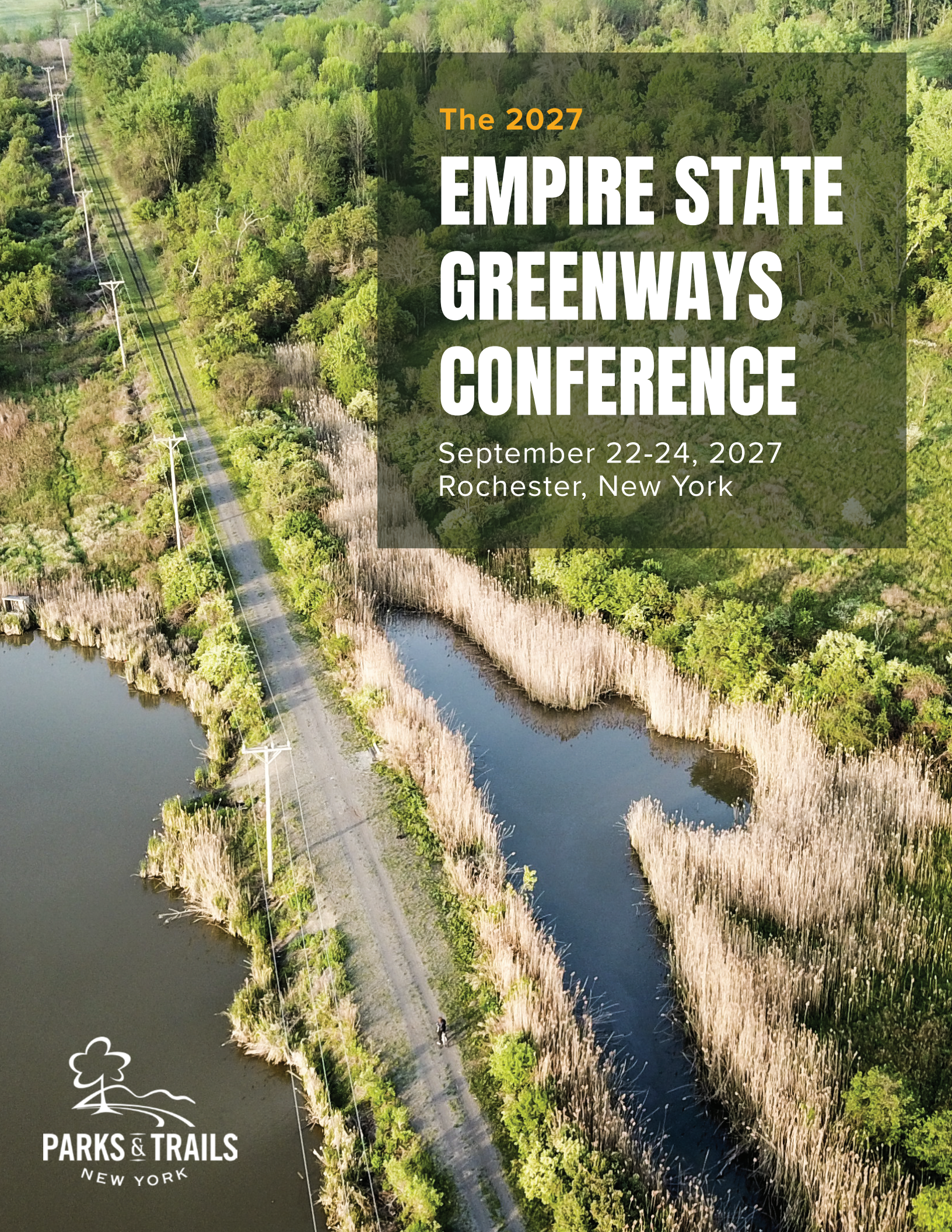


An aerial photograph of a lush greenway. A wide, light-colored gravel path runs diagonally from the top left towards the bottom center. To the left of the path is a body of water, and to the right is a dense stand of tall, dry reeds. The background is filled with vibrant green trees and foliage. A semi-transparent dark green box is overlaid on the upper right portion of the image, containing the conference title and dates.

The 2027

EMPIRE STATE GREENWAYS CONFERENCE

September 22-24, 2027
Rochester, New York



The 2027

EMPIRE STATE GREENWAYS CONFERENCE



ABOUT THE CONFERENCE

Parks & Trails New York and Reconnect Rochester are thrilled to host the 2027 Empire State Greenways Conference, where changemakers, visionary leaders, practitioners, and advocates will gather for a dynamic program to advance the greenway trail network across New York State. This conference comes at a pivotal time for New York's greenways network as PTNY and partners push for the next major investment in our multi-use trails.

Join a powerful network of volunteers, professionals, and leaders in the greenways movement for three days of inspiring keynotes and panels, interactive field workshops, and opportunities to network with likeminded people working every day to expand and enhance access to transportation and recreation for all New Yorkers.

Home to over 2,000 miles of greenway trails, including longest multi-use trail in the nation (the Empire State Trail), and with hundreds of miles more in development, New York State is preeminent in the national greenways movement. With the next major investment in our greenway trails network on the horizon, the 2027 Empire State Greenways Conference offers your organization the opportunity of unprecedented visibility with decision-makers at the forefront of this growing trend.

The Greenways Conference will welcome advocates, governmental partners, planners, tourism professionals, volunteers, and more to discuss the greatest challenges facing the state's greenway trails network and the opportunities for future growth of this great asset. This three-day conference will feature field sessions that highlight the beauty, history, and vibrancy of the Rochester area, and discussions of the ways to keep New York's position as a national leader in greenway trails.

The 2027

EMPIRE STATE GREENWAYS CONFERENCE



SPONSORSHIP OPPORTUNITIES

The 2027 Empire State Greenways Conference is the best way to get your name out to agency, government, business, academic, and nonprofit outdoor recreation leaders for greenway trails in New York State, especially at this critical inflection point in the network's growth.

Onsite you'll have dedicated access to hundreds of leaders in the growing greenways field, including partners from State Parks, NYSDEC, NYSDOT, and NYS Canal Corporation, regional and local government planners, developers, health sector specialists, and key thought leaders in trails, greenways, and open spaces.

Sponsor opportunities include the conference website and promotion via e-newsletters and social media (43K+ PTNY, 2.15M+ partners). The conference will also include multiple major plenary sessions, a welcome dinner with opening remarks the first evening, a networking event at a local business on the second evening, breakfast and lunch each day, and numerous field trips and site visits to explore exciting greenway trails and key projects in the region.

Don't miss out on this opportunity to celebrate NYS as one of the leaders in greenway trail networks and development.



EXHIBITION OPPORTUNITIES

Join us in showing off your organization or business at the 2027 Greenways Conference. The exhibition space at the Hyatt Regency Rochester is in a prime location easily accessed by the breakout rooms and coffee break station. In addition to dedicated exhibition times, delegates will have opportunities to stop by booths for casual conversation and networking. Reserve your space now.



BENEFITS

CHAMPION

PREMIUM

BASIC

EXHIBITOR

SMALL FIRM

\$15,000

\$5,000

\$2,500

\$1,000

\$750

Conference Registrations

5

3

2

1

1

Conference nametag includes sponsor ribbon

X

X

X

X

Lead event sponsor i.e. "Greenways Conference presented by (brand)"

X

Sponsor 5-minute welcome message at opening reception

X

Quote in media release from event

X

X

10' x 10' exhibit space (includes 6' clothed/skirted table and 2 chairs)

Included
(Prime Location)

Included
(Prime Location)

Add on for
\$500

Included

Sponsor-provided logo included in digital program

X

X

X

Your logo on signage at the event and in materials provided to attendees

Large logo

Large logo

Medium logo

Small logo

Small logo

Highlighted on website, social media platforms, and in other digital communications

Stand-alone sponsor post, highlight piece in eNewsletter

Stand-alone sponsor post

Group sponsor post w/ name and logo included

Group sponsor post w/ name listed

Group sponsor post w/ name listed

Sponsor-provided branded item included in swag provided to all attendees

X

X

X

Receive attendee list (2 weeks pre- and post-conference)

X

X

To become a sponsor, please contact Linden Horvath (lhervath@ptny.org) or

[Click Here](#)