



# Exhibitor Prospectus

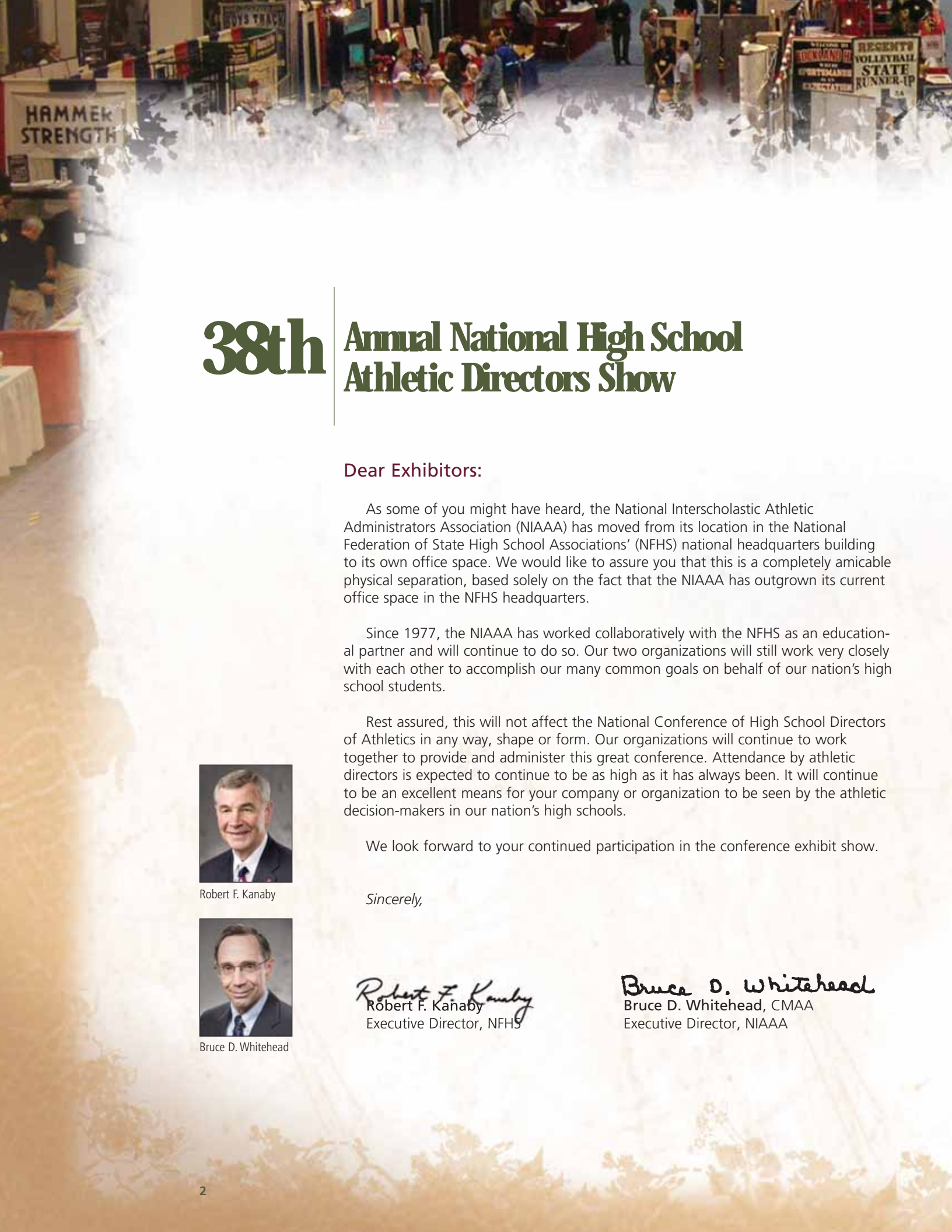
**38th**

## Annual National High School Athletic Directors Show

Gaylord Opryland Resort & Convention Center  
Nashville, TN • December 15-17, 2007



NATIONAL FEDERATION OF STATE HIGH SCHOOL ASSOCIATIONS &  
NATIONAL INTERSCHOLASTIC ATHLETIC ADMINISTRATORS ASSOCIATION



# 38th Annual National High School Athletic Directors Show

## Dear Exhibitors:

As some of you might have heard, the National Interscholastic Athletic Administrators Association (NIAAA) has moved from its location in the National Federation of State High School Associations' (NFHS) national headquarters building to its own office space. We would like to assure you that this is a completely amicable physical separation, based solely on the fact that the NIAAA has outgrown its current office space in the NFHS headquarters.

Since 1977, the NIAAA has worked collaboratively with the NFHS as an educational partner and will continue to do so. Our two organizations will still work very closely with each other to accomplish our many common goals on behalf of our nation's high school students.

Rest assured, this will not affect the National Conference of High School Directors of Athletics in any way, shape or form. Our organizations will continue to work together to provide and administer this great conference. Attendance by athletic directors is expected to continue to be as high as it has always been. It will continue to be an excellent means for your company or organization to be seen by the athletic decision-makers in our nation's high schools.

We look forward to your continued participation in the conference exhibit show.



Robert F. Kanaby

*Sincerely,*



Bruce D. Whitehead

*Robert F. Kanaby*  
Robert F. Kanaby  
Executive Director, NFHS

*Bruce D. Whitehead*  
Bruce D. Whitehead, CMAA  
Executive Director, NIAAA



# 2006 Athletic Directors Conference Quotes

## Exhibitors

**Jan Michael Alejandro**  
Jan-Al Cases

We make cases for everyone from the Rolling Stones to the New York Yankees to the New York Philharmonic to the Chicago Symphony, and we are now gearing our lines to the high school market. Our cases start as low as \$199. We offer trainer's equipment, including medical sports equipment hardware to fix helmets. This is our first year at the conference. The registration process was great, and we are very happy with our booth. The high school marketplace is very important to us – it's a necessary thing. The NFHS staff has done a great job with this conference – it's very organized.

**Randall Hunt**  
Put-in Cups

For years, high schools have used Styrofoam cups in fences. We manufacture plastic cups that come in two colors that fit three sizes of chain-link fence. Schools can use these as a fund-raiser or as a means of generating school spirit.

This is our second time at this show – we were at the New Orleans show in 2004. The show has been great and the traffic has been very good this year. Most of the attendees haven't seen a product like this before. We had a very good experience registering for the show – Kelly Russell of the NFHS staff was very accommodating in that regard.

**Schedule Star**  
Adolph Santorine

My father founded the company in 1964, and we have now exhibited at this show for about 16 years. Our product enables athletic directors to schedule their games and their officials.

This conference is a great place to meet and stay connected with customers. The traffic's been very good this year, and we get to spend quality time with motivated athletic directors who come here with an open mind. Our business is 100 percent at the high school level, so it's important for us to be at this show. The registration process was good. The NFHS does a good job with this show.

## Attendees

**Keith Bauder**  
Riverton (Wyoming) High School

This is my fourth year as an athletic director and my first year both in California and at this conference. It's all been a great experience.

The biggest thing I'm looking for is a scheduling software system, and I'm also looking at turf products. The exhibitors have been very accommodating. I don't have a budget in mind as far as what I want to spend here – I just wanted to come here to find out what goes on.

The workshops have been great – it's interesting to find out that athletic directors from other parts of the country have the same problems that you have.

**Deb Calhoun**  
Colorado Springs (Colorado) Pine Creek High School

This is my second conference – I was also at last year's conference in Orlando. Having been to the conference last year, I now know what to focus on and what goals to try to accomplish. This year's conference has been going very well. I moderated the NCAA Clearinghouse workshop.

I coached for 22 years, and now I'm an athletic administrator. I'm looking for banners and turf maintenance products in the exhibit hall. The exhibitors have been very informative and knowledgeable, and I'm gathering information at this show.

**Tim Cruz**  
Decatur (Illinois) MacArthur High School

I coached football, baseball and track for 27 years, and now I'm an athletic administrator at Decatur MacArthur High School, which has an enrollment of 1,300. We are Class 6A in football and Class 2A in basketball.

It's good to come out and look at the exhibits. I saw a lot of new inventions, including a device that helps you increase the arc of the basketball free throw over the rim. I met with the League Minder last year and I have met with them again this year. I don't have a secretary, so that would be helpful to me. The exhibitors have been very accommodating and I like the freebies that they offer.



# Marketing Survey

Results derived from 2006 National High School Athletic Directors Show

## Number of years as an athletic director

1 year .....	6%
2-5 years .....	13%
6-10 years .....	31%
11-15 years .....	19%
16-20 years .....	9%
21-25 years .....	13%
25+ years.....	9%

## Number of times you have attended this conference over the past 29 years

1st time .....	19%
2-5 .....	34%
6-10 .....	25%
11-15 .....	9%
16-20 .....	13%

## Average number of schools under your authority .....(1)

### Grades these schools include

6-8 .....	0%
6-12 .....	9%
7-12 .....	19%
8-12 .....	0%
9-12 .....	59%
10-12 .....	0%
K-12 .....	13%

## Average enrollment under your authority 1,491

## Number of coaches under your authority 69

## Individual who has purchasing authority for the athletic department

Athletic Director.....	78%
Principal .....	13%
Superintendent .....	6%
School District Business Manager/Controller.....	3%
Coaches.....	0%

## Individual budgeting authority for the athletic department

Athletic Director.....	68%
Superintendent .....	16%
Principal .....	13%
School District Business Manager/Controller.....	3%
Coaches.....	0%

## Percentage of Athletic Directors anticipating renovations within the next five years 94%

## Percentage of Athletic Directors anticipating new construction within the next five years 72%

## Average annual budget for athletic equipment/products only \$77,000

## Percentage of athletic directors who place orders with exhibitors during the show 53%

## Athletic Directors who give National Conference exhibitors an opportunity for business Always.....100%



# Exhibiting and Hotel Information

## Host Hotel

Gaylord Opryland is recognized around the world for its extraordinary service, luxurious accommodations and first-class entertainment. Under majestic, climate-controlled glass atrium, you'll be surrounded by nine acres of lush indoor gardens, winding rivers, pathways, sparkling waterfalls where you can unwind, explore, shop, dine and be entertained to your heart's content. Highlights include a 44-foot waterfall, laser-light and fountain shows and tours aboard the Delta Flatboats – right inside the hotel.

Experience the legendary sounds of the Grand Ole Opry, play at Nashville's premier golf course, Gaylord Springs, and enjoy a dinner boat cruise or walk to the nearby mall, Opry Mills.



## The Benefits

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

- Online Floor Plan and Exhibitor Directory
- Quality hours of exhibiting
- Opportunity to advertise in the Fall and Winter IAA and Coaches' Quarterly
- Coffee breaks in the exhibit hall
- Events in the exhibit hall to drive traffic
- Several sponsorship opportunities
- Reduced room and suite rates
- Optional tours and activities at discounted prices
- Free delegate attendance roster
- Exhibit hall security
- Listing in conference newsletter (if confirmed by November 1)
- Opportunity to purchase luncheon and banquet tickets

## Set-up and Registration

Exhibitors will be located in Ryman Hall C in the Gaylord Opryland Resort and 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 a proper name badge.

Set-up will be held from 2:00 p.m. to 6:00 p.m. Friday, December 14, and from 8:00 a.m. to 3:30 p.m. Saturday, December 15. No one will be permitted to enter the hall for set-up after 3:30 p.m., and everyone must vacate the hall at that time. During show days, exhibitors will be allowed in the hall one-half hour before opening time. Move-out will take place at 12:00 p.m. Monday, December 17.

## Event Times

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### Exhibitor Set-up Times

Friday, December 14.....2:00 p.m. – 6:00 p.m.

Saturday, December 15.....8:00 a.m. – 3:30 p.m.

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### Event and Show Hours

Saturday, December 15.....5:30 p.m. – 8:00 p.m.

Sunday, December 16.....9:00 a.m. – 5:00 p.m.

Monday, December 17....9:00 a.m. – 12:00 p.m.

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### Move-out

Monday, December 17 .....12:00 p.m.

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# Sponsorship Opportunities

*All sponsors will receive signage and the opportunity to place a flyer in the registration bags. Sponsors will receive recognition in the IAA and Conference Newsletter.*

## Conference Banquet

**Tuesday, December 18, 6:30 – 9:00 p.m.**

The conference banquet serves as the highlight of the week. Eight athletic administrators will be recognized with NFHS Citations for their contributions to high school sports. The exclusive sponsor of the event will be given the opportunity to address the audience about its commitment to high school sports and show a brief video about the company or product.

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**Exclusive Sponsorship Investment: \$15,000**  
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## Conference Luncheon

**Monday, December 17, 12:00 – 2:00 p.m.**

The NIAAA will honor 10 individuals with Distinguished Service Awards as well as the Award of Merit and Thomas E. Frederick Award of Excellence during a very moving ceremony. Sponsors will be introduced and given the opportunity to make brief remarks.

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**Exclusive Sponsorship Investment: \$10,000**  
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## Attendee Exhibitor Reception

**Saturday, December 15, 5:30 – 8:00 p.m.**

At this very popular event, attendees and exhibitors will have the opportunity to meet and greet each other.

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**Exclusive Sponsorship: \$10,000**  
**Multi-Sponsorship per Company**  
**Investment: \$2,500**  
-----

## Opening General Session

**Sunday, December 16, 1:00 – 2:30 p.m.**

Your company or organization will have the opportunity to briefly address the attendees and introduce the main speaker.

-----  
**Investment: \$2,000**  
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## Second General Session

**Monday, December 17, 10:00 – 11:30 a.m.**

Your company or organization will have the opportunity to briefly address the attendees and introduce the main speaker.

-----  
**Investment: \$2,000**  
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## Closing General Session

**Tuesday, December 18, 1:30 – 2:30 p.m.**

Your company or organization will have the opportunity to briefly address the attendees and introduce the main speaker.

-----  
**Investment: \$2,000**  
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## NFHS Donut Derby Coffee Break

**Sunday, December 16, 9:00 – 10:00 a.m.**

This is a great opportunity for exhibitors to gain exposure and name recognition.

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**Exclusive Sponsorship: \$3,000**  
**Multi-Sponsorship per Company**  
**Investment: \$1,500**  
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# Sponsorship Opportunities

## Bag Insertion

### Deadline November 19

Place a special flyer in the bag of each attendee! Promote your product and drive traffic to your booth.

Investment: \$1,000

## Coaches' Quarterly

The NFHS Coaches' Quarterly is a 32-page professional journal published four times a year. Its target audience is high school coaches. Editorial content is geared toward topics such as sportsmanship issues, coaches' education programs, profile features on coaches, risk management issues, health and safety concerns, book and video reviews, and insurance information.

- **Circulation:** 30,000.  
Includes current members of the NFHS Coaches Association.

### Conference Special

- Cost: Inside Front Cover    \$2,455    **\$2,210**
- Cost: Inside Back Cover    \$2,350    **\$2,115**
- Cost: Back Cover    \$2,675    **\$2,408**
- Cost: Full Page    \$1,870    **\$1,680**
- Closing date for the Fall issue is July 20.
- Closing date for the Winter issue is October 25.

For further information or to request a media kit, for Coaches' Quarterly, contact Kelly Russell at the NFHS, 317-972-6900, krussell@nfhs.org.

## Interscholastic Athletic Administration

The IAA is the perfect vehicle for advertising your participation in the conference. This journal 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. The IAA is the official magazine of the National Interscholastic Athletic Administrators Association (NIAAA).

IAA reaches the purchasing and decision-makers for school athletic programs.

- **Circulation:** 8,500  
Includes more than 6,500 NIAAA members.

### Conference Special

- Cost: Inside Front Cover    \$1,250    **\$1,125**
- Cost: Inside Back Cover    \$1,150    **\$1,035**
- Cost: Back Cover    \$1,350    **\$1,215**
- Cost: Full Middle Page    \$1,050    **\$945**
- Cost: Full Page    \$850    **\$805**
- 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 6.

For further information or to request a media kit, for IAA, contact Mike Blackburn at the NIAAA, 317-587-1450, mblackburn@niaaa.org.





# 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) 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 will be exhibited. **Use of the NFHS name, logo or acronym for samples, marketing, advertising, etc., is strictly prohibited, unless authorized in writing by the NFHS.**

*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 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 and Convention Center with permission from the NFHS. Beverage sample size is 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. 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 (\$1,100-\$4,400) 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 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. 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 12 p.m. on December 17, when the show closes.

## 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 29, 2007 (approximately 45 days prior to the show). All cancellations must be in writing, postmarked by cancellation deadlines.


## 5. No Show

Any company not registered by Saturday, December 15 still planning to exhibit must inform show management no later than 3:00 p.m. on December 15. Otherwise, the 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 by George Fern Company, 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 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. 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 12)*

The NFHS 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 Ballroom/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 8 feet above the floor. 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. 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 with an advance list of their representatives who are expected to attend. Forms will be provided by the NFHS 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 and demonstrate, but not 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. 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 1/8 of a tank of fuel, 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 Nashville 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, nor its employees, nor its contractors, nor the Gaylord Opryland Resort and

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 signing the Application/Contract, exhibitor releases and agrees to indemnify the NFHS and the Gaylord Opryland Resort and 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.

### 13. Insurance

Exhibitors and any independent contractors (See 9) they may employ must have comprehensive insurance. Neither NFHS nor the Gaylord Opryland Resort and 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. 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 reserves the right to reject any and all exhibit applications. The NFHS 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.

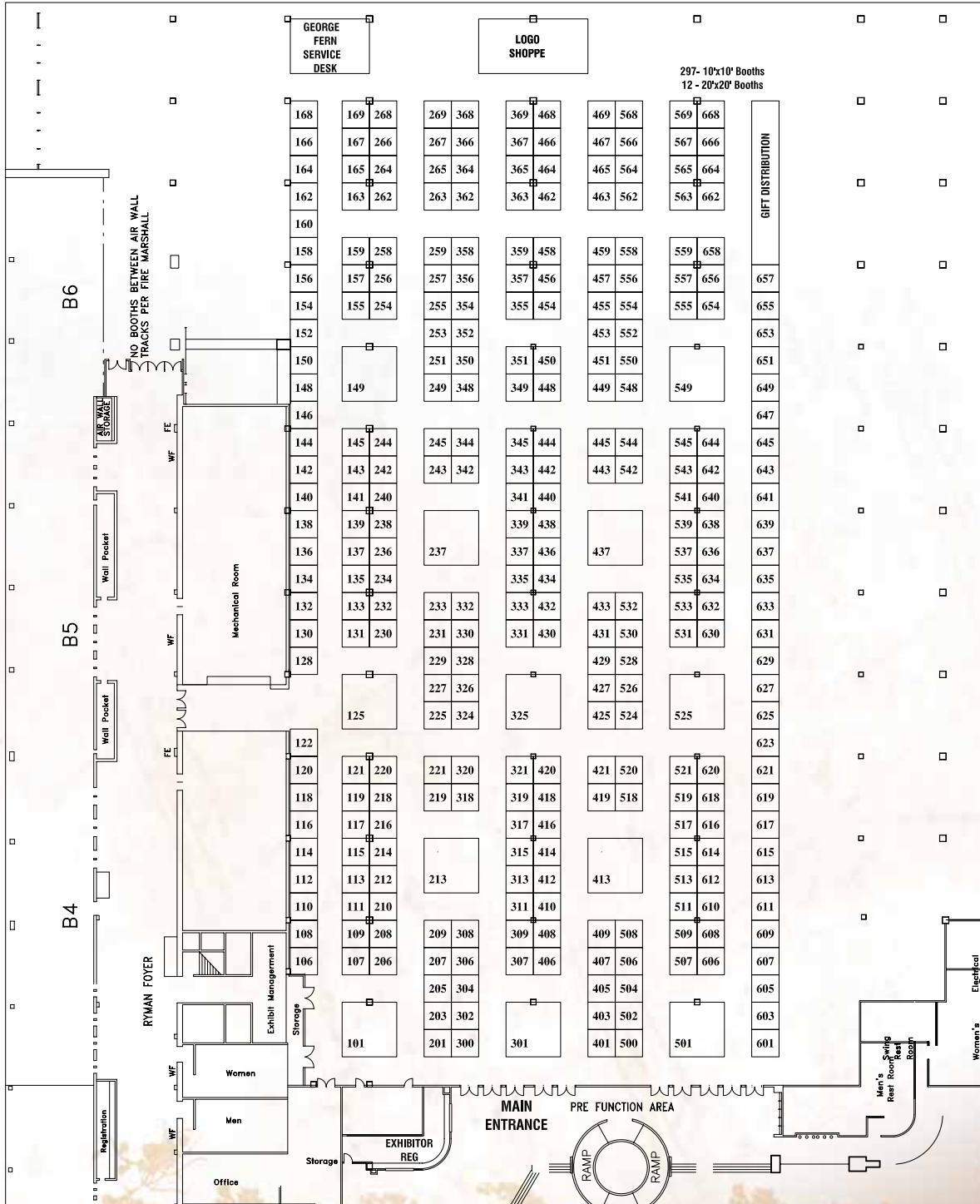
# Floor Plan

## 2007 National High School Athletic Directors Show

Gaylord Opryland  
Resort and Convention Center  
December 15-17, 2007

297 - 10' x 10' booths  
12 - 20' x 20' islands

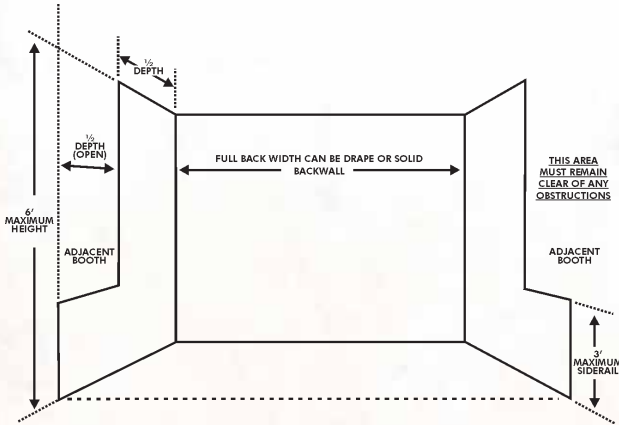
Key For Booth Fees: Islands \$4,400  
Double \$2,200  
Single Booths \$1,100



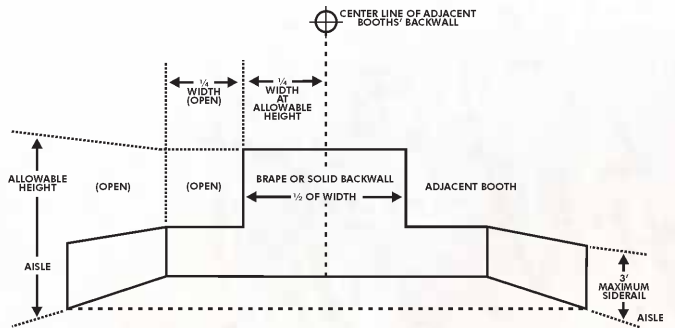


# International Association Exposition Managers Display Specification

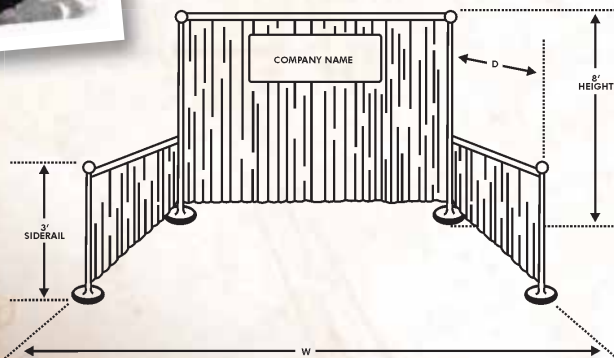
FRONT EDGE (AISLE)  
STANDARD BOOTH (SEE LEGEND)



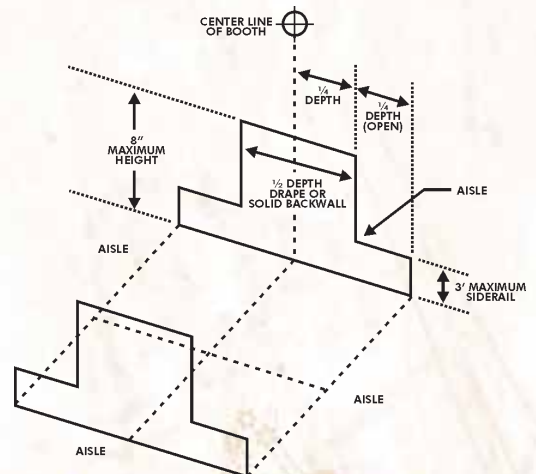
AISLE (END OF ISLAND)  
PENINSULAR BOOTH  
WITH THREE AISLE EXPOSURE



STANDARD BOOTH FURNISHED  
BY SHOW MANAGEMENT



ISLAND BOOTH WITH  
FOUR AISLE EXPOSURE



# EXHIBIT SPACE APPLICATION/CONTRACT

2007 NATIONAL HIGH SCHOOL ATHLETIC DIRECTORS SHOW

December 15-17, 2007

Gaylord Opryland Resort and Convention Center  
Nashville, Tennessee

Single Booth \$1,100 Double Booth \$2,200 Island \$4,400

Payment Amount \$ \_\_\_\_\_

\_\_\_ Check Enclosed or

\_\_\_ Mastercard \_\_\_ VISA \_\_\_ Am Ex

Name on Card: \_\_\_\_\_

Card # \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Exp. Date: \_\_\_/\_\_\_/\_\_\_ Security Code: \_\_\_\_\_

(call your merchant card provider for location of code)

Signature: \_\_\_\_\_

**Full payment is due with all contracts. Deposits not accepted.**

A standard booth is 10' x 10'. For booth sizes and costs, see key for booth fees on the floor plan on page 11. For booth specifications, see Rule 8, page 9 and booth diagrams on page 12.

## \*\*COMPANY INFORMATION FOR DIRECTORY – TYPE OR PRINT CLEARLY

Company \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Street or Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ e-mail \_\_\_\_\_ Web Address \_\_\_\_\_

Choice of space locations (list four booths from four different areas of the Exhibit Hall):

1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_ 4th Choice \_\_\_\_\_

If none of the above are available, you will be assigned space as similar as possible. If check for exhibit space is more than the cost of the space assigned, a refund will be issued.

Check all categories that apply to your company:

A.  Audio/Video Equipment/Accessories

B.  Computers/Software/Programs

C.  Athletic Equipment

D.  Sports Surfaces

E.  Trainers Supplies

F.  Conditioning & Strength Equipment

G.  Aquatic Facility Components

H.  Building & Facility Components (washers, dryers, etc.)

I.  Uniforms/Apparel

J.  Service Organization

K.  Turf/Field Maintenance Equip/Supplies/Services

L.  Publications

M.  Fund-Raising and Incentives

N.  Lodging

O.  Transportation

P.  Concessions/Beverages

Q.  Office Equipment

R.  Bleachers/Seating

S.  Equipment Reconditioning

T.  Tickets

U.  Shoes

V.  Awards/Trophies

W.  Other \_\_\_\_\_

**FOR OFFICE USE ONLY**

Booth(s) Reserved: \_\_\_\_\_

Approved: \_\_\_\_\_

Date: \_\_\_\_\_

We intend to exhibit the following products/services: (This must be completed) \_\_\_\_\_

\_\_\_\_\_ We are interested in advertising. Please contact us.

\_\_\_\_\_ We are not interested in advertising. Please explain reason. \_\_\_\_\_

## \*\*MAIL SPACE CONFIRMATION, EXHIBITOR SERVICES MANUAL AND OTHER INFORMATION TO (if different from above):

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Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone (\_\_\_\_\_) \_\_\_\_\_

*The undersigned hereby authorizes the NFHS to reserve exhibit space at the Gaylord Opryland Resort and Convention Center, for use by the above company or organization during the 38th Annual NFHS/NAIAA National Conference of High School Directors of Athletics. The undersigned hereby acknowledges receipt of and agrees to abide by the Exhibiting Rules and Regulations included on pages 8-10 and to all conditions under which exhibit space at the Gaylord Opryland Resort and Convention Center is leased to the NFHS. Furthermore, the undersigned agrees to be responsible for all services and other charges contracted for by the exhibitor's representatives. The undersigned specifies that the products or services listed on this contract are those to be exhibited.*

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Name (Please Print) \_\_\_\_\_ Title \_\_\_\_\_

Please retain a copy for your files and MAIL ORIGINAL WITH CREDIT CARD INFORMATION OR CHECK made payable to NFHS.

Send to: Kelly Russell, PO Box 690, Indianapolis, IN 46206 or fax 317.822.5700.



## 2006 Conference Exhibitors

Company Name	Booth No.	Company Name	Booth No.	Company Name	Booth No.
Action Sports Media	528	Circle Systems Group	524	GL Sports	719, 818
Adams USA	804	Clarín	828	Goal Sporting Goods, Inc	415
Advanced Apparel Inc.	204	Clell Wade	500	Grimm Brothers Plastics Corp	210
Advanced Sports Record Boards	819	CoachComm	315	GSE Geosport Surfaces	417
Aeroxel	835	Coaches Locker	344	GT Sports Apparel	714, 716
Air Chiller, Inc.	106	Collegiate Directories, Inc.	713	Halo Sports	326
All American Scoreboards	226	Court Clean	538	Hammer Strength/ LifeFitness	639, 738
All Sports CAM	443	Covermaster, Inc.	544	Hartwell Medical	732
All Star Publishing & Awards	429	Crown Gym Mats	829	Healy Awards	849
Alloy Media & Marketing	625	Cube Services, Inc	549	Helmets R US	536
Aluminum Athletic Equipment Co.	423	Daktronics 601, 603, 605, 607		Henry Schein, Inc.	232
Amateur Athletic Union of the United States	617	Dant Clayton Corporation	318	Hind Team Sports	526
American Association of Adapted Sports Programs	313	DeBourgh Mfg Co	619	Holloway Sportswear	529
American Challenge	718	Disney Sports	725	Hunter Industries	317
American Sport Education Program	426	Dollamur Sports Surfaces	416	HYPER Sports Consulting	805
Anchor Audio	101	DOMO Sports & Leisure		Imerys	305
Antioch Sporting Goods	110, 218	Grass/West Pac Sports Systems	704	Impact Concussion Management Software	614
Athletic Business	615	Dynamic Team Sports	604	Interkal, LLC	515
Athletic Director Calendars.com	823	ESCO Erffmeyer & Son, Co., Inc.	245	Jan-AI Sports and Video Cases	333
Athletic Management	434, 436	ESPN Coaches Fundraising Program	806	Jaypro Sports, LLC	506
Athletic World Advertising	505, 507	Eversan Inc	322	JCH International	229
A-Turf	612	Fair-Play Scoreborads	807, 809, 811	JV Pro Inc	406
Bison Inc.	211	FieldTurf Tarkett	403	JVC	302
Blue Star Sportswear, Inc.	502	First to the Finish	504	K&K Insurance	335
Boathouse Sports	304, 306	Fisher Athletic	542	LeagueMinder	543
Bonkers Benches	328	Front Row Sports Technologies	233, 332	Liberty Mutual	404
Brett Bros. Sports	103, 104	Full90 Sports	635	LifeTrack Services	329
BSN Sports	715, 717	Future Pro, Inc	311	Little Caesars Fundraising Program	834
Cabana Banners	535, 537, 539	Game Wear Team Sports, Inc.	803	Lynx System Developers, Inc	513
Can You Imagine That	228	Gear 2000/Stromgren Supports	606	Mascots.com	212
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Champion Athletic	836, 838	Gill Athletic/Porter Athletic	410, 412	Max Impact	826
Cheer Stix	548	Gilman Gear	523	MaxPreps	643
				Maxwell Medals & Awards	510
				MF Athletic	323
				Mikasa Sports	733, 832



<b>Company Name</b>	<b>Booth No.</b>	<b>Company Name</b>	<b>Booth No.</b>	<b>Company Name</b>	<b>Booth No.</b>
Missouri Turf Paint	633	RISE Magazine	327	T-Mobile/Wasserman Group	303
Musco Sports Lighting LLC	700	Rogers Athletic Co	319, 418	Tomark Sports	533
Mustang Company	702	Salsbury Industries		Tuff Stuff	735
MyHatGuy.com	627	Lockers	626, 628	Turf Armor	512, 514
NAERA	707	Schedule Star	701, 800	UCS Inc.	723, 822
NAIA	447	Schelde North America	706	General Sports Venue	511
NCAA First Team	833	Scholastic Coach and		United States Bowling	
Neff Company	726,727,728,729	Athletic Director	339	Congress	546
Neveco Scoreboard		Scholastic Sports Co	519	United States Olympic	
Company	632, 634	Scholastic Sportsmanship		Committee	203, 205, 207
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NIAAA Sports Turf		School Calendar Company	448	USA Score Tables	638
Committee	244	School Pride Limited	449	USA Swimming	629
Northwest Designs	217	Schutt Sports	522	USTA School of Tennis	742
Office of National		Side Effect, Inc	224	Varsity	342
Drug Control Policy	402	Smi Awards	401	Varsity Soccer	343
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PGA of America	821	Sport Chalet	743, 842		814, 816, 810, 812
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Pinovation	736	Sportex	433	Wizard Sports Equipment	427
Pioneer Mfg Co	648	Sportime	428	World Promotional Services	219
Plexipave Systems	314	Sports Boosters	636	YFA	802
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Power Ad Company	222	Sports Health	425		
Power Lift	439, 437	Sports Imports, Inc	411		
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Precision Time Systems	200	Association	517		
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Pro Look Sports	722, 724	Equipment	711		
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Registry for Excellence	801	The Gatorade Company	301		
Renfrew Athletics	337	The Nixon Company, Inc.	338		
Riddell Sports	611	The Toro Company	347, 349		





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