

2011 EXHIBITOR OPPORTUNITIES

NCAAHPERD

North Carolina Alliance for Athletics, Health, Physical Education, Recreation and Dance



ncaahperd.org

Supporting educators in motion since 1921



Why Exhibit with North Carolina AHPERD?

With one of the largest memberships in the country, North Carolina AHPERD provides a vast array of exhibit, sponsorship, and advertising opportunities to fit any budget and a variety of business needs. Get involved today and start a conversation between your organization and athletics, coaching, health education, physical education, recreation, dance, and sport management professionals. Attendees will be K-12 educators, aspiring college students, and retired professionals eager to learn more about you.

Join us November 16-19, 2011 in Winston-Salem, NC for our next convention and enjoy the following:

High Attendance and Dedicated Exhibit Times

HUNDREDS OF ATTENDEES HAVE ALREADY PRE-REGISTERED MORE THAN 7 WEEKS IN ADVANCE!! Conventions in North Carolina are designed with your needs in mind. Enjoy higher traffic volume with our high attendance rates and dedicated exhibit times as attendees take a break from sessions to focus on you.

Everything Under One Roof

North Carolina's conventions are held exclusively in facilities that offer attached or climate-controlled access between the convention center and hotels. Park only once! Enjoy greater convenience and accessibility, without the dread and distraction of parking hassles and chilly winter weather.

Easy To Get To

Our conventions are conveniently located midway between Washington and Atlanta with easy flight access via Piedmont Triad International Airport (GSO), adjacent to interstates 40 and 85, and within close proximity of Amtrak (6 miles) and bus terminals (5 miles).

Cost-Effective Advertising Opportunities

We offer several advertising and sponsorship opportunities strategically designed to reach potential buyers, including NEW online opportunities designed to introduce your products and services to attendees before the event!

TOTE INSERT

Our Most Popular Advertising Solution!

\$300 for 1500 inserts

Deliver your material directly into the hands of attendees as they arrive. This advertising option provides up to 1500 printed materials into the convention totes attendants receive at registration.

This is one of the most popular advertising solutions.

How to order:

Advertiser must order online with exhibit registration if attending the event. If not attending an event, contact Martina Barnett

at martina@ncaahperd.org and mail a check to NCAAHPERD, PO BOX 27751.

Mail up to 1500 printed materials to the show management company: Hollins Expo, ATTN: NCAAHPERD REGISTRATION DESK, 121 North Chimney Rock Road, Greensboro NC 27409. **Clearly mark your packaging to ATTN: NCAAHPERD REGISTRATION DESK. ITEMS MUST BE RECEIVED BY FRIDAY, NOVEMBER 11, 2011.**



New! Online Advertising

Take advantage of NCAAHPERD's frequent communication with members and sponsor the online event registration.

- Link banner ads to product demonstration videos, coupon codes, newsletters, or your organization's Facebook or Twitter page.

E-Newsletter Ad	\$100 for one month \$250 for three months \$450 for six months	Target NCAAHPERD's membership more than 2,000 strong in a frequent, monthly basis as the conventions approach. This opportunity provides a clickable banner ad in our monthly e-newsletter, <i>Headlines</i> .
Convention Registration Website Sponsorship	\$750 for exclusive sponsorship	Includes a clickable banner ad prominently at the online attendee registration and in all e-invitations. This package also includes your organization's logo on the convention program's front cover!

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E-Newsletter ads must be arranged by the first of every month to appear in that month's newsletter.

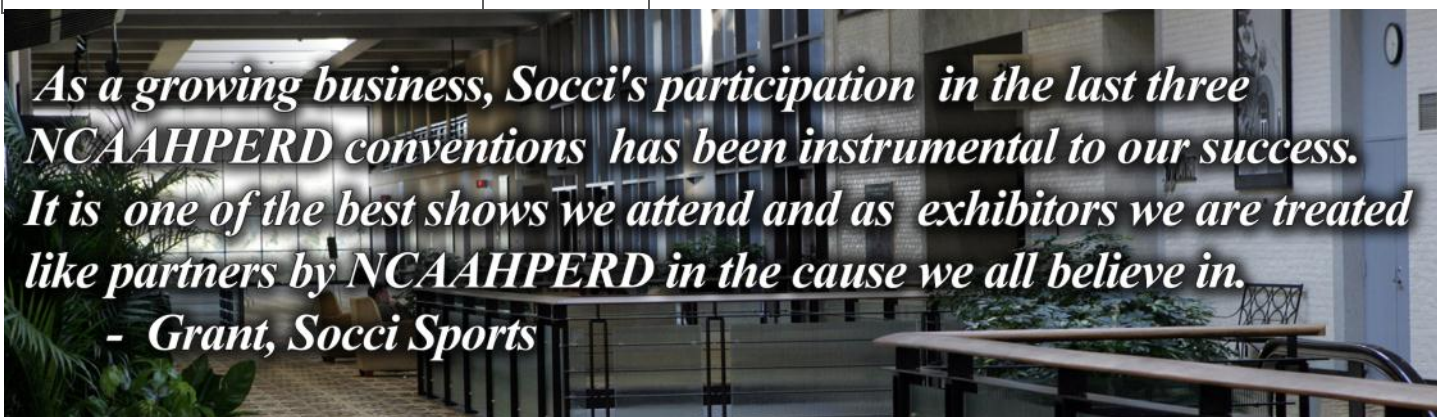
Traditional Advertising

Print Opportunities

Advertise in the NCAAHPERD Journal will be distributed online to all members in North Carolina, plus executive directors from other states about a month before the November convention. This is a great opportunity for members to learn about your organization and research your products and services before arriving at the exhibits area!

Place an ad in the convention program to ensure every attendee knows your name. Many attendees keep the convention programs for years to come.

Ad	Fee	How to order:
1/4" page	150	Convention program ads due October 28, 2011. Digital files are required for advertising submissions. Faxed ads will not be accepted. The required format for a print ad is a high-resolution (300 dpi or greater) PDF (Adobe Acrobat 4 or 5, distilled for print). Convention tote inserts Order online with exhibit registration or contact Martina Barnett at martina@ncaahperd.org
1"2" page	250	
Inside Front/Back Cover	400	
Full Page	350	
Front Cover (logo only)	500	
Back Cover	500	
2 page Spread	500	
Convention Tote Insert	300	



On-Site Advertising

Event Sponsorships

The perfect opportunity for your organization to demonstrate a commitment to AHPERD professionals with a TAX DEDUCTIBLE* sponsorship. Receive your organization's logo on prominent signage, brief speaking opportunity, and coverage in the convention program. Communicate directly with a majority of attendees or target AHPERD leadership!

Event	Fee	Description
Order online with event registration. Sponsorships must be ordered by October 28, 2011.		
Exhibits Hall Coffee Break	150	Midday coffee break in exhibit hall; 15 mins and 2 stations
Past Presidents' Luncheon	250	Past NCAAHPERD Presidents Lunch
Morning Mingle (Breakfast)	300	Attendees circulate around exhibit hall for breakfast items; 30 mins and 4-5 stations
Friday Night Convention Dance	500	A favorite among many attendees
Dance Showcase Reception	500	NC Dance professionals perform for an enthused crowd
Awards Luncheon	500	NCAAHPERD Awards Lunch

*May not be applicable in all areas.

Exhibit Opportunities

How to order: See the exhibitors page at ncaahperd.org to access online registration.

Booth Type	Early Bird Fee	After October 14	Notes / Description
Nonprofit/University	\$125	\$150	Electricity is available for \$55.
Standard (8' x 10')	\$350	\$375	Phone lines are available on a limited basis, upon request only.
Double (8' x 20')	\$500	\$525	
<p>Schedule:</p> <p><u>Wednesday, November 16, 2011</u> 4:30pm—9:00pm Installation and setup</p> <p><u>Thursday, November 17, 2011</u> 7:00am—9:00am Installation and setup (If needed) 9:00am — 5:30pm Exhibits open</p> <p><u>Friday, November 17, 2011</u> 9:00am — 4:30pm Exhibits open 4:30pm — 9:00pm Dismantle and remove exhibits</p>			

Social Media

Exhibitors are encouraged to utilize social media before, during, and after the event to inform users of their participation in the convention:

- Organizations may follow @NCAAHPERD on Twitter and participate in the event's conversation using the hashtag #MovementMatters
- Organizations may refer to NCAAHPERD as a suggested page on the organization's Facebook page.
- Exhibitors **may not** use NCAAHPERD's social media outlets as a vehicle for self promotion.

Previous Exhibitors Include:

