

48th National Athletic Directors Show

Exhibitor Prospectus

Phoenix
Convention Center

Phoenix, Arizona
December 10-11, 2017



National Federation of
State High School
Associations



National Interscholastic
Athletic Administrators
Association

National Athletic Directors Show

We look forward to seeing you in Phoenix and helping you to reach those key decision-makers in interscholastic athletics. If you have any questions or concerns, please contact Shane Monaghan at the NFHS (smonaghan@nfhs.org) or Sherrice Dubose at the NIAAA (sdubose@niaaa.org) for additional opportunities.

Dear Prospective Exhibitors:

The 48th National Athletic Directors Show will be held December 10-11, 2017 at the Phoenix Convention Center in Phoenix, Arizona. We are expecting more than 1,800 attendees from across the country to be a part of this one-of-a-kind show exclusively for interscholastic athletic directors and administrators.

The show is held in conjunction with the NFHS/NIAAA National Athletic Directors Conference. The purpose of the conference is to provide educational tools for interscholastic athletic administrators. The conference provides state-of-the-art career development programs to help our educators and athletic administrators, coordinators, supervisors and liaisons enhance their professional career growth. As an exhibitor, your company helps to make this happen.

Remember, at the only conference and show that is exclusive to the huge and growing interscholastic athletic and activity marketplace, your company can reach the key purchasing decision-makers for high school and school system athletic departments. This is the place for companies with products and services related to all areas of athletics.

We have some wonderful opportunities for you, as an exhibitor, to put your company or organization directly in front of those who make all the purchasing decisions for their athletic departments. Additional sponsorship opportunities at the conference along with our popular bag insert program and special advertising insertions are outlined in this Prospectus. We can also customize additional opportunities for you.

Don't wait to sign up; we anticipate priority space will go fast so register online today at <https://meetings.nfhs.org/expo17>



Exhibiting Information

Exhibit Hall Hours

Set Up

Saturday, December 9..... 8:00 a.m. – 7:00 p.m.
Sunday, December 10.... 7:30 a.m. – 10:00 a.m.

Show Hours

Sunday, December 10.... 11:00 a.m. – 5:00 p.m.
Monday, December 11 ... 9:00 a.m. – 11:30 a.m.
and..... 1:15 p.m. – 4:00 p.m.

Move Out

Monday, December 11 4:00 p.m.

Hotel Information

Hyatt Regency Phoenix

Discover the vibrant heart of the Southwest at Hyatt Regency Phoenix. Set within the center of this cosmopolitan city, the Hyatt Phoenix hotel is an urban oasis of comfort and calm. From spacious suites to delicious dining and beyond, you are invited to immerse yourself in the very essence of downtown Phoenix, Arizona.

Sheraton Phoenix Downtown

Experience Sheraton Grand Phoenix – a cultural oasis, redefining the concept of an urban hotel. Located minutes from Sky Harbor International Airport, the Sheraton Phoenix is at the heart of the city. Rising an extraordinary 31 floors and sitting adjacent to the Phoenix Convention Center, Sheraton Grand Phoenix is just steps away from more than 40 restaurants, boutiques and seasonal downtown entertainment. Take a short ride on the city's light rail system to nearby university and major league sports stadiums for games and concerts.

Reservation Information

To make hotel reservations at the \$169/night (includes tax) room rate (single/double occupancy), attendees should contact the hotel directly and give the conference locator: **“National Athletic Directors Conference.”** Reservations can also be made on the NFHS (www.nfhs.org) or NIAAA (www.niaaa.org) websites. The open date for reservations is September 1, 2017.

Hyatt Regency Phoenix

Reservations: 888-421-1442 or online at <https://aws.passkey.com/go/NADC2017>

In order to receive this conference rate, you will need to make your room reservation no later than Tuesday, November 21, 2017.

Sheraton Phoenix Downtown

Reservations: 866-837-4213 or online at <https://www.starwoodmeeting.com/Book/nationalathleticdirectors>

In order to receive this conference rate, you will need to make your room reservation no later than Monday, November 13, 2017.

Set-up and Registration

Exhibitors will be located in Halls 1-3 in the Phoenix Convention Center. All exhibitor representatives are required to check in at Exhibitor Registration before entering the hall. Each representative is required to pick up his/her own badge. Security will be stationed at the exhibit doors and no one will be admitted without proper credentials.

Set-up will be held from 8:00 a.m. to 7:00 p.m. Saturday, December 9 and 7:30 a.m. to 10:00 a.m., Sunday, December 10. During show days, exhibitors will be allowed in the hall one-half hour before opening time. Move-out will take place at 4:00 p.m. Monday, December 11. Early tear down will not be permitted. Penalties may apply.

The Benefits

The NFHS/NIAAA has made every effort to afford exhibitors optimum exposure, participation and savings during their stay. A few of the benefits exhibitors receive are:

- Networking with 1,800 athletic directors
- Continual door-prize drawings with winner being present
- Events in the exhibit hall to drive traffic
- Customized sponsorship opportunities
- Reduced room and suite rates
- Exclusive exhibit hall hours
- Exhibit hall security
- Listing in conference program (if confirmed by November 1)
- Opportunity to purchase luncheon and banquet tickets
- Opportunity to participate in passport program

**Register
Online**

<https://meetings.nfhs.org/expo17>



Sponsorship Opportunities

Raise the return on your investment by purchasing a package upgrade

The following are available with each package:

- Visibility with your company's name in front of the key decision-makers for interscholastic athletic programs
- Visibility before athletic directors throughout the convention
- Most recognition possible at a discounted cost
- Company logo in conference program
- Company referenced on Facebook page
- Twitter notification regarding your company during conference
- First right to sponsorship in 2018
- Signage designating Conference Sponsors by Level

Level 1: \$7,500

- 10' x 10' Booth
- Full color ad in Conference Program (Excludes Covers)
- 4 tickets to Awards Luncheon and Awards Banquet
- Promotional insert in conference registration bags
- Listing as conference sponsor on signage
- Registration booth advertising panel
- Conference app sponsor page
- Choice of one of the following:
 1. Opening General Session
 2. Closing General Session
 3. Leadership Training Institute
 4. Conference Bag
 5. Conference App
 6. Awards Luncheon
 7. Awards Banquet
 8. Hotel Key Cards

Level 2: \$2,500

- 10' x 10' Booth
- Promotional insert in conference registration bags
- 2 tickets to Awards Luncheon and Awards Banquet
- Listing as conference sponsor on signage
- Registration booth advertising panel
- Conference app sponsor page

Conference APP Investment \$5,000

- Opening screen graphic dedicated to sponsor each time app opened
- Push notification electronic announcement of upcoming events
- Promotional insert in conference registration bags
- Listing as conference sponsor on signage
- Registration booth advertising panel
- Sponsor page on conference app

Opening General Session..... Investment \$5,000

- Your company or organization will have the opportunity to show a video presentation to attendees (3-4 min.)
- Your company or organization will receive conference sponsor signage
- Your company or organization will have the opportunity to place a flyer in attendee registration bags
- Sponsor page on conference app
- Push notification announcing opening session

Closing General Session..... Investment \$4,000

- Your company or organization will have the opportunity to show a video presentation to attendees (4-5 min.)
- Your company or organization will receive conference sponsor signage
- Your company or organization will have the opportunity to place a flyer in attendee registration bags
- Sponsor page on conference app
- Push notification announcing closing session

Awards Luncheon Investment \$4,000

- Your company or organization will have the opportunity to show a video presentation to attendees (2-3 min.)
- Your company or organization will receive conference sponsor signage
- Your company or organization will have the opportunity to place a flyer in attendee registration bags
- Sponsor page on conference app
- Push notification announcing luncheon

Awards Banquet Investment \$4,000

- Your company or organization will have the opportunity to show a video presentation to attendees (2-3 min.)
- Your company or organization will receive conference sponsor signage
- Your company or organization will have the opportunity to place a flyer in attendee registration bags
- Sponsor page on conference app
- Push notification announcing banquet

**Leadership Training Institute (4 sessions)
Investment \$1,500/each or
2 for \$2,500 or all 4 for \$4,500**

Your company or organization:

- Will receive conference sponsor signage
- Will have the opportunity to place a flyer in attendee registration bag
- Will have the opportunity to meet and greet approximately 1,400 LTI students during break times during courses
- Push notification on conference app announcing LTI Sessions
- Registration booth advertising panel

Baggio Tournament Investment \$2,000

- Your company or organization will receive conference sponsorship signage
- Your company will have the opportunity to place a flyer in attendee registration bags
- Your company's logo will be printed on the BAGGO Tournament bracket (inside the conference program and on the exhibit hall bracket)
- Sponsor page on conference app

Ice Cream Social Investment \$2,000

- Your company or organization will receive conference sponsorship signage
- Your company will have the opportunity to place a flyer in attendee registration bags
- Your company's representative may assist in handing out ice cream
- Sponsor page on conference app
- Push notification announcing social

Other Opportunities

App Push Notification\$250

App Sponsor Page\$200

Combo Push & Sponsor Page\$400

For more information on the Conference App, see page 7.

Name Badge Investment \$3,000

- Showcase your company logo on name badge worn by all attendees/guests (*Must be in conference colors*)

Lanyard Investment \$2,000

- Showcase your company logo on lanyard worn by all attendees/guests (*Must be in conference colors*)

Charging Stations Investment \$750

- Showcase your company logo on the charging stations located around conference registration.

Conference Bag Investment \$4,000

- Showcase your company logo on the conference bag distributed and carried by all attendees

Hotel Key Cards \$4,000

Reach all the National Athletic Directors Conference registrants through hotel room key cards customized with your company's message. Cards will be given to hotel guests upon check-in and used to access their rooms throughout their stay. The conference name and logo will also appear on the card along with your company information. This great opportunity will put your company in the hands of all registrants staying at the Hyatt Regency Phoenix and Sheraton Phoenix Downtown. (*Exclusive Sponsorship*)

Registration Bag Insert \$1,000

Registration Ad Panels

Investment \$300 per panel
(10 available)

- Showcase your company logo on the conference registration kiosk located at the conference registration counter

Passport Contest\$250

Conference Wi-Fi \$4,000

Advertising in Conference Program

Pricing:	Exhibitor	Non Exhibitor
Back Cover	\$1,500	\$3,000
Inside Front Cover.....	\$1,500	\$3,000
Inside Back Cover	\$1,300	\$2,600
Full Page	\$1,100	\$2,200

NIAAA: Interscholastic Athletic Administration Magazine

The IAA is the perfect vehicle for advertising your participation in the conference. This magazine is published quarterly and is for high school and middle school athletic directors and those individuals involved with the conduct and administration of high school athletics. Editorial content is directed toward the total responsibilities for professional management of interscholastic athletic and activities programs. This 64-page professional journal is the official publication of the National Interscholastic Athletic Administrators Association (NIAAA). Digital flip page IAA reaches 300,000 school personnel quarterly.

IAA reaches the decision-makers for school athletic programs.

- Hardcopy Circulation: 11,000
Includes more than 10,000 NIAAA members.

	Conference	Special
Cost: Inside Front Cover.....	\$1,890	\$1,750
Cost: Inside Back Cover	\$1,760	\$1,670
Cost: Back Cover	\$1,920	\$1,875
Cost: Full Middle Page	\$1,680	\$1,595
Cost: Full Page	\$1,600	\$1,520

(Single issue prices)

Ads on 2/3 page or smaller are also available. Closing date for the Fall issue is August 1. Closing date for the Winter (Conference) issue is October 1.

For additional information or to request a media kit, contact Sherrice Dubose at the NIAAA, 317-587-1450 Ext. 3, sdubose@niaaa.org.

Passport Program

Passport Program Will be Held on Sunday, December 10 and Monday, December 11

HAVE YOUR COMPANY LOGO APPEAR HERE

- Exhibitor can purchase a position on the passport program sheet.
- The cost to have your logo positioned on a passport sheet is \$250.
- The passport program sheets will be located in the conference program with participating exhibitor's logos.
- Attendees will visit each booth that has purchased a passport spot to receive a stamp.
- Each day's attendees will put their fully stamped passport sheet in the ticket drum located in the exhibit hall for a chance to win one of 10 cash prizes.
- Winners will be announced inside the exhibit hall.

Online Registration Only:
<https://meetings.nfhs.org/expo17>



Booth 000	Booth 000	Booth 000	Booth 000		Booth 000	Booth 000	Booth 000	Booth 000
	X	X						
Booth 000	<p>"PASSPORT" GAME BOARD</p> <p>Win Cash Prizes by Participating in the "Passport" Contest!</p> <p>Two \$1,000 prizes Four \$500 prizes Six \$250 prizes One \$100 prize</p> <p>SAMPLE BOARD</p> <p>*Passport Contest Rules: Attendees must attach their stamp on the passport sheet and have their logo stamped on the passport page. When a passport page has been fully stamped, tear out the passport game board page and place it in the ticket tumbler located in front of the exhibit hall.</p> <p>Winners will be announced inside the exhibit hall on Sunday at 3:00 p.m. and MUST BE PRESENT TO WIN.</p>						Booth 000	
Booth 000	<p>Fill this out before turning in</p> <p>Attendee's Name _____</p> <p>State _____</p>						Booth 000	
Booth 000	Booth 000	Booth 000	Booth 000		Booth 000	Booth 000	Booth 000	Booth 000
X					X			X

Conference App

For the fifth year, the NIAAA and the NFHS are providing a conference app for attendees to download and use during the 2017 National Athletic Directors Conference.

Why should our company purchase a sponsor page?

The sponsor page icon was accessed
19,298 times
during the 2015 National Athletic Directors Conference.

That's an average of

10 times
per attendee!

What does the sponsor page look like?

Image A is what the attendee will see when clicking on the sponsor page icon. Once the attendee selects a company's sponsor page, Image B will appear as displayed and will provide the company's information.

What are the advantages of purchasing a sponsor page or sponsorships for push notifications through the app for our company?

- Opportunity to put your company's information in the palm of the athletic administrator's hand at a discounted cost.
- Advertising directly to athletic administrators, the key decision-makers for interscholastic athletic programs, events, equipment needs and facility purchases.
- Visibility of your company to athletic administrators through sponsorship of push notifications.
- Visibility of your company at the only conference and show that is exclusive to athletic administrators and interscholastic athletics.



How do I get our company's information in front of athletic administrators?

Purchase a sponsor page and sponsor a push notification!

What does the sponsor page include?

Your company logo, a link to your company's website, links to your company's social networks, a 250-character description of your company and a contact phone number.

Pricing:

App Sponsor Page – **\$200**

App Push Notification – **\$250**

Combo Push & Sponsor Page – **\$400**

The app will be available through the Apple Store and Android Play Store, and is compatible for all devices.

How To Purchase:

To purchase a sponsor page, push notification or combo push and sponsor page, contact Sherrice Dubose at 317-587-1450 Ext. 3 or sdubose@niaaa.org.

**Register
Online**



<https://meetings.nfhs.org/expo17>

Rules and Regulations

It is the responsibility of the exhibiting firm to be fully familiar with these Exhibit Regulations and to see that each member of the firm attending the conference, either as exhibit personnel or delegate or both, is also familiar with the Regulations. Distribution to all those who will be present for the conference is recommended.



Exhibiting Policy

Exhibitors agree that the rules and regulations of the National Federation of State High School Associations (NFHS) and National Interscholastic Athletic Administrators Association (NIAAA) printed in this brochure are part of the contract and will be observed by the exhibitor's company and representatives and that only lines and merchandise acceptable to the NFHS/NIAAA will be exhibited. **Use of the NFHS/NIAAA name, logo or acronym for samples, marketing, advertising, etc., is strictly prohibited, unless authorized in writing by the NFHS/NIAAA.**

Applications for exhibit space at future National Conference exhibitions may be declined if an exhibitor does not comply with all rules and regulations stated.

Character of the Exhibit

In keeping with the NFHS/NIAAA philosophy to provide the best possible atmosphere to discuss the equipment and services displayed, each exhibitor agrees as follows: To exhibit only products of their own manufacture or supply as indicated on the Exhibit Space/Application form. **Products must be displayed in a tasteful manner. In deference to fellow exhibitors and to the exhibit audience, exhibitors are specifically prohibited from operating noise-creating devices (i.e., bells, sirens, public address systems, etc.). Show management reserves the right to determine the acceptable sound level for working exhibits in the event of complaints from other exhibitors.** Dispensing or serving food or beverage is prohibited unless ordered from the Phoenix Convention Center with permission from the NFHS/NIAAA. Beverage sample size is two ounces. Absolutely no alcohol is allowed in the Exhibit Hall. Smoking is not permitted in the Exhibit Hall.



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1. Contract for Space

Applicants for exhibit space are required to execute and forward an Application/Contract to the NFHS/NIAAA. To be valid, each application must be accompanied by payment in full and must specify the products or services scheduled for exhibition. Booth prices are variable (\$1,150-\$4,900) and are indicated in the key located with the floor plan.

2. Space Assignment

Allocation of space will be made as nearly as possible on the basis of applicant's wishes and requirements. In the event that space other than the exhibitor's choice is assigned, the exhibitor is allowed 15 days from the date of confirmation of contract in which to request a change of space location. The NFHS/NIAAA reserves the right to alter the Exhibit Floor Plan or change space assignments in the event of emergency and/or the interest of any exhibitor. In such event, the exhibitors affected by the changes will be notified by the NFHS/NIAAA.

Exhibitors' representatives shall remain inside the confines of their exhibit space, not in the aisles. Exhibitors shall agree to oversee their booth(s) during the exhibit hours until 4:00 p.m. on December 11, when the show closes. Early tear down will not be permitted. Penalties may apply.

3. Payment for Space

Payment in full is due with Application/Contract to validate space reservations. Deposits will not be accepted. Upon receipt of contract and full payment, space will be confirmed, and the exhibitor will be notified in writing.

4. Cancellation

A refund of ninety percent (90%) will be granted for space canceled in writing within thirty (30) calendar days from the date of confirmation. Fifty percent (50%) of the deposit will be retained if space is canceled after 30 days from date of confirmation. However, no refunds will be issued for space canceled after October 26, 2017 (approximately 45 days prior to the show). All cancellations must be in writing, postmarked by cancellation deadlines.

5. No Show

Any company that is contracted to exhibit must check-in on-site with NFHS/NIAAA show management by 9:00 a.m. on Sunday, December 10 or company will be considered a "no show." Its space is subject to being released. No refund will be issued.

6. Subletting

No exhibitor may assign, sublet or apportion his or her space in whole or in part, nor exhibit any products or services other than those manufactured or handled in the normal course of its business, nor permit any agent or any exhibiting firm to solicit business in its space. If special circumstances warrant an exception, permission must be obtained in writing from Show Management, who reserves the right to render final judgment with regard to the appropriateness of the request.

7. Service Contractors

A service kit will be furnished to all participating exhibitors, the official conference decorator, and will contain exhibit instructions and order forms for all booth accessories and services required. Orders not processed in advance for furniture, carpeting, labor and other requirements must be procured at the Exhibitor Service Desk in the Exhibit Hall. **NOTE: A significant discount is offered on orders placed in advance.** Exhibitors requiring the services of independent contractors must have prior approval of Show Management and provide the Independent Contractor's Certificate of Insurance naming the NFHS/ NIAAA as an additional insured, thirty (30) days prior to the exhibition. No exceptions will be made that interfere with the orderly function or security of the exposition, or with obligations or commitments of the NFHS/ NIAAA. Exhibitors using ground or air freight carriers are requested to ship directly to the designated freight contractor in ample time prior to the exposition to allow effective and timely handling of materials.



8. Display Construction and Limitations

(see diagrams on page 13)

The NFHS/NIAAA will provide flameproof side drapes thirty-six inches (36") high and back wall drapes eight feet (8') high on aluminum supports for all straight-line exhibits. The Exhibit Hall is not carpeted.

A standard, uniformly-styled sign will be provided, designating the exhibitor's firm name and booth number. No signs other than those furnished by the official decorator will be permitted outside of the exhibit booths and rooms.

EXHIBITORS SHALL KEEP ALL MERCHANDISE, RACKS OF APPAREL, TABLES OR OTHER MATERIALS USED FOR DISPLAY COMPLETELY INSIDE THE BOUNDARIES OF THE SPACE CONTRACTED FOR BY THE EXHIBITOR.

Any special signs in exhibit booths must be approved in advance by Show Management, and all special booth signs **MUST** be within your exhibit space. **Exhibitors in booths are NOT permitted to erect displays or other materials on the sides of their booths (measuring five feet from the front to the rear of the exhibit booth) that would limit the view of neighboring booths.** This includes racks of clothing or apparel, easels, etc. Exhibitors shall not display or utilize any sign, partition, apparatus, shelving display or other construction which extends more than 12 feet above the floor. For island booths, height allowance is 16 feet. Exhibitors will not be allowed to obstruct the view of other exhibitors. Rules will be enforced. Video monitors must be located in the back of the booth, and the table or platform on which the monitor is placed shall not exceed 42 inches. International Association Exposition Managers display specifications will apply. End caps shall comply with IAEM specifications. If you have questions about your booth regarding IAEM specifications, please send a

sketch or photo of your booth to the NFHS/NIAAA. No spotlights or electrical connections may be installed by exhibitors. All electrical and service connections must be made by in-house technicians. No open flame and flammable gas or material of any type is permitted in the exhibit area.

9. Exhibitor's Admission Credentials

Exhibitors shall supply the NFHS/NIAAA with an advance list of their representatives who are expected to attend. Forms will be provided by the NFHS/NIAAA for submitting this list.

Everyone must register individually at Exhibitor Registration upon arrival at the exhibit area and at all times wear identification badges, which will be furnished without charge and will indicate the name of the company that contracted the space. Only registered attendees and exhibitors are permitted in the Exhibit Hall. Each exhibitor can request up to two guest show badges to be used for prospective buyers who are not registered delegates. These badges can be requested at Exhibit Registration.

10. Selling, Raffles or Lotteries, and Distribution of Materials

Exhibitors may show, discuss, explain, take orders, demonstrate, and sell items or services. **Products not enumerated on the Exhibit Space/ Application Form are prohibited from being displayed.** Raffles or lotteries may be conducted at exhibit booths, but no exhibitor shall be allowed to use the central P.A. system to announce winners or make remarks. No materials, catalogs or product literature or information shall be placed outside the exhibitor's booth.



11. Facility Rules and Regulations

Nothing shall be nailed, stapled, hung or attached to ceilings, walls or columns, trim or other painted surfaces, nor will the penetration of floors, walls, columns, ceilings or trim be permitted in any portion of the building. Exhibitors and/or their agents shall not damage or deface equipment provided by the NFHS/ NIAAA. When such damage occurs, resulting costs will be charged directly to the liable party.

The following exhibitor regulations must be observed – there are no exceptions:

- Gasoline-powered vehicles for display must have less than 1/4 tank of gas or five gallons, whichever is less, and the fuel tank must be sealed with tape or locked. Battery cables shall be disconnected once the vehicles are in the booth. Visqueen must be placed underneath the vehicle.
- The use of helium in any form, glitter, pets/ animals, motorized vehicles (except for exhibit purposes), stick-on decals, or any object/material with an adhesive, removable backing is prohibited.
- All electrical equipment/wiring must conform with National Electrical Code Safety Rules. Column or wall outlets may not be used in the exhibit halls for direct connection by anyone other than employees of the authorized electrical contractor.
- Display and/or operation of any heavy equipment will be subject to the floor loading restrictions of the exhibit area.
- Drip and/or drop cloths are required when pouring or vending beverages, or preparing, operating or testing exhibit equipment to prevent lubricants, paints, fluids, etc., from staining the floor or causing a slip-page hazard. All vehicles which produce or emit effluent and which must be operated for the purpose of an exhibit production or performance must adhere to operational

recommendations of Show Management, in keeping with approval of the Phoenix Fire Department. These materials should be secured nightly or when no longer in use.

- All exhibit-related utility connections (which includes electrical, audio, video, water, compressed air, telephone and data transmission) must be ordered through and supervised by Show Management or contractors authorized by Show Management. This includes any and all utility connections made which are not implicitly covered in the electrical or plumbing rate schedules.

12. Non-Liability

It is expressed, understood and agreed by each and every contracting exhibitor, his agents and his guests that neither the NFHS/NIAAA, nor its employees, nor its contractors, nor the Phoenix Convention Center, shall be liable for loss or damage to the goods or properties of exhibitors. At all times, such goods and properties remain in the sole possession and custody of the exhibitor. On submitting the Application/ Contract, exhibitor releases and agrees to indemnify the NFHS/NIAAA and the Phoenix Convention Center, its managers, officers, members, sponsors, employees and agents, and save them harmless from any suit or claim for property damage or personal injury by whomsoever sustained, including exhibitor and its agents or employees, on or about the exhibitor's display space or arising damage or injury resulting in part from the negligence of one or more of the aforementioned indemnities.

**Register
Online**

<https://meetings.nfhs.org/expo17>



13. Insurance

Exhibitors and any independent contractors (See 7) they may employ must have comprehensive insurance. Neither NFHS/ NIAAA nor the Phoenix Convention Center maintains insurance covering the Exhibitor's property. Although Show Management does provide security service for the exhibition area and takes all reasonable measures to protect exhibitor displays and materials, be advised that displays and materials, once placed in the exhibitor's booth space, are the responsibility of the exhibiting firm, and insurance for any loss or damage should be carried on these items.

14. Suites, Hospitality Events or Functions

Suites or space for hospitality events or functions must be cleared through the NFHS/ NIAAA. Hospitality events or functions are not permitted during exhibit hours or while any conference programs are in session.

15. Part of Contract

These rules and regulations constitute a bonafide part of the contract for space. Show Management reserves the right to render interpretations and decisions and to make such additional conditions, rules and regulations as deemed necessary to enhance the success of the conference and to decline or prohibit any exhibit which, in its judgment, is out of keeping with the character of the conference. This is all-inclusive as to persons, things printed matter, products and conduct. **The NFHS/NIAAA reserves the right to reject any and all exhibit applications. The NFHS/NIAAA may demand release of space at any time during the exhibits show for failure to conform to these rules and regulations.** Show Management's decision and interpretations shall be accepted as final in all cases.

Floor Plan

2017 National Athletic Directors Show

Halls 1-3
December 10-11, 2017

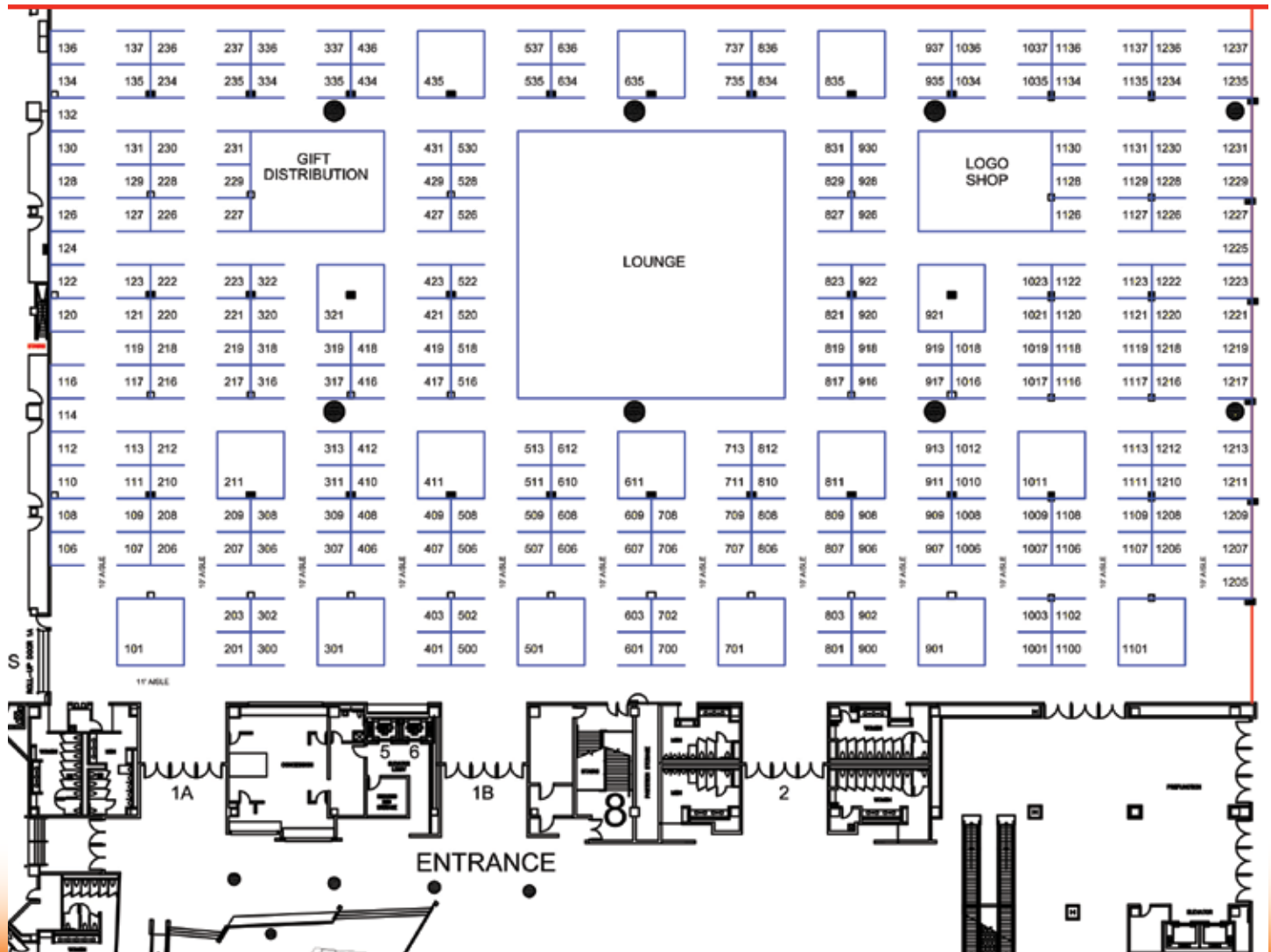
Key For Booth Fees:

Before and on June 1 (Early Bird Rate)

10' x 10'	Single Booths	\$1,150
10' x 20'	Double	\$2,250
10' X 30'	Triple	\$3,350
20' x 20'	Islands	\$4,450

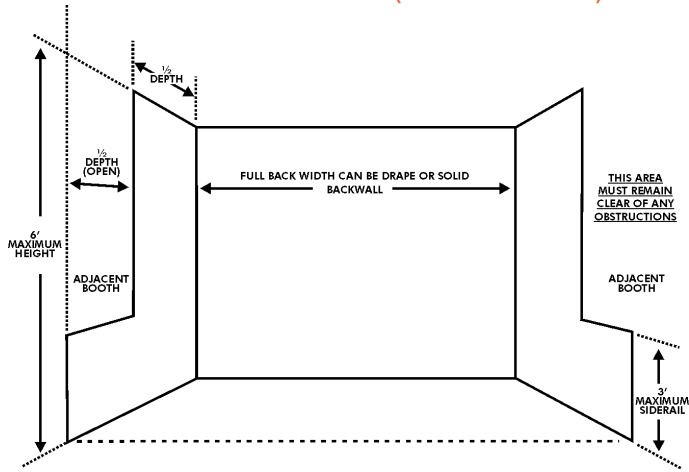
After June 1

10' x 10'	Single Booths	\$1,300
10' x 20'	Double	\$2,500
10' X 30'	Triple	\$3,700
20' x 20'	Islands	\$4,900

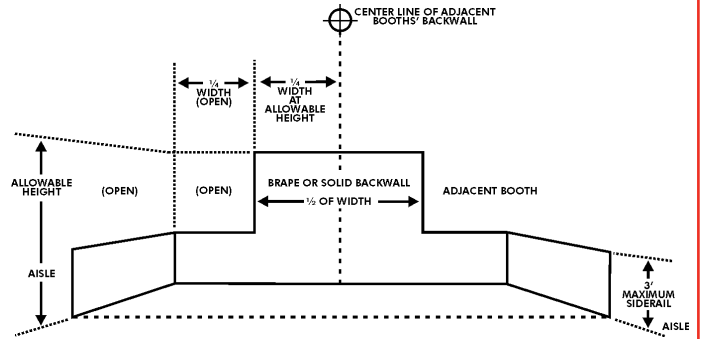


International Association Exposition Managers Display Specifications

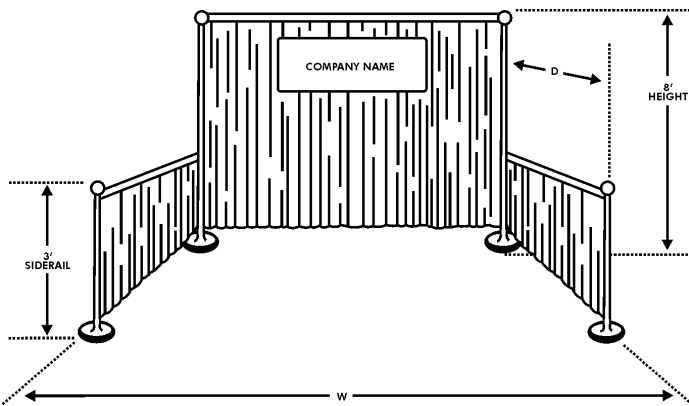
FRONT EDGE (AISLE)
STANDARD BOOTH (SEE LEGEND)



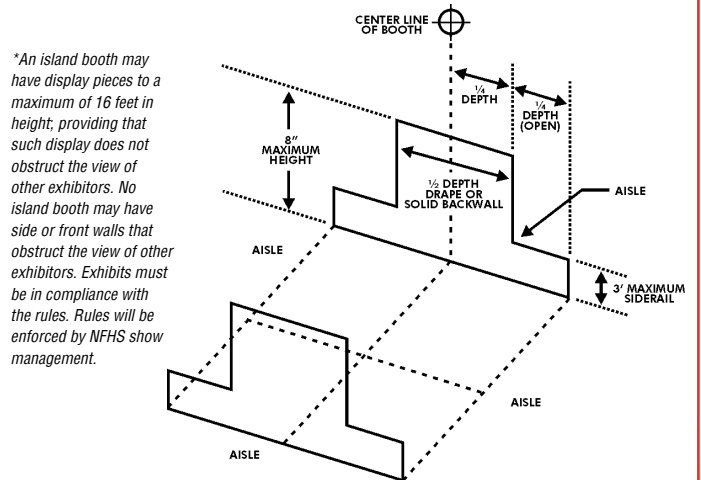
AISLE (END OF ISLAND)
PENINSULAR BOOTH
WITH THREE AISLE EXPOSURE



STANDARD BOOTH FURNISHED
BY SHOW MANAGEMENT



ISLAND BOOTH WITH
FOUR AISLE EXPOSURE



**An island booth may have display pieces to a maximum of 16 feet in height, providing that such display does not obstruct the view of other exhibitors. No island booth may have side or front walls that obstruct the view of other exhibitors. Exhibits must be in compliance with the rules. Rules will be enforced by NFHS show management.*

2016 Conference Exhibitors

2nd Skull
Juggul/8 to 18
Aluminum Athletic Equipment
Amateur Sports Promotions USA
Anchor Audio
Appryse
ArbiterSports
AstroTurf
Athletic Business
Athletic Management
Athletic Surveys by LifeTrack Services
A-Turf, Inc.
Bag Tags, Inc.
Beacon Athletics
Big Game Promotions
Big Teams, LLC
Bison Inc.
Blackchrome Sportswear
Blue Wave Tech
Boostr LLC
BrainCheck
Brock USA
BSN SPORTS
Bulit-Rite BR Inc.
C2C Schools
Cabana Banners
Cascade Maverik Lacrosse
CHAMPION ATHLETICWEAR
Champion magazine
Clear Gear
Clell Wade Coaches Directory, Inc.
Click Effects
Coach Evaluator
Coker Creek Village
Collectible Canvas LLC
Complete Ticket Solutions
Concordia University Irvine

CoreCourseGPA.com
County Sports Zone
Courtclean (TKH Design, Inc.)
Covermaster Inc.
Daktronics
Danmar Warrior
Digital Scoreboards, LLC
Dollamur Sport Surfaces
DreamSeat
Drug Free Sport, Inc.
E.A.GRAPHICS
Earth Networks
Eastbay
EduSee
Electro-Mech Scoreboard Co.
Enovive Technologies
Ewing Irrigation
EZ Change Athletic Branding
EZ Flex Sport Mats
Fair-Play Scoreboards
FamilyID
FieldTurf
Final Forms
Fisher Athletic
Fisher Tracks, Inc.
Formetco
GARED
GearBoss By Wenger Corporation
Giant Photos
Gill Athletics
Gilman Gear
Guardian Caps
Handle Fitness
HazingPrevention.Org
Hellas Construction, Inc.
Home Team Marketing
Huddle Tickets

Hudl
Hussey Seating Company
IMG Seating
Impact Ink
Indiana State University
Interkal, LLC
Jaypro Sports
JIREH SUPPLIES
K & K Insurance Group, Inc.
Keystone Purchasing Network
Krossover
LacrosseBallStore.com
LakePoint Sporting Community
Life Fitness/Hammer Strength
LifeReach, LLC
Lift Life Foundation
Local Level Events
Locker Room Talk, LLC
LRG Prep
Lutzie 43 Foundation
Lynx System Developers, Inc.
M.A.S.A. Inc.
Major Display Scoreboards
Maple Flooring Manufacturers Association
Mascot Media
Matrix Fitness
MAXPREPS
Maxwell Medals & Awards
mCORE
Media All Stars
MF ATHLETIC/Perform Better
Morlin Sports Direct
Mural Champs
Muscle Ropes
Musco Sports Lighting
#MyReasonWhy
Neff Company



Neptune GameTime
 Nevco, Inc.
 NFHS Educational Services
 NFHS Network
 NIAAA
 OES SCOREBOARDS INC.
 Ohio University (Pearson Online Learning Services)
 OnlineDonations
 P.C.C INC. Air Purification
 Parent Booster USA
 PayK12 powered by Tickertracker
 Perry Weather
 Pledgelt
 PLT4M
 PMG Athletic Funding
 Polar
 Porta Phone Co.
 Power Systems
 PrestoSports
 PRIVIT
 Pro Look Sports
 PROMAXIMA MFG.
 Rank One Sport
 Rebel Athletic, Inc.
 Recreonics, Inc.
 Register My Athlete
 Registry for Excellence LLC
 Resilite Sports Products, Inc.
 Richey Athletics
 Riddell Sports
 Rogers Athletic Company
 Rokkitwear
 rSchoolToday
 Salisbury Industries – Lockers.com
 Schelde Sports North America, LLC
 Schneider Electric

School Datebooks
 SchoolDoc.com
 SchoolPride Ltd.
 Scorebird, LLC
 ScoreVision LLC
 Selective Service System (Fifth Estate)
 Shaw Sports Turf
 Shock Doctor, McDavid (United Sports Brands)
 Side Effects, Inc.
 Sideline Interactive
 SIDHelp
 Signature Systems Group
 Slam Dunk Sports Marketing
 Smack Sportswear
 SMI AWARDS
 Sound Director Inc.
 Southeast Athletic Trainers' Association/SEATA
 Spalding and Russell Athletic
 Specialty Risk Underwriters
 Sportdecals Inc./Teamwear1
 Sports Endeavors
 Sports Imports
 Sports Solutions Inc.
 Sportsfield Specialties
 SportSoft
 SportsYou
 Sportzcast
 Standard for Success
 StateChamps
 SuperFanHigh
 Team Fitz Graphics
 TeamBuildr
 TeamSnap
 The Fanatic Group



The Mat Basket System by TW Promotions
 The Motz Group
 The Toledo Ticket Company
 Therapeutic Solutions 7
 Thrive by Le-Vel
 Ticket Spicket
 Tierney, Inc.
 Tiffin Mats
 Trigon Sports
 Turf Tank
 UBU Sports
 UCS INC.
 Under Armour
 USA High School Clay Target League
 Vantage Labs
 Varsity Athletic Apparel, Inc.
 Varsity News Network
 Varsity Scoreboards
 Varsity Spirit (UCA)
 VICIS
 Visua
 VizCom Media
 Watchfire Signs
 Waterboy Graphics
 Waterboy Sports
 Western Kentucky University – School of KRS
 William Woods University
 Young Group Inc.

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