



# 51ST NATIONAL ATHLETIC DIRECTORS SHOW

**Tampa Convention Center**  
Tampa, Florida | December 13-14, 2020

**Exhibitor Prospectus**



Registration for the 51st National Athletic Directors Show  
Opens 10:00 a.m. EST on December 17, 2019

# NATIONAL ATHLETIC DIRECTORS SHOW



## Dear Prospective Exhibitors:

The 51st National Athletic Directors Show will be held December 13-14, 2020 at the Tampa Convention Center in Tampa, Florida. We are expecting more than 2,000 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 professional development programs to help our educators and athletic administrators, coordinators, supervisors and liaisons enhance their 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 to be 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 passport 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/expo20>.

We look forward to seeing you in Tampa and helping you reach those key decision-makers in interscholastic athletics.

If you have any questions or concerns, please contact **Beth Ainbinder** at the NFHS ([bainbinder@nfhs.org](mailto:bainbinder@nfhs.org)) or **Sherrice Dubose** at the NIAAA ([sdubose@niaaa.org](mailto:sdubose@niaaa.org)) for additional opportunities.

# EXHIBITING INFORMATION

## Exhibit Hall Hours

### Set-up

Saturday, December 12..... 8:00 a.m. – 7:00 p.m.  
Sunday, December 13..... 8:00 a.m. – 10:00 a.m.

### Show Hours

Sunday, December 13..... 11:00 a.m. – 5:00 p.m.  
Monday, December 14..... 9:00 a.m. – 11:30 a.m.  
and..... 1:15 p.m. – 3:30 p.m.

### Move Out

Monday, December 14..... 3:30 p.m.

## Set-up and Registration

Exhibitors will be located in the West, Central and East Halls. 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 12, and 8:00 a.m. to 10:00 a.m., Sunday, December 13. During show days, exhibitors will be allowed in the hall one-half hour before opening time. Move-out will take place at 3:30 p.m., Monday, December 14. Early tear down will not be permitted. Penalties may apply.

## The Benefits

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

- Networking with 2,000 athletic directors and administrators
- 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

# HOTEL INFORMATION

## Embassy Suites Tampa Downtown Convention Center

Nestled in the heart of Downtown Tampa, Embassy Suites Tampa Downtown Convention Center welcomes you to a newly renovated, vibrant and contemporary guest experience. Connected via sky-bridge to the Tampa Convention Center, its all-suite hotel is within easy walking distance to attractions such as the Florida Aquarium, Sparkman Wharf (formerly Channelside Bay Plaza) and the Tampa Riverwalk.

## JW Marriott Tampa Water Street

There's nothing more luxurious than having just what you need exactly when you need it. That's why, when JW Marriott Tampa Water Street opens in late 2020, they'll have everything ready and waiting for you. Bringing modern luxury to the redefined Water Street Tampa neighborhood, JW Marriott will be more than a place to lay your head.

## The Westin Tampa Waterside

Edging the shimmering waterfront near celebrated downtown attractions, The Westin Tampa Waterside is a haven of wellness and renewal. Embrace effortless relaxation in newly renovated hotel accommodations with residential-inspired floorplans, modern essentials, plush furnishings and signature amenities. Stay in a coveted location within steps of the Tampa Convention Center near the Florida Aquarium, Sparkman Wharf, Amalie Arena, Tampa Riverwalk and Raymond James Stadium.

## Tampa Marriott Waterside Hotel & Marina

Experience urban convenience and elevated comfort at Tampa Marriott Water Street in Florida. Its beautifully-redesigned waterfront hotel sits adjacent to the convention center in Tampa's dynamic downtown just steps from the Tampa Riverwalk, Florida Aquarium, Amalie Arena and the evolving Sparkman Wharf.

## Reservation Information

To make hotel reservations at the \$159/night (plus tax) room rate (single/double occupancy), attendees should contact the hotel directly and give the conference locator: "**National Athletic Directors Conference.**" Room block opens Friday, July 10, 2020.

In order to receive the conference rate, you will need to make your room reservation no later than Friday, November 20, 2020.





# 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 conference
- Most recognition possible at a discounted cost
- First right to sponsorship in 2021
- Listing as conference sponsor on signage

### Level 1: .....\$7,500

- 10' x 10' Booth
  - 4 tickets to Awards Luncheon and Awards Banquet
  - Ad in Conference Program (Excludes Covers)
  - Listing as conference sponsor on signage
  - Registration bag insert
  - Conference app sponsor page
  - Company logo on a registration ad panel
- Choice of one of the following:
    1. Opening General Session
    2. Closing General Session
    3. Leadership Training Institute (LTI)
    4. Conference Bag
    5. Conference App
    6. Awards Luncheon
    7. Awards Banquet
    8. Hotel Key Cards
    9. Conference Wi-Fi

### Level 2: .....\$3,000

- 10' x 10' Booth
  - 2 tickets to Awards Luncheon and Awards Banquet
  - Listing as conference sponsor on signage
- Registration bag insert
  - Conference app sponsor page
  - Company logo on a registration ad panel

#### Conference APP ..... Investment \$5,500

- Opening screen graphic dedicated to sponsor each time app is opened
- Listing as conference sponsor on signage
- Registration bag insert
- Conference app sponsor page
- Push notification announcing upcoming events
- Company logo on a registration ad panel

#### Opening General Session..... Investment \$5,500

- Your company or organization will have the opportunity to show a video presentation to attendees (3-4 min.)
- Listing as conference sponsor on signage
- Registration bag insert
- Conference app sponsor page
- Push notification announcing opening session

#### Closing General Session..... Investment \$4,500

- Your company or organization will have the opportunity to show a video presentation to attendees (4-5 min.)
- Listing as conference sponsor on signage
- Registration bag insert
- Conference app sponsor page
- Push notification announcing closing session

#### Awards Luncheon ..... Investment \$4,500

- Your company or organization will have the opportunity to show a video presentation to attendees (2-3 min.)
- Listing as conference sponsor on signage
- Registration bag insert
- Conference app sponsor page
- Push notification announcing luncheon
- 2 tickets to Awards Luncheon

#### Awards Banquet..... Investment \$4,500

- Your company or organization will have the opportunity to show a video presentation to attendees (2-3 min.)
- Listing as conference sponsor on signage
- Registration bag insert
- Conference app sponsor page
- Push notification announcing banquet
- 2 tickets to Awards Banquet

#### Leadership Training Institute (4 sessions) Investment..... \$5,000

- Your company or organization will have the opportunity to meet and greet approximately 1,400 LTI students during break times during courses
- Listing as conference sponsor on signage
- Registration bag insert
- Push notification announcing LTI Sessions
- Company logo on a registration ad panel

**Bag Throw Tournament..... \$2,500**

- Your company's logo will be printed on the Bag Throw Tournament bracket (inside the conference program and on the exhibit hall bracket)
- Listing as conference sponsor on signage
- Registration bag insert
- Conference app sponsor page

**Ice Cream Social..... \$2,500**

- Your company's representative may assist in handing out ice cream
- Listing as conference sponsor on signage
- Registration bag insert
- Conference app sponsor page
- Push notification announcing ice cream social

**Breakfast Break ..... \$2,500**

- Your company's representative may assist in handing out breakfast
- Listing as conference sponsor on signage
- Registration bag insert
- Conference app sponsor page
- Push notification announcing breakfast break

**Other Opportunities**

**Combo Post & Sponsor Page..... \$450**

**App Promoted Post..... \$300**

**App Sponsor Page..... \$250**

*For more information on the Conference App, see page 8.*

**Name Badge ..... \$3,500**

- Showcase your company logo on name badge worn by all attendees/guests

**Lanyard..... \$2,500**

- Showcase your company logo on lanyard worn by all attendees/guests

**Conference Bag ..... \$4,500**

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

**Hotel Key Cards..... \$5,000**

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. (Exclusive Sponsorship)

**Registration Bag Insert .....\$1,500**

**Registration Ad Panels .....\$300 per panel (10 available)**

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

**Branded Floor Decals..... \$350 (20 available)**

- Showcase your company logo and booth number in the exhibit hall
- Decals will be placed in center of walkways in exhibit hall

**Passport Contest..... \$250**

**Conference Wi-Fi ..... \$4,000**

- Showcase your company name and logo on the Wi-Fi used by all conference attendees

**Advertising in Conference Program**

Pricing	Exhibitor	Non Exhibitor
Back Cover.....	\$2,000	\$3,500
Inside Front Cover.....	\$2,000	\$3,500
Inside Back Cover.....	\$1,800	\$3,100
Full Page.....	\$1,600	\$2,700

**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 administrators 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 500,000 school personnel quarterly.

IAA reaches the decision-makers for school athletic programs.

• **Hardcopy Circulation: 12,000**

Includes more than 11,000 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. 2, [sdubose@niaaa.org](mailto:sdubose@niaaa.org).

# PASSPORT PROGRAM

Booth 000	Booth 000	Booth 000	Booth 000		Booth 000	Booth 000	Booth 000	Booth 000
Have Your Company Logo Appear Here	X	X						
Booth 000	<p><b>“PASSPORT” GAME BOARD</b></p> <p>Win Cash Prizes by Participating in the “Passport” Contest!</p> <p><b>Two \$1,000 prizes   Four \$500 prizes   Six \$250 prizes   One \$100 prize</b></p> <p><b>“Passport” Contest Rules:</b> Attendees must visit each vendor located on the passport page and have them stamp their respective square.</p> <p>When the passport page has been fully stamped, tear out the passport game board page and place it in the ticket drum 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	X		X					X

**Passport Program Will be Held on Sunday, December 13, and Monday, December 14**

- 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/expo20>

# CONFERENCE APP

For the eighth year, the NFHS and the NIAAA are providing a conference app for attendees to download and use during the 2020 National Athletic Directors Conference.

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

## What are the advantages of advertising through the app for your company?

- Opportunity to put your company's information in the palm of the athletic administrator's hand.
- 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 promoted posts.
- Visibility of your company at the only conference and show that is exclusive to interscholastic athletic directors and administrators.

## What does the promoted post include?

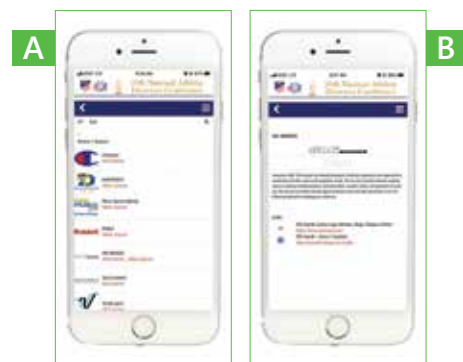
A promoted post (similar to those on Facebook) allows your message to appear pinned to the top of the activity feed for an allotted amount of time in the Conference App. The activity feed is similar to Facebook's "News Feed" in that it is a constantly updating list of stories on the home page. The activity feed will include event updates, photos, videos, links and more. This option allows your message to stay on the feed, instead of disappearing after the initial "push" that a push notification would provide. To participate, you will need to submit a 140-character message of your choosing.

## 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.

## 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.



## Pricing:

Combo Post & Sponsor Page – **\$450**

App Promoted Post – **\$300**

App Sponsor Page – **\$250**

## How To Purchase:

To purchase a sponsor page, promoted post or combo post & sponsor page, add the selection under the "OPTIONS" tab before check out.



# RULES AND REGULATIONS



It is the responsibility of the exhibiting firm to be fully familiar with these Exhibit Rules and 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 Rules and 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.**

*Applications for exhibit space at future National Athletic Directors Shows 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 Tampa Convention Center with permission from the NFHS/NIAAA. Food and beverage sampling portions must not exceed two ounces. Absolutely no alcohol is allowed in the Exhibit Hall. Smoking is not permitted in the Exhibit Hall.

### 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 (\$1,200-\$5,000) and are indicated in the key located with the floor plan.

### 2. Space Assignment

Allocation of space will be determined by date and time of receipt of Application/Contract via online registration, and as close as possible on the basis of applicant's wishes and requirements. If the preferred booth choices are no longer available, show management will contact exhibitor and allow the exhibitor to choose from the open booth spaces. 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 3:30 p.m. on December 14, when the show closes.** Early tear down will not be permitted. Penalties may apply.

**As a reminder the NFHS/NIAAA place by time and date of completed online registration, after the NFHS Corporate Partners and NIAAA Corporate Sponsors have been placed.**

### 3. Payment for Space

Payment in full is due with Application/

Contract to validate space reservations. Payments made by check must be secured within 30 days from the date of confirmation of Application/Contract, or space reservation will be withdrawn. Deposits will not be accepted. Exhibitors will be notified via email of space confirmation.

### 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 November 1, 2020. All cancellations must be in writing, post-marked by cancellation deadlines.

### 5. No Show

Any company that is contracted to exhibit must check-in on-site with NFHS/NIAAA show management by 10:00 a.m. on Sunday, December 13 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. Exhibitor Kit

An exhibitor kit will be furnished to all participating exhibitors by the official conference decorator, Fern Exposition & Event Services, and will contain exhibit instructions and order forms for all booth accessories and services required. Orders not processed in advance for furniture, carpeting, labor, etc., 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 14)*

**The NFHS/NIAAA will provide:**

- **Flameproof side drapes three feet (3') high**
- **Flameproof back drape eight feet (8') high**
- **One (1) uniformly-styled sign, designating the exhibitor's firm name and booth number**

**The Exhibit Hall is not carpeted.**

No signs other than those furnished by the official decorator will be permitted outside of the exhibit booths, exhibit hall and meeting space.

**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 of Exhibitions and Events display specifications will apply. End caps shall comply with IAEE specifications. If you have questions about your booth regarding IAEE specifications, please send a sketch or photo of your booth to the NFHS/NIAAAA. No spotlights or electrical connections may be installed by exhibitors. All electrical and service

connections must be made by in-house technicians. No open flames, flammable gas or flammable material of any type is permitted in the exhibit area.

**9. Exhibitor's Admission Credentials**

Exhibitors shall supply the NFHS/NIAAAA with an advance list of their representatives who are expected to attend. An online form will be provided by the NFHS/NIAAAA for submitting this list. Everyone must register individually at Exhibitor Registration upon arrival at the exhibit area and wear identification badges at all times 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 Exhibitor Registration.

**Name badges per booth size:**

Single Booths will receive **4** name badges  
Double Booths will receive **6** name badges  
Triple Booths will receive **8** name badges  
Island Booths will receive **10** name badges  
If you need to purchase additional name badges they will cost \$75/name badge.

**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/NIAAAA. 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 ten 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 slippage 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 Tampa Fire Marshall's office. 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/her agents and his/her guests that neither the NFHS/NIAAAA, nor its employees, nor its contractors, nor the Tampa 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 Applica-

tion/Contract, exhibitor releases and agrees to indemnify the NFHS/NIAAAA and the Tampa 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, including damage or injury resulting in whole or part from the alleged negligence of one or more of the aforementioned indemnities.

### 13. Insurance

Exhibitors and any independent contractors (See seven) they may employ must have comprehensive insurance. Neither NFHS/NIAAAA nor the Tampa Convention Center maintains insurance covering the Exhibitor's property. Although Show Management does engage an independent security service for the exhibition area and takes reasonable measures to protect exhibitor displays and materials, be advised that displays and materials, exhibiting firm, and insurance for any loss or damage should be carried on these items. National Athletic Directors Conference requires that all Exhibitors carry Commercial General Liability Insurance with limits of at least \$1,000,000 per occurrence, \$2,000,000 aggregate. NFHS/NIAAAA & the Tampa Convention Center shall be named as Additional Insured. This insurance must be enforce during the lease dates and during any set-up and break-down by exhibitor of the event, December 12-14, 2020.

### 14. Suites, Hospitality Events or Functions

Suites or space for hospitality events or functions must be cleared through the NFHS/NIAAAA. 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/NIAAAA reserves the right to reject any and all exhibit applications. The NFHS/NIAAAA may demand release of space at any time during the exhibit 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

## 2020 National Athletic Directors Show

West, Central and East Halls  
December 13-14, 2020

### Key For Booth Fees:

**Before and on June 1** (Early Bird Rate)

10' x 10'.....Single Booths.....	\$1,200
10' x 20'.....Double.....	\$2,300
10' X 30'.....Triple.....	\$3,400
20' x 20'.....Islands.....	\$4,500

**After June 1**

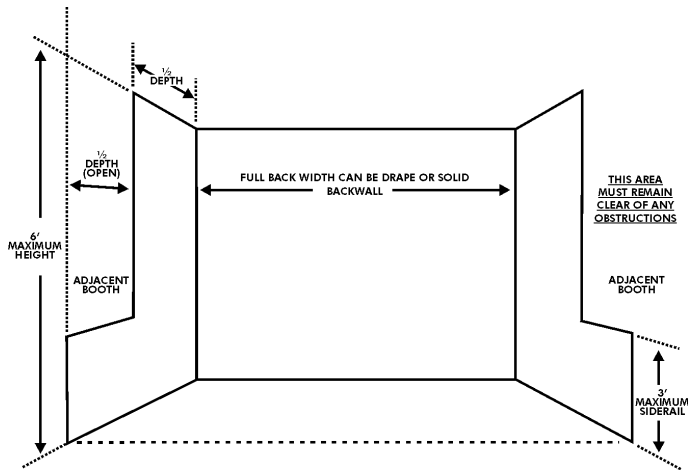
10' x 10'.....Single Booths.....	\$1,400
10' x 20'.....Double.....	\$2,600
10' X 30'.....Triple.....	\$3,800
20' x 20'.....Islands.....	\$5,000



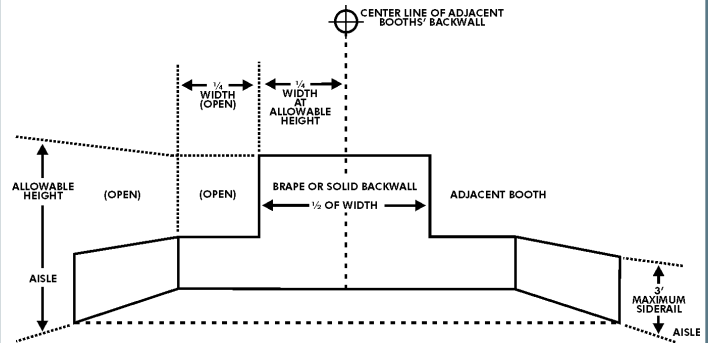


# International Association of Exhibitions and Events DISPLAY SPECIFICATIONS

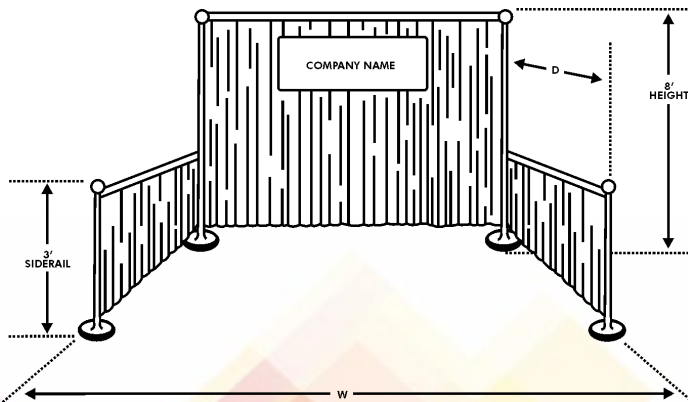
## FRONT EDGE (AISLE) STANDARD BOOTH (SEE LEGEND)



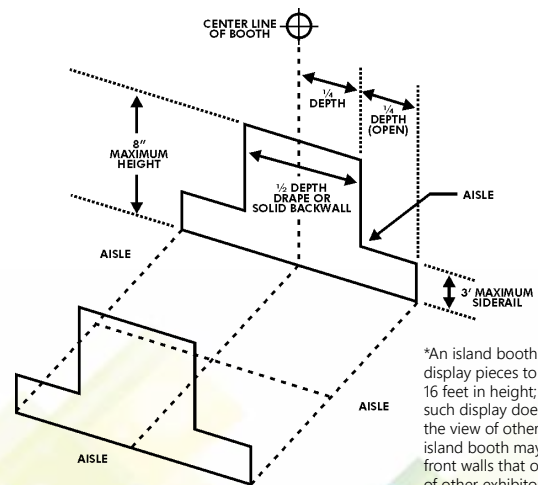
## AISLE (END OF ISLAND) PENINSULAR BOOTH WITH THREE AISLE EXPOSURE



## 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 Show Management.

# 50TH CONFERENCE EXHIBITORS

8to18 Athletic Management	Coach Evaluator	Gilman Gear	Mledtech	Resilite Sports Products -	Strike Visuals
99Pledges	Collectible Canvas	Gipper	Musco Sports Lighting	The Mat Company	SuperFan
A-Turf, Inc.	COLUMBIA LOCKERS	Glazier Clinics	MyGameDayLive	RicheyAthletics	T°CoolIPT
ACCUSPLIT	Concordia University Irvine	Graphics Outfitters	National Flag Football	Riddell	Team Fitz Graphics
Ace Sports	CoreCourseGPA.com	Guardian Caps	National Strength and	Rogers Athletic Company	Team IP
AI CARE LLC	County Sports Zone	Hammer Strength/Life	Conditioning	rSchoolToday	TeamBuildr
ALL-PRO TACTICAL	Covermaster Inc.	Fitness	Association (NSCA)	SAFEGOAL	The Fanatic Group
Anchor Audio	Crumbraise	Hellas Construction	NBN23	Salsbury Industries –	The FanWrap
ArbiterSports	Daktronics	Henry Schein Inc	NCSA Next College Student	Lockers.com	The Neff Company
ASICS	Digital Scoreboards	High School A.D. Network	Athlete	Samsung	Ticket Spicket
ASIYA Sports Hijabs	Digital Trophy Case by	High School Zoom	Neptune GameTime	Sator Soccer	Tierney Brothers
AstroTurf	Nanonation	HomeTown Ticketing	Nevco Sports, LLC	Schelde Sports	TKH Design, Inc.
ATC Corp	DistrictWON	Hospital for Special Surgery	Nexfield Inc	School Pride Ltd	Transcend Benefits
Athlete Viewpoint	Double Good	Hussey Seating	NFHS Learning Center	ScoreShots	Group, Inc.
Athletic Business	Dr. Dish Basketball and	InBody	NFHS Network, Pixellot,	ScoreVision	Trophecase
Athletic Surveys by	AirCAT Volleyball	Inflatable Images	Huddle Tickets,	Shaw Sports Turf	Turf Tank
LifeTrack Services	DreamSeat	Insight Sports, Inc.	PlayVS	Side Effects, Inc.	U.S. Selective Service
ATIXA	DTN	Interkal, LLC	NIAAA Member Booth	Sideline Interactive	System
Away With Geese.com	E.A.GRAPHICS	Iron Neck	NorthStar Medical	Sideline Power	United States Marines
Bag Tags, Inc.	Earth Networks	Jawku	Equipment	Signature Championship	Youth Foundation
BAND	Eastbay	Jaypro Sports	Northwest Designs Ink	Rings	University of Cincinnati
Biamp	Ephesus Lighting	K & K Insurance	nxTU Consulting and	Slam Dunk Sports	Online
BigSigns.com	Eventlink	Group, Inc.	Coaching Services	Marketing	US Olympic Sports
BigTeams	Excite Fundraising	K12 Licensing	OAI Visual Branding	SMi Awards	USGreentech
Bison, Inc.	EZ Flex Sport Mats	Keystone Purchasing	OES Scoreboards	SNA Sports Group	Varsity Athletic Apparel, Inc.
Blinktbi	FairPlay Corporation	Network	Ohio University (Pearson	Sony Electronics	Varsity Scoreboards
Blue Wave Tech	FamilyID, Inc.	Keystone Sports	Online Learning	Sound Director Inc.	Varsity Spirit
Boostr LLC	Fan Encore, LLC	Construction	Services)	Spadd	vFormity
Brand Armor	Fanz Collectibles	Lead 'Em Up	opendorse	SPEC Athletic Inc	VitalSigns Wall of Fame
Brock USA	FieldTurf	Letterman Bags	P.C.C. INC Air Purification	Special Olympics Unified	VNN Sports
BSN SPORTS	FinalForms	Level Up Sports LLC	PayK12	Sports	Vs. Cancer
Burke Sports	FISHER ATHLETIC	Life Wear Technologies	Payscape Registration	Spirit Station by Built-Rite	Watchfire
CABANA BANNERS	Fishing League Worldwide	LRT Sports	PGA of America	Sponsor Burst	Waterboy Sports, LLC
California Canopy	(FLW)	Lynx System Developers,	Porta Phone Co. Inc.	SportReporting.com	WorldStrides Excel Sports
Cascade Maverik Lacrosse	Flansburgh Architects	Inc.	Potbelly Sandwich Shop	Sports Imports, Inc.	Xenith
Center for Sport at Tulane	Formetco Sports	Mascot Media	Pro Football Hall of Fame	Sports Solutions llc.	York Barbell
University/Tulane School	FormReLeaf/League	Maximum Promotions	ProMaxima Mfg.	Sportsfield Specialties, Inc.	Zephyr Headwear
of Professional	Minder/Alphacility/	customcollegeban-	Protex Industries	SPORTSMAN'S/	
Advancement	DigitalSports	ners.com	Pure&Clean Sports	SPORTSMAN'S	
Champion	Game On Mouthguards	MaxPreps	Rank One	RECONDITIONING	
Chetu Inc	GameDay Vision	Maxwell Medals & Awards	Rebel Athletic	SportSoft Inc	
Clell Wade Coaches	GearBoss	Media All Stars	Recreonics, Inc.	Sportzcast	
Directory, Inc.	GeoSurfaces	Medieval Times	Register My Athlete	Sprinturf LLC	
Coach & AD	Gill Athletics	MF Athletic.com	Registry for Excellence LLC	SquadLocker	

## Mark Your Calendar For Future NATIONAL ATHLETIC DIRECTORS SHOWS



December 12-13, 2021  
Denver, Colorado



December 11-12, 2022  
Nashville, Tennessee



December 17-18, 2023  
Orlando, Florida

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