver must be signed.

BOOTH INFO

- Vendor space size varies depending on needs
- 10x10 and 10x20 available
- Larger spaces also available upon special request
- Vendors are asked to provide their own tents, tables, chairs, and other equipment they may need

EMPHASIS ON EXPERIENCE

Those who apply to have a booth at the event are encouraged to provide attendees with some kind of interactive experience. Please consider what that might look like for your business or organization. We want the event to be active and engage people at a multitude of levels. Need ideas?

We have a few suggestions below to help get you started.



Trivia Questions

Encourage guests to test their knowledge.



Arts & Crafts

Invite guests to participate in a hands-on activity.



Spin the Wheel

Attract guests with a spin the wheel for prizes, fun facts, & more.



Prizes & Goodies

Entice guests with the opportunity to win, big or small!



Show, Don't Tell

Educate guests on what you do with an interactive display.



Test Gear

Allow guests to interact with your products.

DATES & DEADLINES



March 3

Recommended
Deadline for
Sponsorships



May 3

Official
Registration
Deadline



June 3

Susquehanna
Greenway
Outdoor Expo

CLINIC, DEMOS, & WORKSHOPS



Given the experience-oriented nature of the event, we also welcome those who are interested in providing clinics, demonstrations, and workshops throughout the day. Share your ideas with us on your Registration Form and we will reach out to see how we can work your activity into the schedule. We've included some examples below.



Climbing Wall



Mountain Bike Demo Course



Casting Clinic



Wildlife Encounter



On-Water Safety



SUP Workshop



Bicycle Tune-Ups



Paddling Basics



Kids Bike Rodeo



Camping 101

FREQUENTLY ASKED QUESTIONS

Q. As a vendor, do I have to sell my products at the Expo?

Bringing a full inventory of your products can be difficult. If you would prefer not to sell your product(s) on-site, you may opt to provide a discount code and allow attendees to purchase at your store or online. However, we do request that you bring products to demo.

Q. How much space can I have?

We recognize that vendors will have varied requirements for space due to the nature of the products and demonstrations provided. 10x10 and 10x20 spaces are available, as well as additional flex spaces that will vary in size depending on need. If you need a specialized space, please let the staff of SGP know as soon as possible. These will be accommodated as space is available.

Q. How soon can I access the space?

Vendors may access the event space beginning by appointment on Friday, June 3rd to set up tents, tables, trailers, and chairs. Vendors are encouraged to set up gear on Saturday morning as there will not be security provided through the night.

Q. Will I be able to select where my booth is placed?

SGP will assign you a space within the event venue based on the information provided upon registration. If you have special requests, please let SGP know in advance.

Q. How do I signup?

Email ajajko@susquehannagreenway.org to request registration information.



Have more questions?

Email info@susquehannagreenway.org or visit our FAQ page, which will continue to be updated as questions arise:

susquehannaexpo.com

SPONSORS

Benefits of Sponsorship

Heightened Brand Awareness

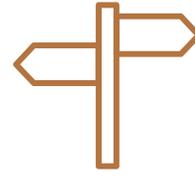
Increase your reach and exposure to new clients, customers, and businesses within your target area.

Demonstrated Investment in Community

Sponsorship helps your brand establish goodwill and show your community that you're a reliable partner that is able and willing to support all things local.

Minimal Cost

Get your business out there with a lower financial investment than a traditional marketing strategy. Your brand will be seen by a large, statewide audience, saving you valuable time and resources.



Name & logo on event signage



Ads in event program



Exposure on event website



Engage with attendees in-person



Reputation for supporting local



Low cost for number of people reached



SPONSORSHIP LEVELS

TRAIL SPONSOR (10)

- Company name on event website and electronic materials
- Invitation to co-host Facebook event
- Invitation to the planning committee
- Business card ad in event program

\$500

RIVER SPONSOR (8)

- All benefits received at previous level
- Company logo on event banner & printed media
- Option to have a 10x10 booth at event
- Quarter page ad in event program

\$750

SUSQUEHANNA SPONSOR (4)

- All benefits received at previous levels
- Company logo on event website
- Social media recognition
- Option to provide promotional items to attendees in tote bag
- Half page ad in event program

\$1,000

GREENWAY SPONSOR (3)

- All benefits received at previous levels
- Company logo on event tote bag & prominently displayed on all event-related materials
- Option to address the crowd & provide display
- Named sponsor for program area
- Full page ad in event program

\$1,500

TITLE SPONSOR (1)

- All benefits received at previous levels
- Name prominently displayed with the title of the event as "Presented to you by [insert name]"
- Opportunity to publish a 2-page feature article on an relevant topic in the event program

\$3,500

A-La-Carte Sponsorship Items

We also welcome the opportunity for interested parties to sponsor individual items or opportunities that add a little something extra to the event. Examples might include a water refill station, charging kiosks, or something of your choice that you think would be a great addition! See the chart for some of our pre-determined a-la-carte items.

Porta Potties (covers 2; standard & handicapped)	\$230
EMS On-Site Services	\$240
Information Kiosk	\$300
Educational Presenter	\$350
Musical Entertainment	\$400
Volunteer T-Shirts	\$450



2022 EXPO

By the Numbers



SGP HOSTED BY THE SUSQUEHANNA GREENWAY PARTNERSHIP



2022

SUSQUEHANNA GREENWAY

OUTDOOR EXPO

SHIKELLAMY STATE PARK • JUNE 4, 2022

DAY-OF ATTENDANCE



1,400 more cars recorded entering the park than on a usual Saturday in June



952 new website visits that week

50 exhibitors attended

1,645 people following the Facebook event

WHAT ARE PEOPLE SAYING?



GUESTS

Great turnout!
Terrific event with lots of great people and information.
It is wonderful to see this happening in central PA!
It was AWESOME! I hope you have it again next year.
Had an awesome day with great company, super networking, tons of great stands and info.
We had a wonderful time on a perfect summer day.

EXHIBITORS

We're proud to support the Susquehanna Greenway!
Thank you to SGP for having us at the Outdoor Expo last week!
Happy to have been a part of the first annual Outdoor Expo!
From ages 3 to 83, there were so many people whose smiles will keep bringing me back to this event.
What a great event to be a part of!

NEWSLETTERS



35,166 people were reached via online newsletters sent out by the SGP, partners, & exhibitors.

PRINTED MEDIA



86,620 people were reached via printed media in local newspapers and magazines.

ONLINE MEDIA



61,913 people were reached via online feature articles and stories written about the event.

SITE MAP

Shikellamy State Park: Marina Section



The Susquehanna Greenway is a connected corridor of paddling, walking, and biking trails, boat launches, conserved lands, and communities that runs along the Susquehanna River in Pennsylvania.



The Susquehanna Greenway Partnership (SGP) is a 501(c)3 non-profit dedicated to advancing the vision of the Susquehanna Greenway.

SGP works with partners to grow the network, inspire people to engage with the outdoors, and transform communities into places where people want to live, work, and explore.

