



TRAILHEAD ONTARIO CONFERENCE

“THE BENEFIT OF TRAILS”

JUNE 7 - 10 | 2015



WELCOME TO TRAILHEAD ONTARIO 2015



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Trailhead Ontario 2015 is Ontario's largest trails conference bringing together professionals from many public and private sectors including: Tourism Ontario, regional tourism organizations, Public Health, Ministry of Health, regional trails/biking/snowmobiling/other clubs, universities, research institutions, municipalities, and all stakeholders interested in the new developments within the trail community.

The Ontario Trails Council "Trailhead Ontario 2015" Committee is pleased to announce McMaster University as the location of our conferencing and trails education sessions. The 2015 conference features innovative seminars on accessible trails, trail tourism, branding and trail infrastructure among various other topics. We are working with the full support of McMaster University, the City of Hamilton and the Hamilton Burlington Trails Council, and a number of local trail groups to bring you the best Trailhead Ontario yet!



Lead * Network * Discover * Collaborate * Explore

1 Community Day | 2 Conference Days | 1 Professional Development Day



ONTARIO TRAILS COUNCIL

THE ONTARIO TRAILS COUNCIL (OTC) - CONSEIL DES SENTIERS DE L'ONTARIO – PROMOTES THE DEVELOPMENT, PRESERVATION, MANAGEMENT AND USE OF RECREATIONAL TRAILS IN ONTARIO.

OTC Background

The Ontario Trails Council was established in 1988. We started as a coalition of trail user groups such as hikers, cyclists, snowmobilers and equestrians who shared an interest in trails and in the conservation of abandoned rail lines for use as trails. Membership also includes similar trail organizations and others with compatible interests and values. The OTC appreciates all the volunteers who contribute their time to trails in Ontario. We encourage you to celebrate their contribution!

OTC Successes

As a major stakeholder in the development of the Ontario Trails Strategy, the OTC was pleased to see 30 years of hard work presented in this first provincial policy statement for Ontario. We also acknowledge the development of the Ministry of Tourism, Culture and Sport (MTCS) as the lead Ministry for trails in Ontario. With over 220 economic development, tourism, planning, recreation, park and club organizations, municipalities, conservation areas as members, the OTC is the largest trail association of its type in Canada. We continue to reach out to new stakeholders and create new working groups at the regional level. It supports our goal of making a difference locally, while acting provincially.

OTC Goals

- Continue to increase the number, length, variety and accessibility of trails throughout the province
- Provide government and other public bodies with an informed, credible voice in support of trail interest groups
- Promote the safe and responsible use of trails
- Act as a provincial resource centre for trail information



HAMILTON BURLINGTON TRAILS COUNCIL

SERVES AS A TRAILS ALLIANCE IN DEVELOPING AND COMMUNICATING A FIRST CLASS TRAIL SYSTEM IN THE HAMILTON BURLINGTON REGION

Vision

The HBTC strives to ensure that all trails in Hamilton-Burlington area are recognized world-wide as the best examples of community accessible, community supported, integrated and upwardly mobile in the use of best practice, environmental conservation, progressive recreation and sustainable tourism.

Goals & Objectives

- To promote active living and related discussions of benefits.
- To assist the agency landholders with hosting a well-connected and well-utilized trail system.
- To foster effective communication between agency landholders, stakeholders, and users.
- To provide a forum to discuss the needs of citizens in regards to trails and pathways.
- To help identify priority trail-linkage projects and identify funding opportunities.
- To provide a forum to discuss harmonized trail rules, trail issues, and classification schemes.
- To provide fully comprehensive and up to date on-line trail mapping and information.



MCMASTER UNIVERSITY

DEDICATED TO STUDENT AND COMMUNITY ENHANCEMENT AND EDUCATION.

Established in 1887, our scenic 300 acre pedestrian campus is located at the western end of Lake Ontario in Hamilton, Canada. Nearby attractions include the Coote's Paradise Sanctuary, the Bruce Trail, the Niagara Escarpment, the Waterfront Trail, and the Royal Botanical Gardens.

The Outdoor Recreation program of McMaster University's Department of Athletics and Recreation is mandated to give students and staff at McMaster University, and members of the local community an opportunity to experience and explore the outdoors while developing leadership and outdoor skills. We strive to help participants in our programs enjoy the many beautiful areas around Hamilton and throughout North America.

The university as a whole has embraced a Forward with Integrity initiative which has helped set up various programs to better connect our institution with the local community, environmental groups, and bring students to the outdoors. The university works hand-in-hand with the Hamilton Conservation Authority, City of Hamilton, City of Burlington, Royal Botanical Gardens and the Hamilton Burlington Trails Council on various types of projects to enhance relationships and improve the local environment.

The Nature@McMaster project, a great initiative that has stemmed from projects with our partners, promotes the use of local trails, conservation areas, and natural organizations to the students, staff and faculty of McMaster University. (see nature.mcmaster.ca or www.mcmaster.ca/nature)



Past experiences:

“Trailhead Ontario was excellent. I loved the flavour provided by the international panel. Keep it going! Amazing Job!”

Carol Oitment, Senior Policy Advisor, Ministry of Tourism, Culture and Sport



Spencer Gorge Photography: Neil Burdick

"DISCOVER McMASTER'S BACKYARD"



Hamilton Waterfront Photography: Andre Perce

"DISCOVER McMASTER'S BACKYARD"



Tree Falls Photography: Andre Perce

"DISCOVER McMASTER'S BACKYARD"

www.nature.ca



Eramosa Karst Photography: Tom Omeron

"DISCOVER McMASTER'S BACKYARD"



OUR MISSION

- To promote four-seasons active lifestyles on trails
- To promote trail tourism and eco-friendly, budget-friendly vacations
- To continue to increase the number, length, variety and accessibility of trails throughout the province
- To provide government and other public bodies with an informed, credible voice in support of trail interest groups
- To promote the safe and responsible use of trails
- To act as a provincial resource center for trail information
- To encourage the establishment of the Trillium Trail Network



WHO'S ATTENDING

- Trail associates
- Public Health officials
- Parks and Recreation officials / conservation organizations
- Ontario government staff
- Municipal staff and urban planners
- University staff and faculty
- Trail advocates and user groups
- Teachers
- Trail tourism operators
- Community members



CONFERENCE HIGHLIGHTS



SOBI Waterfront Bike Ride and Yacht Club Dinner

Conference attendees will get a chance to try out Hamilton's new Social Bicycle as we bike down the Waterfront Trail to dinner at the Royal Hamilton Yacht Club. (Shuttle bus service provided for those wishing to forgo the bike ride)
Monday June 8.

Community Day

Full Day of trails fun, activities, workshops, marketplace for the family to come out and explore.
Sunday June 7th.



Trails and Tourism Tradeshow

Monday June 8 - Tuesday June 9, professional trail and tourism directed tradeshow in the main hall for conference attendees.



Past experiences:

“Congratulations on Trailhead Ontario! This fantastic event was such a professional and high calibre conference. The speakers were excellent and the sessions were topical and transferable to our jobs.”

Terri LeRoux, Executive Director, Credit Valley Conservation Foundation

“Thanks for organizing this great trails conference. The selection of speakers was great, the range of topics provided something for everyone, and the venue was convenient. This event provided fantastic networking opportunities and the international panel was very informative. I really appreciate the conference and look forward to the next one.”

Rick Gray, Former Program Coordinator, Environmental Programs at Ridgetown

JUNE 7 COMMUNITY TRAILS DAY

FREE
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Brought to you by
OurTrueNature.ca

“ Nature Unexpected in Your Community ”

Community Day 2015 - themed around the unexpected nature that surrounds our community - will be a day full of **WORKSHOPS, ACADEMIC POSTER PRESENTATIONS, SEMINARS, and a COMMUNITY MARKETPLACE.** Along with local trail hikes, canoe and kayak demonstrations, activities, and more. The day will be a great opportunity for the community, family and friends to come and explore what the local and regional trails have to offer !

Bring out the family for a day full of learning and fun !

- ORCKA Canoe / Kayak
- Man Tracker
- Flint Knapping and Fire Hand Drills
- Naturalist Club Bird Watching
- The Art of Backpacking
- Hamilton Helmet Initiative
- Hamilton Police Safe Biking
- Birds of Prey Live Demo
- Bird House Building
- Orienteering with Don't Get Lost
- AND MORE ...

WORKSHOPS

PRESENTATIONS

- Algonquin Interpretive Trail Program
- Arthur Boers, author: Way is Made by Walking: A Pilgrimage Along the Camino de Santiago
- Little Rays Reptile Zoo: Native Species
- Mountsberg: Birds of Prey
- Ancient Pathways: Native Trails in Hamilton
- Pollination Gardens
- AND MORE ...

MARKETPLACE

McMaster University and the Ontario Trails Council would like to invite your organization to have a table at the Ontario Trailhead Conference Community Day this coming June 7th. **We encourage you to participate in our Community Day** as part of the Community Marketplace which will be located in the center of all the events, **we encourage organizations and vendors to promote their involvement in the community and sell their products at a Marketplace Table.**

LOTS MORE

- Learn to Hike Workshops
- Waterfall Hikes
- Adventure Attic Canoe Race
- Native Plant Sale
- Mac Historical Walk
- Pan Am Games

For more information please
Contact us at nature@mcmaster.ca



JUNE 8 CONFERENCE DAY

7:30 AM - 8:30 AM
Registration and Breakfast Buffet

9:00 AM - 10:15 AM
Ministry of Tourism, Culture and Sport
Ted McMeekin, MPP Minister of Municipal Affairs and Housing

10:30 AM - 12:00 PM
Concurrent Session 1

Trails for Health	Trail Data	Integrated Trail & Cycling Networks
Diana Smyth, Interpretation Officer/Coordinator Rouge, National Urban Park	Peter Topalovic, Transportation Demand Management, City of Hamilton	Justin Jones, Bicycle Friendly Communities & Share the Road Cycling Coalition
Margaret Denton, Vice President, Hamilton Council on Aging	Steve Molloy, Project Manager Public Works, City Of Hamilton	Daryl Bender, Transportation Planner, City of Hamilton
Tom Freisen, President of Hike Ontario	Niall Lobley, CIO, TrailAudit Inc.	Louisa Mursell, Executive Director, Ontario By Bike / Transportation Options

12:15 PM - 1:30 PM
Luncheon Plenary
Marlaine Koehler, Executive Director Waterfront Regeneration Trust
Karen Haley, Executive Director Indianapolis Cultural Trail Inc.

1:45 PM - 3:15 PM
Concurrent Session 2

Trails As Classrooms	Trail Management	Focus on Accessibility
Garth Potruff, Outdoor Educator, Grand River Rafting Company	Bruce Murphy, Niagara Trails Committee	Jason Diceman, Sr. Public Consultation Coordinator, City of Toronto
Kevin Brygidyr, Manager Education, Lake Simcoe Region Conservation Authority		Lori Letts, Associate Professor in the School of Reha- bilitation, McMaster University
Alice Casselman, President and Founder, Association of Cana- dian Educational Resources (ACER)		Wendy Strickland, Natural Environment Specialist, City of Toronto

3:30 PM - 5:00 PM
Robert Buren, Avid Trail User & Athlete

5:30 PM - 9:00 PM
Evening Social - SOBI Waterfront Bike Ride
Yacht Club Dinner



* Please Note that the schedule may change and additions will be made as we work hard to secure more panelists and speakers to bring you the best trails experience possible

JUNE 9 CONFERENCE DAY

7:30 AM - 8:30 AM
Registration and Breakfast Buffet

9:00 AM - 10:15 AM
Eleanor McMahon, MPP Burlington and Founder of Share the Road
Kathryn McGarry, MPP Cambridge, Ontario Cycling Strategy

10:30 AM - 12:00 PM
Concurrent Session 3

Land and Trails: Ontario's Land Use Patterns	National Trail Building Program	Tourism and Trails
<p>Mark Taylor, Landscape Architect, Town of Halton Hills</p> <p>Andrew MacPherson, Manager Environmental and Parks Planning, City of London</p> <p>Robert Orland, President, Orland Conservation</p>	<p>Dennis Burns, Director of the National Trails Coalition & Executive Director Canadian Council of Snowmobile Organizations</p> <p>Robert Ramsay, President, Canadian Off Highway Distributors Council</p> <p>John Cushing, President, Canadian Trails Federation & Secretary/Treasurer, National Trails Coalition</p>	<p>Karen Cornies, Dean of Students, Redeemer University College</p> <p>Beth Potter, President and CEO, Tourism Industry Association of Ontario</p> <p>Luke Wassegijg, Aboriginal Heritage and Eco Tourism</p>

12:15 PM - 1:30 PM
Luncheon Plenary

Salim Rachid, Board of Directors Friends of Pan Am Path
Jane Murphy, National Director of Trails Trans Canada Trail

1:45 PM - 3:15 PM
Concurrent Session 4

Power Sports – Use, Safety and Compatibility	Water Trails	What's Trending in Trail Promotion
<p>Dan Kleen, National Off-Highway Vehicle Conservation Council</p> <p>Bruce Murphy, Niagara Trails Committee</p>	<p>Garth Potruff, Outdoor Educator, Grand River Rafting Company</p> <p>Bob Henderson, Professor Emeritus Outdoor Recreation, McMaster University</p> <p>Joanie McGuffin Founder, Lake Superior Conservancy and Water Council</p>	<p>Mark Taylor, Landscape Architect, Town of Halton Hills</p>

3:30 PM - 5:00 PM
David Mowat, Interim Chief Medical Officer of Health

5:00 PM - 5:30 PM - Closing Remarks
8:00 PM - 10:00 PM - Evening Bonfire



JUNE 10 PROFESSIONAL WORKSHOPS DAY

To close off our Trails conference we have put together some great workshops for trail professionals to attend. More information on these workshops can be found online. Cost for Professional Workshops Day is separate from conference costs and covers ONE Full Day Workshop of your selection.

FULL DAY WORKSHOP

Introduction to Implementing Accessibility on Your Trails

A Primer on Making Your Trails Inclusive

9:00am	INTRODUCTION- Fleming College
9:15am	Trail user - speaks to challenges on trails for individuals with a disability through personal experience
9:45am	coffee break
10:00am	Overview Trail Accessibility – power point presentation- Fleming College
11:30am	Overview HETAP what to expect after lunch – meet outside
Noon	lunch
1:00pm	Demonstration of HETAP-TRCA
2:00pm	Small group A- use of HETAP- TRCA Small group B- walk about discuss trail design/construction – Fleming College
3:00pm	Small group- B- use of HETAP- TRCA Small group A- walk about discuss trail design/construction- Fleming College
4:00pm	END

FULL DAY WORKSHOP

Safe Hiker Program*

Hike Ontario

Whether you are brand new to trail walking/hiking and want to start off 'best foot forward', are ready to step up to become an outing leader or want to 'upgrade' your family walks, the Safe Hiker full-day foundation course will get you there. We will introduce you to the skills and benefits of hiking and walking, and build awareness of hiking opportunities in Ontario with special focus is placed on safety, planning, sustainability and enjoyment for personal outings.

The Hike Ontario Approved Course – Learn to Hike Safely and Enjoyably Content:

- Why Hike?
- Types of Hikes
- Hike Preparation – Route Planning and Guide Books
- Knowing the Risks
- Packing and Outfitting – First Aid, Safety Kit, Clothing

Nutrition and Hydration

- Hitting the Trail:
 - Getting to the Trail
 - Following the Route
 - Breaks along the Trail
 - Monitoring Conditions
 - What-if Scenarios
 - Leave No Trace
 - Trail Etiquette

You will gain access to the Hike Ontario Instructor site as well as an instructor manual and the flash drive that will allow you to teach the course effectively.

* Funding Available for Subsidies on Workshop Registration for Educators.





Hamilton Waterfront Photography: John Perini

"DISCOVER McMASTER'S BACKYARD"



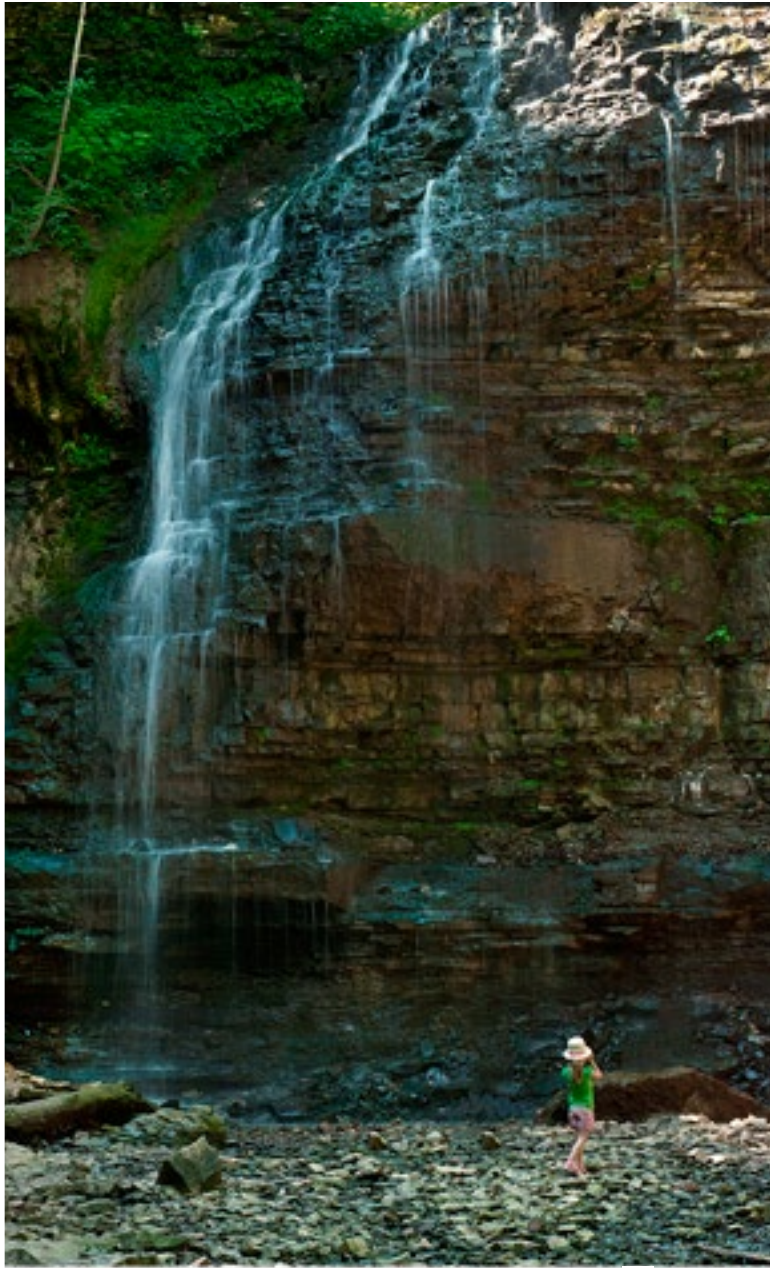
Reading Valley Photography: Ian Bennett

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Castles Paradise Photography: Ian Bennett

"DISCOVER McMASTER'S BACKYARD"



Tiffany Falls Photography: Ian Bennett

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Princess Point Photography: Ian Bennett

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CONFERENCE REGISTRATION

NOW OPEN

Package <i>(Conference + Training)</i>	Conference <i>(Plenary and Seminars)</i>	Training <i>(Professional Workshops)</i>	Student <i>(Conference)</i>
\$625.00	\$450.00	\$175.00	\$275.00
Community Day Sunday	Community Day Sunday	Community Day Sunday	Community Day Sunday
Conference Days Monday + Tuesday	Conference Days Monday + Tuesday	<i>Conference Days Monday + Tuesday</i>	Conference Days Monday + Tuesday
Professional Workshops Day Wednesday	<i>Professional Workshops Day Wednesday</i>	Professional Workshops Day Wednesday	<i>Professional Workshops Day Wednesday</i>
Conference Meals	Conference Meals	<i>Conference Meals</i>	Conference Meals
Workshop Meals	<i>Workshop Meals</i>	Workshop Meals	<i>Workshop Meals</i>
Materials, Hikes, Support, Parking Passes, WIFI access	Materials, Hikes, Support, Parking Passes, WIFI access	Materials, Hikes, Support, Parking Passes, WIFI access	Materials, Hikes, Support, Parking Passes, WIFI access

SIGN UP ONLINE AT TrailheadOntario.com

NOTE:

Upon registration, delegates will be asked to fill out registration information. Please have prepared your selection for concurrent sessions as well as identification and indicate whether you will be joining us on the SOBI bike ride or taking the shuttle for the Yacht Club Dinner Monday evening.

NOTE:

These selections can be changed up to 1 week before the conference by logging back into EventBrite or emailing nature@mcmaster.ca for instructions.

* **All Fees subject to tax**

** **Accommodations not included in registration costs.**

*** **Funding Available for subsidies on workshop registration for educators. (Applies only to Safe Hike Program workshop) please email us to inquire at nature@mcmaster.ca**



SIGN UP ONLINE AT TrailheadOntario.com

NOTE: Accommodations are NOT included in the conference registration fee. We have set up accommodations to be available through McMaster Residences for our attendees. Registration and payment for these are separate, information regarding accommodations can be found below and on online at www.trailheadontario.com/register/lodging-resgistration/

Les Prince Residence, McMaster University

Bedrooms include a captain's bed with drawers, desk, chair, bulletin board, shelves, carpeted floors, blinds, garbage can, wardrobe with drawers. Single and double occupancy rooms, equipped with one ensuite washroom per room (sink, mirror, shower, toilet)

Building Features and Amenities

- Complimentary wireless Internet (or RJ45 cable required)
- Large multi-purpose room located on first floor equipped with pool table and piano
- Air conditioned
- Laundry facilities equipped with irons and ironing boards
- Elevator accessibility
- Located close to the beautiful Cootes Paradise and Royal Botanical Garden nature trails
- Clean, safe and secure



Accommodation Rates

Single Occupancy: \$66.67 per person, per night

Double Occupancy: \$50.85 per person, per night*

*Roommate's name must be included for double rate to apply

The above rates includes one night accommodation & 13% HST.

Check-In Time: 4:00 pm

Check-Out Time: 10:00 am

Early check-in/late check-out may be arranged but is not guaranteed

NOTE: Confirmations along with directional information/check-in location will be emailed, closer to the arrival date for those who have paid in full.

Please note that reservations without payment will be canceled within 48 hours.

Registration Deadline

Guests are asked to complete the on-line accommodation form by June 7, 2015.

Cancellation Policy

Refunds will be granted (less a \$50 administrative fee) if notification of cancellation is received by email at meet@mcmaster.ca 48 hours in advance of arrival date. No shows will not receive any refund.





Rock Chapel Photographer: Julia Fries

"DISCOVER McMASTER'S BACKYARD"

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Royal Botanical Gardens Photographer: Julia Fries

"DISCOVER McMASTER'S BACKYARD"



Royal Botanical Gardens Photographer: Julia Fries

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Cootes Paradise Photographer: Tom O'Rourke

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SPONSORSHIP OPPORTUNITIES

Display your organization's commitment to natural built environments, trails, and outdoor recreation. Studies have shown the invaluable benefit of trails and active living to one's mental and physical health. Help us promote us these valuable resources and push for their continued growth in order to benefit all of our shared stakeholders.

Have the opportunity to share the floor with peers from associated industries, visionaries within the trails community, and professionals looking to connect with the trail community to bring its associated benefits back to their professions.



THE AUDIENCE

- Engage 1 million Ontarians all year long through website representation
- Engage 500,000 from now until June through local campaigns, earned media and grassroots promotional efforts
- roughly 150 deegated from various professions and fields within and outside of the trail industry attend the conference
- Leaders in Ontario's trail groups, trail research, trail management, land and technology techniques and skills training from the trails community are enthusiastic and on board



OPPORTUNITIES AT THE CONFERENCE

- Explore and promote Ontario's unique Eco-system to local, national and international audiences
- Participate in an exchange of ideas with trail visionaries; trail planners and managers of various sectors of municipal, provincial and federal governments
- Network with leaders within the public and private sectors who have a passion and deep interest for all things trails
- Explore opportunities for job growth via trail development, trail infrastructure improvement and trail creation
- Showcase your products, organizations, events and more



HOW TO SPONSOR US IN 4 EASY STEPS

1. Visit trailheadontario.com --> Sponsors --> Become a Sponsor
2. Pay for desired sponsorship package through Eventbrite link
3. Fill in Registration Form on Eventbrite (will appear once payment and package selected)
4. Receive a confirmation from Eventbrite + confirmation from us personally highlighting our commitments to you as our sponsor



QUESTIONS?

Please feel free to contact us at nature@mcmaster.ca if you have any questions or would like to discuss sponsorship opportunities.



We make a living by what we get, we make a life by what we give. ~ SIR WINSTON CHURCHILL

SPONSORSHIP LEVELS

25% OF ALL SPONSORSHIP FUNDS AND 100% OF ALL DONATIONS WILL GO TOWARDS COMMUNITY DAY EVENTS, SEMINARS, AND WORKSHOPS.
 *All remaining funds will be directed towards conference days



INDIVIDUAL PACKET OPTIONS

* All options are subject to tax.

PROMO PACK BASIC	PROMO PACK PREMIUM	MARKETPLACE TABLE	TRADE SHOW TABLE	COMMUNITY DAY
\$ 250	\$ 500	\$ 100	\$ 500	By Donation

Non Profit \$25



PACKAGE OPTIONS

* All options subject to tax.

	PROMOTER	SUPPORTER	BRONZE	SILVER	GOLD	PLATINUM
	\$ 750	\$ 1000	\$ 2500	\$ 5000	\$ 10,000	\$ 15,000
PROMO PACK	Basic	Basic Plus	Basic Plus	Premium	Premium Plus	Premium Plus
MARKETPLACE TABLE					x2	x2
TRADE SHOW TABLE					x2	x2
PROGRAM & WEBSITE FEATURES						
CONFERENCE REGISTRATION			x1	x2	x4	x6
RHYC SOCIAL				x1	x2	x6
EVENT SPONSOR						
CONCURRENT SPONSOR						
PLENARY SPONSOR						





PROMO PACK BASIC

Our Basic Promotional Package includes your organizations logo on the Ontario Trailhead Conference web page, on our Plenary Stage Banner, as well as in the Conference Program (Basic will receive 1/8 Page, and Basic+ will receive 1/4 Page in the Program). In addition, we will include monthly Social Media recognition. Our Bronze, Supporter, and Promoter Sponsors will be recognized by name and/or logo along with sponsors of the same distinction. ***Basic+ is only available in Supporter and Bronze packages.**



PROMO PACK PREMIUM

Our Premium Promotional Package includes your organizations logo on the Ontario Trailhead Conference web page, on our Plenary Stage Banner, as well as in the Conference Program (Premium will receive 1/2 Page, Premium+ will receive a Full Page in the Program). In addition, we will include monthly Social Media recognition where your organization will be recognized individually as a Platinum, Gold or Silver Sponsor with organization description and logo. ***Premium+ is only available in Gold and Platinum packages.**



COMMUNITY DAY MARKETPLACE TABLE

Sunday June 7th is our special Community Day where members of the community will be welcomed into McMaster to celebrate all things trails. At the Community Marketplace, which will be located in the center of all the events, organizations and vendors will have the ability to promote and sell their products. Purchase of a Marketplace table includes (1) 6' table during the Community Marketplace on Sunday June 7th.

**** NON PROFIT FEE = \$25**



TRADE SHOW TABLE

Monday June 8th and Tuesday June 9th will be the official conference, bringing together professionals from all different fields. At the Trade Show, running both days, vendors will be able to promote and sell their products and services to trail and associated community professionals. Purchase of a Trade Show Table includes (1) 6' table during Monday June 8 and Tuesday June 9, as well as invitation to networking sessions and **plenary sessions.**



COMMUNITY DAY SPECIAL SPONSOR

Make a donation to sponsor our community day. We hope to bring the local community an action packed day of trails workshops, seminars and events. To do this we want your help! Your generosity will be thanked via sponsor banners and highlights, as well as special mentions during sessions. 25% of all sponsorship funds and 100% of all donation will go towards community day activities. Donations of \$25 or more are also tax deductible and supporters may request a tax receipt.





PROGRAM AND WEBSITE FEATURES

Your organization will get a special feature on our website, social media pages and in our conference program which will include your organization's description and activities (as outlined by you) and a logo that you provide. Your logo will also be included in the promo packages. The detail and space allocated will be reflective of the sponsorship level.



EVENT SPONSOR

Various events from special meals to community day activities will be held throughout the conference. Event sponsors will be acknowledged for their support of a specific event of their choice during the event itself. Selection will be based on registration and sponsorship level.



ROYAL HAMILTON YACHT CLUB SOCIAL

Your organization will be provided a certain number of RHYC social invitation depending on the sponsorship level. The RHYC social will occur on Monday June 9 and will act as a venue and atmosphere for professional networking.



CONFERENCE REGISTRATION

Your organization will be provided a certain number of conference registrations depending on the sponsorship level. You are welcome to use these as you wish, for your own staff, gift to interested individuals, or gift back to us so that we may provide them to students interested in attending the conference.

Please note that conference registration – within the sponsorship packages – will not include the RHYC social, unless otherwise indicated, due to limited space. All other aspects of the conference are included.



CONCURRENT SPONSOR

Your organization will be presented as the featured sponsor for one set of concurrent sessions. A list of concurrent sessions is included above under Program Overview.



PLENARY SPONSOR

Your organization will be presented as the featured sponsor for all plenary sessions and will be addressed as such. The OTC will recognize each plenary sponsor for their efforts in bringing about Trailhead 2015 at each session



HOW TO SPONSOR US IN 4 EASY STEPS

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2. Pay for desired sponsorship package through Eventbrite link
3. Fill in Registration Form on Eventbrite (will appear once payment and package selected)
4. Receive a confirmation from Eventbrite + confirmation from us personally highlighting our commitments to you as our sponsor





Spencer Gorge - Dundas Peak Photography: Tom Overton

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Hamilton Waterfront Photography: Tom Overton

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Hendrie Valley Photography: Tom Overton

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TRAILHEAD COMMUNITY DAY

NATURE UNEXPECTED IN YOUR COMMUNITY

SUNDAY
JUNE 7, 2015

Be Involved
Be Engaged
with the community

**nature
UNEXPECTED**
HAMILTON HALTON BRANT
Community Day
Brought to you by
OurTrueNature.ca


RESERVE
A SPOT
NOW

Highlights

 **Community Workshops**
Backpacking, Flint Knapping,
Map Tracking, Wildlife, Safety
and much more
F R E E

 **Community Lectures**
Algonquin Trails, Nature Book
Authors, Pollinator Gardens
and much more
F R E E

 **Children Friendly Events**
Reptiles, Birds of Prey, Ad-
venture Running, Bird House
Building and much more
F R E E

 **Community Marketplace**
Showcase of nature, trail,
and active recreation related
services and products

McMaster University and the Ontario Trails Council would like to invite your organization to have a table at the Ontario Trailhead Conference Community Day Marketplace this coming June. Sunday June 7th is our special Community Day where members of the community will be welcomed into McMaster to celebrate all things trails. We encourage you to participate in our Community Day, featuring interactive workshops, activities, seminars, hikes, a research poster exhibition, and a community marketplace. The Community Marketplace will be located in the center of all the events, we encourage organizations and vendors to promote their involvement in the community and sell their products at a Marketplace Table.

MARKETPLACE TABLE

- Centre point of Community Trails day
- Showcase your Product or Organization
- Open to the public, family friendly
- \$ 100**

**Non
Profit
\$25**



For more information please visit trailheadontario.com or contact us at nature@mcmaster.ca



trailhead ontario

Trail Conference

June 7 | 2015

The Benefits of Trails

CALL FOR POSTERS

McMaster University
Hamilton, On



CALL FOR POSTERS | PRESENTATIONS

This spring, Ontario Trails Council and McMaster University will be bringing the annual Trailhead Ontario Conference to Hamilton. The conference will be hosted alongside International Trails Weekend and will be a true celebration on the impact that trails and trail systems have on our communities and the environment.

The conference will run from June 7th to 10th, with community events on June 6 and 7.

On Sunday June 7th, as part of our community day, we will be hosting the Trailhead Research Symposium to highlight trail and environmental related research to the community. Posters will also be judged by a panel of trail professionals and professors, and awards will be given to top posters and poster presentations.

Students, Researchers, Graduates are invited to submit their applications for posters through trailheadontario.com/Poster-Symposium/ or email nature@mcmaster.ca for more information.

Conference Theme:
“The Benefits of Trails”,
presentation topics
include:

- Health Benefits of Nature and Active Living
- Trail Mapping, Surveys and GIS
- Economic Benefits of Trails
- Ecological Conservation and Recreation
- Water Trails
- Trail User Demographics
- Trail Design and Management
- Eco Tourism
- Trail History and Heritage
- Active Transportation Planning
- Trail Infrastructure Development
- Urban Greenways and Complete Streets
- Trail Accessibility
- Trail Legislation and Funding

SUBMISSIONS DUE:

April 30, 2015

email us with:

subject heading “Trailhead Posters”

Include: Poster topic and title, Abstract, Personal info



TRAILHEAD TOURISM AND TRAILS TRADESHOW


JUNE 8 -
JUNE 9, 2015


Be Involved
Be Engaged
with the professionals

RESERVE
A SPOT
NOW

Highlights

 **Conference Day Tradeshow**
Designed specifically for the professionals

 **Plenary Talks**
Tradeshow Table holders invited to attend select plenary talks

 **Professional Reach**
Directly market to delegates from various professions; city/parks/health officials, trail managers, and more

Join us during our conference days for the Tourism and Trails Tradeshow, **specifically designed for the trail professionals. Market your ideas and products to professional delegates from various sectors** including: the Ministry of Health, tourism and trade, conservation authorities, city staff, parks staff, and many more. Plenty of time will be allocated for delegates to attend tradeshow booths and network with individuals and organizations.

Tradeshow registration includes table booth for 2 conference days, parking pass, admission into the keynote speakers and a volunteer lunch

TRADESHOW TABLE

Directed towards professionals

Showcase your Product or Organization over 2 conference days

Attend plenary talks

\$ 500



For more information please visit trailheadontario.com or contact us at nature@mcmaster.ca



Bondar Conservation Area, Trail Centre

"DISCOVER McMASTER'S BACKYARD"

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Rock Chapel - Berer's Falls

"DISCOVER McMASTER'S BACKYARD"



Christie Conservation Area



Hamilton Waterfront

"DISCOVER McMASTER'S BACKYARD"

All Information contained within this package can be found - along with more details on our speakers, sponsorships, conference programs and community day programs - on our website,

TrailheadOntario.com

Thank You for Your Support

We look forward to seeing you at Trailhead 2015

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McMaster University, Outdoor Recreation,
Department of Athletics and Recreation

Patrick Connor

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Ontario Trails Council



