

2022 Exhibitor Prospectus



53RD NATIONAL ATHLETIC DIRECTORS SHOW

Gaylord Opryland Resort & Convention Center
Nashville, Tennessee | December 11-12, 2022

Registration for the 53rd National Athletic Directors Show
Opens 10:00 a.m. EST on **December 14, 2021**





National Athletic Directors Show

DEAR PROSPECTIVE EXHIBITORS:

The 53rd National Athletic Directors Show will be held December 11-12, 2022 at the Gaylord Opryland Resort & Convention Center in Nashville, Tennessee. 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 www.ADConference.org.



We look forward to seeing you in Nashville 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) or **Sherrice Dubose** at the NIAAA (sdubose@niaaa.org) for additional opportunities.





Exhibiting Information

EXHIBIT HALL HOURS

| | | | | | |
|---------------|--|-------------------|---|-----------------|-----------------------------------|
| Set-up | Saturday, December 10 8:00 a.m. – 7:00 p.m. | Show Hours | Sunday, December 11 11:00 a.m. – 7:00 p.m. | Move Out | Monday, December 12 11:30 a.m. |
| | Sunday, December 11 8:00 a.m. – 10:00 a.m. | | Monday, December 12 9:00 a.m. – 11:30 a.m. | | |



SET-UP AND REGISTRATION

Exhibitors will be located in Ryman Hall C. 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 10, and 8:00 a.m. to 10:00 a.m., Sunday, December 11. During show days, exhibitors will be allowed in the hall one-half hour before opening time. Move-out will take place at 11:30 a.m., Monday, December 12. 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, 2022)
- Opportunity to purchase luncheon and banquet tickets
- Opportunity to participate in passport program





Hotel Information



GAYLORD OPRYLAND®

RESORT & CONVENTION CENTER

Nashville

Gaylord Opryland Resort & Convention Center

Situated in the heart of Nashville, Gaylord Opryland Resort & Convention Center welcomes guests to a stunning, one-of-a-kind resort experience. From SoundWaves, the city's premier aquatic attraction, to an exciting lineup of family-friendly activities and entertainment, there's something for the entire family to enjoy.

RESERVATION INFORMATION

To make hotel reservations at the \$179/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 **Wednesday, July 13, 2022.**

In order to receive the conference rate, you will need to make your room reservation no later than **Tuesday, November 22, 2022.**





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 2023
- 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. Awards Banquet
 2. Awards Luncheon
 3. Closing General Session
 4. Conference App
 5. Conference Bag
 6. Hotel Key Cards
 7. Lanyards
 8. Leadership Training Institute (LTI)
 9. Name Badge
 10. Opening General Session

Level 2:\$3,250

- 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





Awards Banquet.....Investment \$5,000

- 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

Awards LuncheonInvestment \$5,000

- 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

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

- 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 closing session

Conference APP Investment \$5,000

- 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

Conference Bag.....Investment \$5,000

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

Conference Wi-Fi.....Investment \$6,000

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

Hotel Key Cards.....Investment \$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)

Lanyard.....Investment \$5,000

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

Leadership Training Institute 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

Name BadgeInvestment \$5,000

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

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





OTHER OPPORTUNITIES

- Combo Post & Sponsor Page..... \$500**
- App Promoted Post..... \$300**
- App Sponsor Page..... \$250**

For more information on the Conference App, see page 10.

First-Time Attendees Orientation \$3,000

- Your company or organization will have the opportunity to show a video presentation to attendees (1-2 min.)
- Listing as a conference sponsor on signage
- Push notification announcing First-Time Attendees Orientation

Hot Topics \$3,000

- Your company or organization will have the opportunity to show a video presentation to attendees (1-2 min.)
- Listing as a conference sponsor on signage
- Push notification announcing Hot Topics

Sports Law Year-in-Review \$3,000

- Your company or organization will have the opportunity to show a video presentation to attendees (1-2 min.)
- Listing as a conference sponsor on signage
- Push notification announcing Sports Law Year-in-Review

“Talking & Trading” \$3,000

- Your company or organization will have the opportunity to show a video presentation to attendees (1-2 min.)
- Listing as a conference sponsor on signage
- Push notification announcing “Talking & Trading”

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

Registration Bag Insert \$1,600

Registration Ad Panels \$500

- (10 available)
- Showcase your company logo on the conference registration kiosk located at the conference registration counter

Branded Floor Decals..... \$500

- (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

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 |





NFHS: HIGH SCHOOL TODAY MAGAZINE

High School Today is a unique, one-of-a-kind publication for leaders in high school athletic and activities administration. It is published by the National Federation of State High School Associations (NFHS) eight times a year and distributed to key individuals in almost 20,000 high schools nationwide. Advertisers, therefore, are assured of reaching the key decision-makers in high schools.

Publication: 56- or 64-page four-color magazine, 8X a year (September–May, with combined issue for months of December and January).

Readership: Athletic/activities directors; principals; superintendents; school board presidents; NFHS member state associations; speech, debate and music associations; district/city athletic directors; state athletic director associations; state association legal counsels; and media.

Circulation: 30,000 guaranteed, with 120,000 projected readership.

| Four-color ad rates | 1x | 3x-8x* |
|-------------------------|---------|---------|
| 2-Page Spread | \$4,750 | \$2,375 |
| Inside Front Cover (C2) | \$4,000 | \$2,000 |
| Back Cover (C4) | \$3,500 | \$1,750 |
| Inside Back Cover (C3) | \$3,000 | \$1,500 |
| Full Page | \$2,500 | \$1,250 |
| 1/2 Page | \$1,500 | \$750 |
| 1/3 Page | \$1,000 | \$500 |

*Per insertion rates
Special position charge: 10% (non-commissionable)

For additional information, contact Keimairra Haylock, TPG Client Service Coordinator, at 770-366-9683 or Keimairra.Haylock@TeallPropertiesGroup.com.

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: 15,000
Includes more than 13,000 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.





Passport Program

**PASSPORT PROGRAM WILL BE HELD ON
SUNDAY, DECEMBER 11, AND
MONDAY, DECEMBER 12**

- 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: www.ADConference.org

| | | | | | | | | |
|------------------------------------|--|-----------|-----------|--|-----------|-----------|-----------|-----------|
| Booth 000 | Booth 000 | Booth 000 | Booth 000 | | Booth 000 | Booth 000 | Booth 000 | Booth 000 |
| HAVE YOUR COMPANY LOGO APPEAR HERE | X | | | | | | | |
| Booth 000 | <p>“PASSPORT” GAME BOARD</p> <p>Win Cash Prizes by Participating in the “Passport” Contest!</p> <p>Two \$1,000 prizes Three \$500 prizes Six \$250 prizes</p> <p>“Passport” Contest Rules: 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 | Booth 000 | Booth 000 | Booth 000 | | Booth 000 | Booth 000 | Booth 000 | Booth 000 |
| | | | | | | | | |





Conference App

For the ninth year, the NFHS and the NIAAA are providing a conference app for attendees to download and use during the 53rd National Athletic Directors Conference.

The app will be available through the App Store and Google Play, 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?

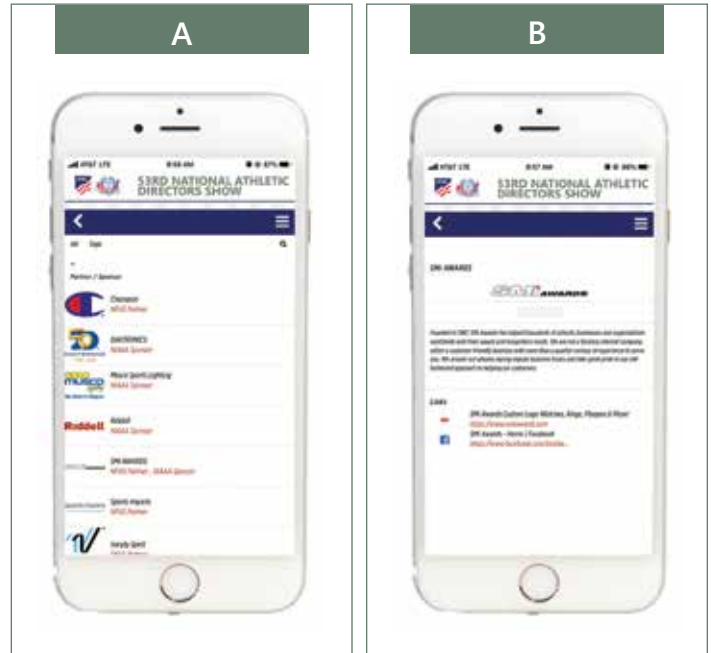
A promoted post (similar to those on Facebook) allows your message to appear pinned to the top of the activity feed for an allotted amount of time in the Conference App. The activity feed is similar to Facebook's "News Feed" in that it is a constantly updating list of stories on the home page. The activity 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 – **\$500**

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 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

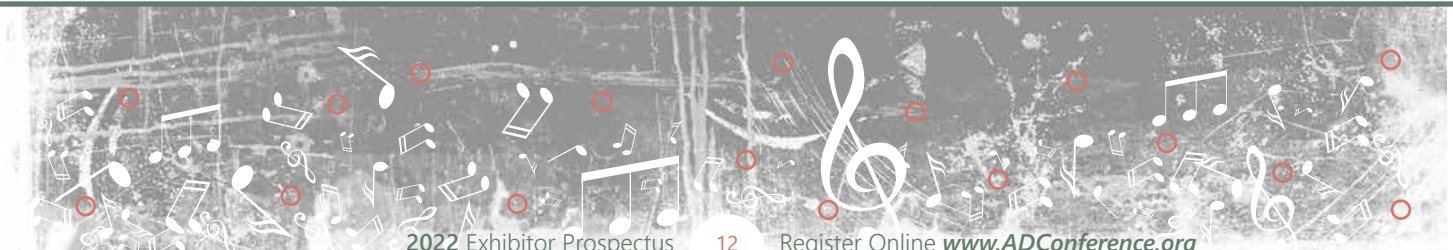
Exhibitors agree that the rules and regulations of the National Federation of State High School Associations (NFHS) and National Interscholastic Athletic Administrators Association (NIAAA) printed in this brochure are part of the contract and will be observed by the exhibitor's company and representatives 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 Gaylord Opryland Resort & 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

Booth selection will be done during the registration process. The NFHS/NIAAA reserves the right to alter the Exhibit Floor Plan or change space assignments at its discretion 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 11:30 a.m. on December 12, when the show closes. Early tear down will not be permitted. Penalties may apply.

As a reminder the booth placement is done at time of registration. NFHS Corporate Partners and NIAAA Corporate Sponsors are placed prior to the opening of registration.



3. Payment for Space

Payment in full is due with Application/Contract to validate space reservations. Deposits will not be accepted.

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, 2022. 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 11 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 17)

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

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/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 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.

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 Tennessee 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/NIAAA, nor its employees, nor its contractors, nor the Gaylord Opryland Resort & 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 Gaylord Opryland Resort & 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/NIAAA nor the Gaylord Opryland Resort & 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 to carry Commercial General Liability Insurance with limits of at least \$1,000,000 per occurrence, \$2,000,000 aggregate. NFHS/NIAAA and the Gaylord Opryland Resort

& 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 10-12, 2022.

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 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.



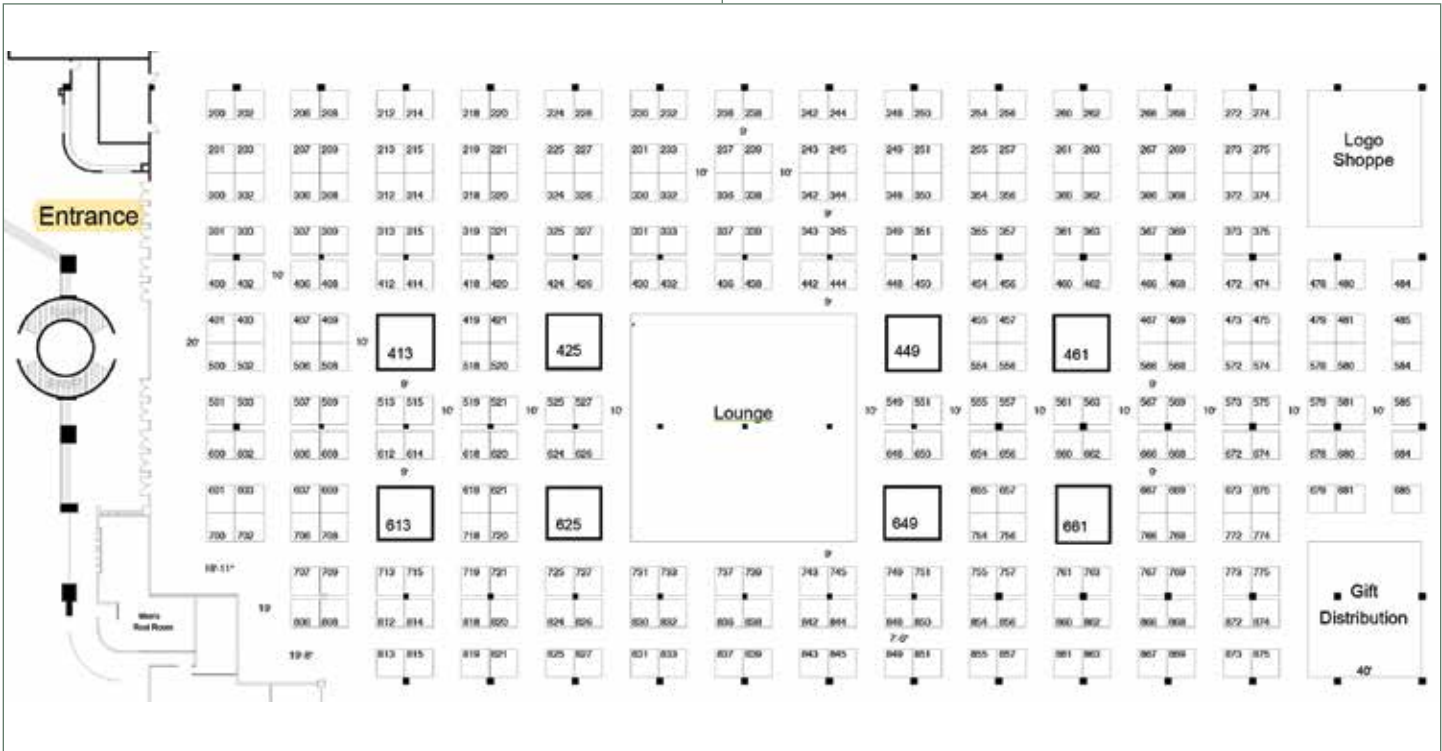
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Floor Plan

53RD NATIONAL ATHLETIC DIRECTORS SHOW | RYMAN HALL C | DECEMBER 11-12, 2022



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

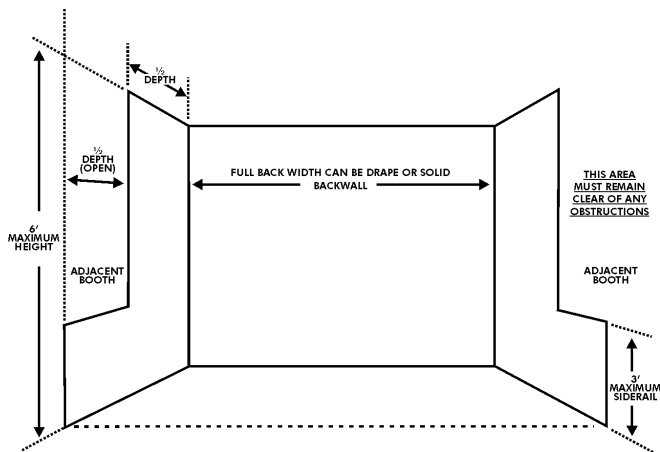
- 10' x 10' Single Booths \$1,400
- 10' x 20'Double\$2,600
- 10' X 30'Triple\$3,800
- 20' x 20' Islands.....\$5,000



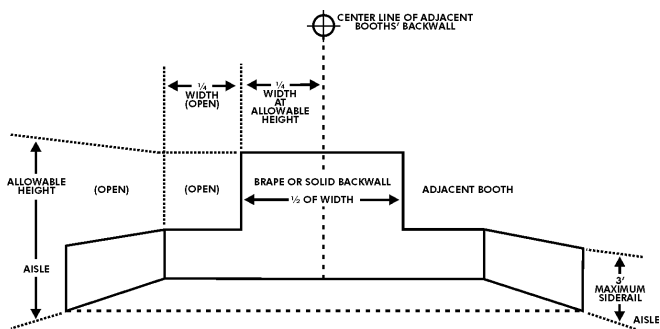


International Association of Exhibitions and Events Display Specifications

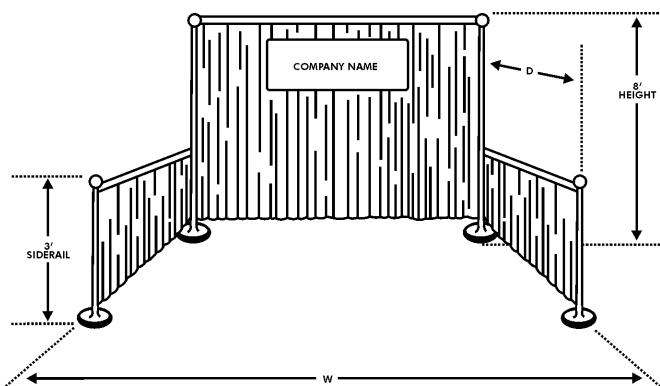
**FRONT EDGE (AISLE)
STANDARD BOOTH (SEE LEGEND)**



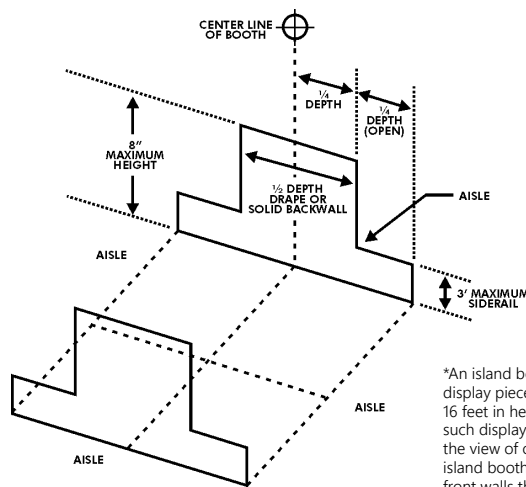
**AISLE (END OF ISLAND)
PENINSULAR BOOTH
WITH THREE AISLE EXPOSURE**



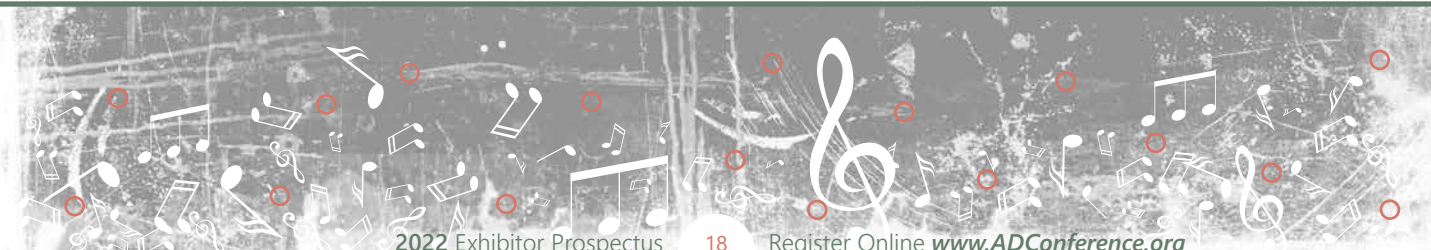
**STANDARD BOOTH FURNISHED
BY SHOW MANAGEMENT**



**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.





52nd National Athletic Directors Show Exhibitors

360 Hoops
3R Sports / VYPE Media
8to18 Digital
A-Turf, Inc
ACE Sports Video Scoreboards
AIRBOX LLC
ALL-PRO TACTICAL
American Cancer Society
ArbiterSports
AstroTurf
Athletic Business
Athletic Surveys by LifeTrack
ATHLETIC TRAINER SYSTEM
AthleticSOS by Sports Solutions LLC
AVIDO Strength & Conditioning
AvKARE LLC
Bag Tags, Inc.
BAND
Biggest Fan Consulting
BigTeams
Bison Inc.
BlueFrame Technology
BodhiSport
Boostr Digital Displays
Brent's Uniform Factory
Brock USA
BSN Sports
California Canopy
Capelli Sport
Cascade Maverik Lacrosse
Cimarron Sports
Clell Wade Coaches Directory/AD
Insider

Coach & Athletic Director
Coach Evaluator
CONCORDIA UNIVERSITY IRVINE –
MCAA
Concussion Legacy Foundation
CourtClean
Covermaster Inc.
CustomCollegeBanners.com/Maximum
Promotions, Inc.
Daktronics
Dare2Coach
Dash Station LLC
Digital Scoreboards, LLC
DistrictWON
Dollamur Sports Surfaces
Dr. Dish Basketball, The FlipSled,
AirCAT Volleyball
DreamSeat
DTN
Dynamic Team Sports
E.A. Graphics
Earth Networks
eKnowledge
Ephesus Sports Lighting
Eventlink
Excite Fundraising
EZ Flex Sport Mats
Fair-Play Corporation
FieldTurf
FinalForms
Fisher Athletic
Franz Graphics
Franz Repro

FROM NOW ON
Game On Mouthguards
GameChanger
GameDay® Vision
Gill Athletics / Porter Athletic
Gilman Gear
Gipper
GoFan
GreenFields – Tencate Grass
Guardian Caps
Hellas Construction
Helmet Tracker
High School AD Network
HomeTown Ticketing
Honest Game
HUDL
Hussey Seating
Hype Socks
IMPACT Fitness Foundation
Inflatable Images®
Interkal, LLC
K & K Insurance Group, Inc.
Keystone Purchasing Network
Laundry Loops
Lead 'Em Up
Legend Rings
LXG
Lynx System Developers
Mascot Media Acquisition LLC.
Maverick Awards
MaxPreps
Maxwell Medals & Awards
Media All Stars





MF Athletic Co
Musco Lighting
MyGameDayLive
Nanonation
Navigo Sports Tours
Neptune GameTime / Neptune
Navigate
Nevco Sports, LLC
Next College Student Athlete
Nexxfield
NFHS Learning Center
NFHS Network
NIAAA Member Booth
NSCA – National Strength and
Conditioning
OES Scoreboards
P.C.C. INC Air Purification
PGA of America
Physical EDGE LLC
Pixellot – VidSwap
Polar
Porta Phone
Power Ad Company
PrestoSports
Prevent Sprain Socks
Pride Slides
Pure&Clean
PWRx Performance
Q30 Innovations/Q-Collar
Rank One Sport + Health
Rebel Athletic
Register My Athlete
Resilite Sports Products

Richey Athletics
Riddell
Rokkitwear
rSchoolToday
Safr Sports (ProTech)
Schmitz Foam Products – ProPlay
School Pride Ltd
Sideline Interactive
Sideline Power / Anchor Audio Outlet
Signature Championship Rings
SLG Lighting
SMi Awards
Snap Raise
Special Olympics Colorado
Spiideo
SportaFence
Sports Imports
Sportscale
Sportsfield Specialties
SportSoft Inc.
sportsYou
Sterilaser LLC
Stride
Strike Visuals
SuperFan
SUPLES
TCoolPT
Team Fitz Graphics
TeamBuildr
TeamFunder.com
The Fanatic Group
The Global Community of Women
in High School Sports

The Neff Company
Ticket Spicket
TouchPros
TrueSport
Tulane University Center for Sport
Turf Producers Association
Turf Tank
U. S. Marines Youth Foundation
UCS INC
United States Tennis Association
University of Denver
USGreentech
VantageSportz
Varsity Athletic Apparel
Varsity Spirit
VitalSigns Wall of Fame
VNN Sports
Watchfire
Waterboy Sports
Wooter Apparel
WorldStrides
Zephyr Headwear



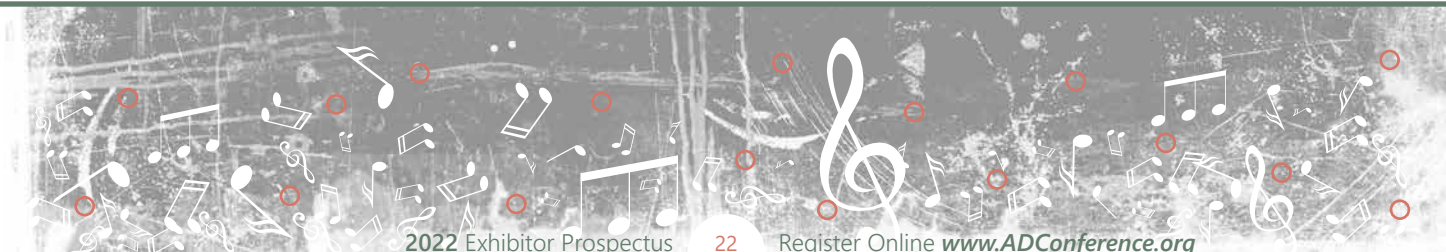


Notes





Notes



MARK YOUR CALENDAR FOR FUTURE NATIONAL ATHLETIC DIRECTORS SHOWS



DECEMBER 17-18, 2023
ORLANDO, FLORIDA



DECEMBER 15-16, 2024
AUSTIN, TEXAS



DECEMBER 14-15, 2025
TAMPA, FLORIDA

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