

39th Annual
Northeast Resource Recovery
Association
Recycling Conference & Expo.
May 18 & 19, 2020
The DoubleTree by Hilton,
Manchester, NH



*“Think Outside the Bin:
Refuse, Reduce, Reuse, Recycle, Rot”*

2020 Sponsor-Exhibitor-Advertiser Packet

Visit our Website, www.nrra.net, to register online

The recycling non-profit **Northeast Resource Recovery Association (NRRA)** has a long history of bringing together key players in the resource recovery industry to address pressing recycling market and waste stream issues. **NRRA's critically acclaimed Recycling Conference & Expo is a premier annual resource recovery conference focused exclusively on municipal recycling in the Northeast.** This year's theme, *"Think Outside the Bin: Refuse, Reduce, Reuse, Recycle, Rot"* emphasizes how the industry's stakeholders can problem-solve to improve municipal resource recovery throughout the Northeast and beyond.

We invite your organization to join us as a sponsor, exhibitor or advertiser and gain visibility and access to over 400 attendees and speakers from across the recycling and waste management industry including leaders and decision makers from:

- Municipal recycling centers and transfer stations;
- Landfill and incinerator operators;
- State, city and town governments; and
- Business and industry.

Our 2020 event will be held on Monday and Tuesday, May 18 & 19 in Manchester, NH. Vendor set up will be on Sunday, May 17th. We hope you'll plan to join us later that afternoon for a Welcome Reception featuring appetizers and a cash bar.

New this Year! The Recycling Conference & Expo will be held over two full days and will have designated workshop tracks for (1) solid waste operators; (2) administrators and community members; and (3) schools. Bea Johnson, the leading spokesperson for the zero waste lifestyle movement, will be our keynote speaker Monday at lunchtime, replacing the prior Monday awards ceremony.

For nearly 40 years, NRRA has partnered with municipalities to make recycling strong through economic and environmentally strong solutions. *NRRA enables communities to manage their own recycling programs through a unique combination of cooperative marketing and purchasing programs and education and technical assistance in the general areas of recycling and waste reduction. NRRA has over 400 municipal, business, and individual members throughout New England.*



Call for Sponsors

The **Northeast Resource Recovery Association's Annual Conference** is successful because of the dedication, commitment and generosity of the businesses and organizations that participate as sponsors. Your sponsorship ensures high visibility and recognition among attendees while contributing to the overall quality of the event.

Thank You for your Support!

Sponsorship Opportunities and Benefits

Benefits	Sponsorship Level				
	Diamond \$7500	Platinum \$5000	Gold \$4000	Silver \$3000	Bronze \$1850
Exhibit Booth Included	Premium	Premium	Prime	Prime	Standard
Sponsoring	School CLUB or Keynote	Sunday or Monday Social	Lunch Mon or Tues	Breakfast	Coffee Breaks
Verbal Recognition	✓	✓	✓		
Podium Time @ School Club Awards or Keynote Lunch (2 minutes)	✓				
Logo Placement in All Promotional Materials	✓	✓	✓		
Company Description in Program	✓	✓	✓	✓	✓
Signage/Print Recognition	Logo @ School Club awards or Keynote Speech	Logo on Drink Tix at Social	Logo Displayed Prominently @ Lunch	Logo Displayed @ Breakfast Buffet	Logo Displayed @ Coffee/Food Stations
Print Advertisement	Full Page Color	Full Page B&W	Half Page B&W	1/4 Page B&W	No Ad, Listing Only
Conference Registrations Included	4	3	3	2	2

If you wish to be a sponsor, please fill out the enclosed **NRRA Sponsor and Exhibitor Registration Form** and return it. We will email an invoice to the contact name listed. All sponsorships **must be paid in full & all Ads, Logos and Program Descriptions must be received by April 15, 2020** to be recognized and listed in the Exhibit Hall and all printed materials.

Questions? Please contact Stacey Morrison at 603-736-4401 or smorrison@nrra.net

Trade Show Exhibit Booths

We have 58 exhibit booths available! Reserve your space early!

The Exhibit Hall is located in the “Armory” Hall of the DoubleTree by Hilton, Manchester

Standard Booth \$1050

Non-Profit Table \$550

All booths are 10' x 10' and non-profit tables are 2' x 6' x 30". Booths are draped and include a table, and both booths and non-profit tables include 2 chairs, and a standard sign and internet access. Two two-day conference registrations, which include breakfast and lunch, are provided with each booth and non-profit table. Additional attendant registrations may be purchased upon request for \$75 per person per day. Electricity is provided at no charge, but you MUST order it in advance through your NRRA Conference Registration Form.

Exhibit Services – NRRA has again contracted with Capital Exposition Services to handle all its exhibitor needs. An exhibitor packet will be sent to you upon registering for the conference and will contain all the information you will need for exhibiting. You can also reach them directly at 877-335-3700 or email John at johnl@capitalconventions.com

INCREASE YOUR VISIBILITY

Monday Night Reception – Formerly known as “After Hours with the Exhibitors” this event will be held in the general reception area. This is a great opportunity to mingle with our attendees in a fun, relaxing environment while enjoying appetizers and cocktails. Use your “free Drink Ticket” and join the fun! Better yet, become a **Platinum Sponsor** and have your company logo on the drink tickets and evening signage!

“Spin the Wheel” – This is a fantastic way to increase foot traffic to your booth! Every Year we have Exhibitors who say they wish they had known just how much this activity draws the attention to their booth. Don’t be unprepared, sign up today. There is no charge to get your name on the wheel, but Vendors must agree to provide prizes for up to 100 attendees in order to participate. **Please, no alcoholic beverages may be given as a prize** and please avoid candy. The School Conference kids will be there both days this year! All Vendors who sign up to be on the wheel will be entered in a raffle for a booth discount for our 2021 Conference. The winner will be announced at the Monday Night Reception.

Talk-to-Tickets – Each attendee is given a ticket that exhibitors will be asked to sign after they have visited your booth. These tickets are entered into a drawing based on which attendees have the most signatures. One Winner is drawn daily (at the Monday social and at lunch Tuesday) and each will receive a cash prize. To encourage traffic at your booth, all refreshment breaks will take place in the exhibit hall.

Basket Raffle & Silent Auction – This popular fundraising activity helps support NRRA’s School CLUB and our workshops and programs. It is set up in the exhibit hall and always draws a crowd. We encourage your company to donate an item to our auction or raffle (sports or event tickets, gift cards, etc.) – Your company logo will appear with the donated item’s Bid Card and at the auction table.

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More Details & Information

- Best Booth Award** – Attendees will vote for their favorite booth on their “Talk-to-Ticket”. The “Best” Booth winner will be announced at the Monday evening reception. The winner will receive a discount for our 2021 Conference.
- Sunday Night Social** – After setting up your booth on Sunday, we invite you for a special social event for NRRA Staff, Board, Sponsors, Exhibitors, Speakers and early arrival attendees. Light refreshments and a cash bar will be available. Sunday Evening 6 pm to 8 pm.

Hotel Accommodations

We encourage you to stay at the conference location’s on-site hotel, the welcoming, newly renovated DoubleTree by Hilton Manchester Downtown hotel. The hotel is conveniently located less than five miles from the Manchester-Boston Regional Airport (MHT). This modern, high-rise hotel offers spacious guest rooms and suites and is located in downtown Manchester close to theaters, restaurants, shopping and nightlife!

Overnight room reservations must be made individually by exhibitors.

Enjoy NRRA’s discount by referencing our conference.

Book your reservations at

[DoubleTree by Hilton Manchester](#)

Or call 603-625-1000

*Be sure to book your room by **April 24, 2020***

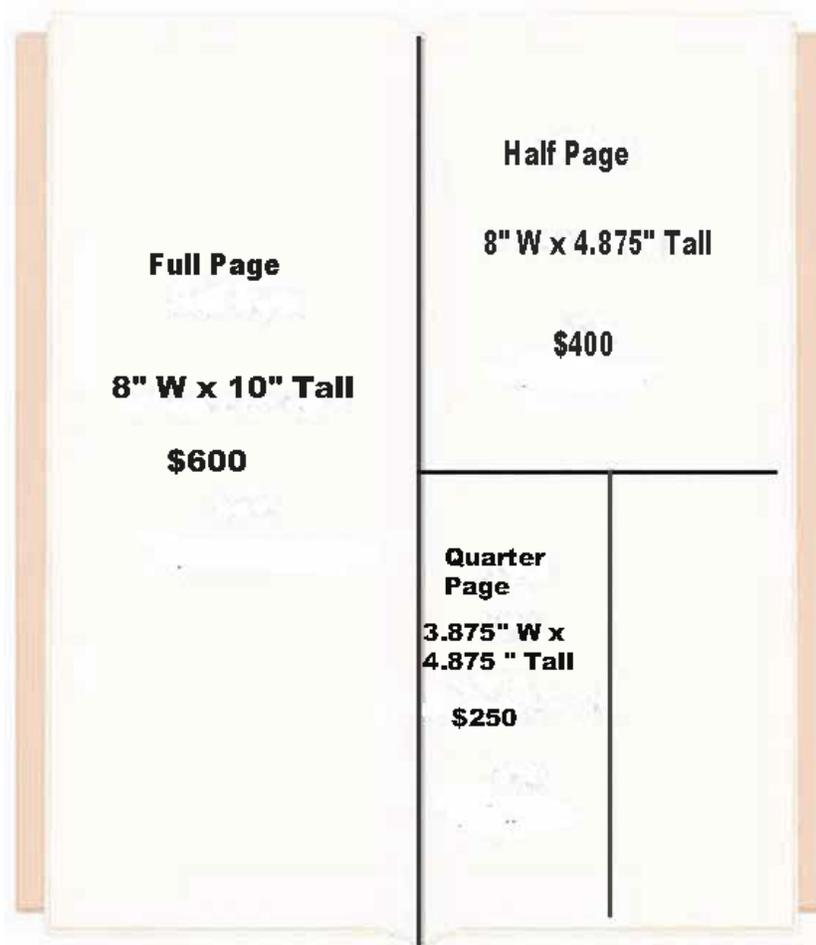
and mention the NRRA Conference to get our special rate!



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2020 Conference Program Advertising

	<u>Ad Only</u>
Full Page (8" w x 10")	\$600
Half Page (8" w x 4.875")	\$400
1/4 Page (3.875" w x 4.875")	\$250
Business Card Ad (3.875" w x 2.25") -Not Pictured Below	\$100



Format: Press Quality PDF or High Resolution 300 dpi

Send b/w and color ad copy (if you have both) to smorrison@nrra.net or call 603-736-4401

Ad copy must be received prior to April 15th, 2020 or it will not be printed in our conference materials.

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Trade Show Exhibit Hall



*Armory Exhibit Hall at the DoubleTree by Hilton,
Manchester, NH
May 18 and 19, 2020*

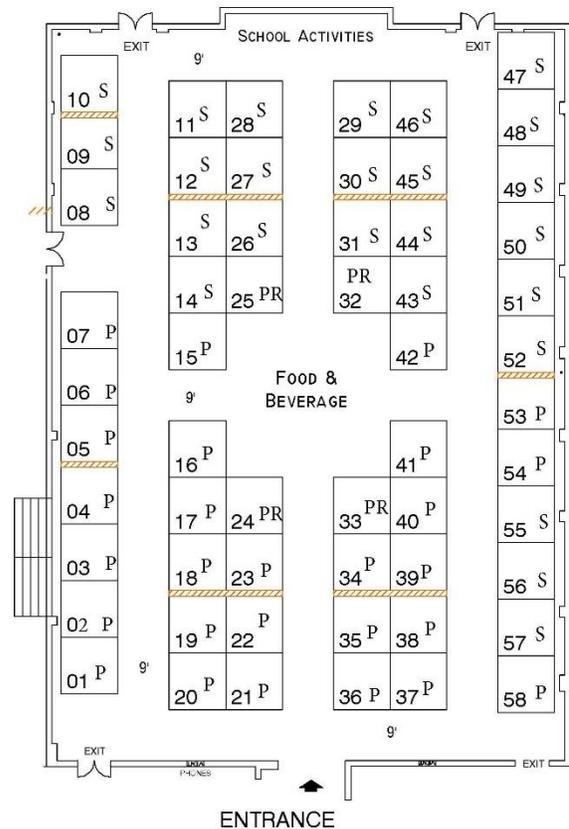
Please indicate booth preference by number on the enclosed **NRRA
Conference Registration Form.**

**Booths will be assigned on a first come, first served basis, determined
when payment is received in full and no later than April 15, 2020.**

S=Standard Booth, P= Prime Booth, PR = Premium Booth

DoubleTree by Hilton, Manchester, NH - Armory

****Exhibitors may set up their booths
on Sunday May 17th between Noon
until 8 pm or on Monday at 7 am.
Booths CANNOT be broken down
until 2 pm on Tuesday, May
19th.**



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NRRA Conference Registration Form For Sponsors, Exhibitors, and Advertisers

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Contact Info for Confirmation & Questions:

Name: _____

Email: _____

Phone: _____

Program Listing: Provide your organization’s information EXACTLY as you want it to appear in the conference program

Sponsor/Exhibitor Name: _____

Business Type: _____

Address: _____

City/Town: _____ State: _____ Zip: _____

Contact(s): _____

Email: _____ Website: _____

Phone: _____ Fax: _____

 **Program Description: Provide a very brief description (50 words or less) about your product/services. This will appear in the official Program. Please attach this as a separate Word document no later than April 15th.**

 **Program Logo:** Please email your full color, high resolution logo in jpg. or png. format. This logo will appear where appropriate in conference materials based on your sponsorship or exhibitor level.

Important Questions: Stuff we need to know!

Booth Preference: Please indicate your booth choice in order of preference. Remember: booths are not assigned until payment is received in full.

1st choice Booth # _____ 2nd choice Booth # _____

Do you need electrical service for your booth? One electrical outlet is provided at no charge if requested here:

Yes: _____ No: _____

Will you be joining us for the Sunday Night Social Reception? Indicate attendee names below (no additional fee for this event):

Rep Name: _____

Rep Name: _____

Do you wish to participate in our Spin to Win Wheel? Remember this is a great chance to increase foot traffic for your booth!

Yes: _____ No: _____

Are you interested in donating an item or items to our Basket Raffle and Silent Auction? (All donations are tax deductible and will be recognized with your company logo on the auction tag). Contact Stacey Morrison for more details (smorrison@nrra.net).

Yes: _____ No: _____

What would you like to Donate?

Pricing Page

Sponsorship Level:

- Diamond - \$7500
- Platinum - \$5000
- Gold - \$4000
- Silver - \$3000
- Bronze - \$1850

Exhibitor:

- Standard Booth - \$1050
- Non-Profit Table - \$550

Booth Representatives:

Depending on sponsorship level, between 2 and 4 passes may be included with your sponsorship/exhibitor fee. Additional representatives may be added for a \$75.00 per person per day fee. Please indicate the names of ALL reps. who will be hosting your booth and on which days they will be present. Please indicate if the representative is included with your booth fee or will be an extra charge.

Representative Name	Included w/Exhibitor or Sponsor Fee? Y/N	Monday \$75	Tuesday \$75

Sub Total for Representatives \$ _____

Advertising: See Advertising fees listed above under 2020 Conference Program Advertising. Indicate size of desired ad and cost (if not included in your sponsorship fee). **Ads are due no later than April 15th.**

Ad size: _____ **Total Ad Cost:** \$ _____

***Payments MUST be made before April 15th. NO REFUNDS will be available after this date. We will invoice you and you may pay by Check or Credit Card. Please call 603-736-4401 to pay by Credit Card.*

Total Amount Due:

\$ _____