



## Exhibitor Prospectus

**[View 2017 Tradeshow Video](https://youtu.be/QRW1ysX9Plc?t=150)**

# **47<sup>th</sup> Annual THSADA State Conference and Tradeshow Sunday, March 25<sup>th</sup>-Wednesday, March 28<sup>th</sup>, 2018**

*Hilton Hotel (HQ) and Courtyard Marriott/ Waco Convention Center-100 Washington Avenue-Waco, Texas*

### **Prospective Exhibitor,**

The Texas High School Athletic Directors 47<sup>th</sup> annual THSADA State Conference will be held at the Waco Convention Center-100 Washington Avenue-Waco, Texas on March 25<sup>th</sup>-March 28<sup>th</sup>, 2018. Exhibitor Registration and Booth selection are currently underway. Booth selection Floor Plan is at [www.thsada.com](http://www.thsada.com) under **Exhibitor Prospectus**. Exhibitor booth(s) will be confirmed in the order that their payment in full is received. We are allowing three hours on Monday Night and two hours on Tuesday Night for a total of 5 uninterrupted hours of maximum attendee-exhibitor contact over the two-day period. This will allow our exhibitors to be in their booth and establish quality contact time, over food and beverage, with our attendees. This Exhibit Schedule allows the Exhibitor to schedule "**after-tradeshow hours**" social activities with the attendees. We are expecting a sold-out exhibit hall and we anticipate over 450 athletic administrators.

### **2018 Exhibit Information/Show Hours**

#### **Sunday, March 25<sup>th</sup>, 2018:**

**3:00 p.m.-5:00 p.m.-Exhibitors can pick up their packet if they arrive on Sunday for Reception.**

**6:00 p.m.-EnviroTurf/Hal Mumme Football State Conference Kickoff Reception for Attendees/Exhibitors**

#### **Monday, March 26<sup>th</sup> 2018:**

**10:00 a.m.-Exhibitor Registration Begins**

**11:00 a.m.-Exhibit Setup Begins**

**5:00 p.m.-8:00 p.m.-Daktronics Tradeshow Hours.**

- Food/Beverages/TV Drawing included in Tradeshow

#### **Tuesday, March 27<sup>th</sup> 2018:**

**9:00 a.m. Hellas Construction-Benny Carter Golf Tournament-Cottonwood Creek Golf Course**

**Exhibitors interested in playing golf register-on line@ [www.thsada.com](http://www.thsada.com)**

**Tournament Director: John Crawford-[coachcrawford9@gmail.com](mailto:coachcrawford9@gmail.com)**

**4:00 p.m.-6:00 p.m.-Hellas Construction Tradeshow Hours.**

- Light Food/Beverages/TV Drawing included in Tradeshow

#### **Wednesday, March 28<sup>th</sup> 2018:**

**7:30 a.m.-12:00 noon - Tradeshow Breakdown**

#### **Exhibiting Benefits**

- Exhibit Hall open for 5 uninterrupted hours-maximum attendance/opportunities for after-hours events.
- No Door Prize required-Exhibitors do their own drawing at booth via THSADA APP. (available-January)
- Listing in Conference program if application is received by March 5<sup>th</sup>, 2018
- Food and Beverage will be located strategically within the Tradeshow to allow for maximum exposure and attendee flow for the Exhibitors.
- Exhibitors will select their own booth and/or booth type based on availability.
- Exhibitor list posted on the THSADA web site as THSADA Buyers Guide. Monthly e-mail of Exhibitors to all THSADA members. Pre-Conference attendee list provided to all Exhibitors. Final 30 days after Conference

- Attendees/Exhibitors: THSADA – TV Drawings

- TV DRAWING - The **THSADA** will do one drawing in each of the five aisles at the end of the tradeshow on Monday (8:00 p.m.) and Tuesday (6:00 p.m.) for five 50-inch TV's each night. Each Region will be assigned to a different aisle each night and during the tradeshow hours attendees will drop a business card in a receptacle-***provided by the Exhibitor*** in any of the Exhibit booths in your aisle. THSADA officers will facilitate the drawing in your aisle at the end of each tradeshow. Exhibitors can keep the Business Cards.

## Exhibitor/Tradeshow Guidelines:

**Badges must be worn by Exhibitors and Attendees.**

**No alcohol or food brought in from the outside.**

**Exhibitors may attend any Professional Development session and communicate with attendees throughout the day.**

*No other social events are to be scheduled during Tradeshow hours*

***Exhibitor badges will only be issued to those Exhibitors who are listed on the application.***

**Exhibitors will have the opportunity to entertain or schedule events after 8:00 p.m. on Sunday/Monday and 6:00 p.m. on Tuesday evening as all THSADA events will conclude each evening at those times.**

**If you have any questions, please contact:**

On-Site Exhibitor contact: Bill Daws

**Bill Daws [bdaws75@gmail.com](mailto:bdaws75@gmail.com)**

### Cancellations

Exhibitor's fee will be refunded, less a 20% service charge prior to March 5<sup>th</sup>, 2018. **No refunds will be granted after March 5<sup>th</sup>, 2018.**

### Booth Assignment

Spaces are reserved by the Exhibitor once payment has been received and confirmed by the THSADA. We update booths every **TUESDAY**. **Freeman will send an Exhibitor Kit to you.**

### I.D. badges

Identification badges must be worn by all company booth attendants. Names of representatives should be submitted on contract, typed or printed legibly. Extra badges are \$100.00 apiece.

### Exhibitor registration

Report upon arrival for your packet containing name badges, conference program and schedule.

### Display limitations

Exhibitors are **not** permitted to erect displays or other materials on their booth that would obscure the view of adjoining booths. The front area of each booth must remain clear of obstructions. Traffic aisle must be kept clear in conformance with fire code.

### Exhibit Hall

The Exhibit Hall is not carpeted. To request carpet, you must contact Freeman. Security is provided.

### Registration Bags

Registration Bag inserts must be received in the THSADA Office by March 5<sup>th</sup>, 2018. Mail to:

**THSADA - 810 HWY 6 South-Suite 205-Houston, Texas 77079**

# Texas High School Athletic Directors Association

## ***THSADA Quick Facts***

Number of coaches represented by Athletic Directors attending the 2017 State Conference - 15,000

2017 Attendees: 450

2017 Exhibit Spaces: 165

Number of ISD campuses represented at the 2017 State Conference - JH/HS – 3,000

Estimated purchasing power of Athletic Directors that attended the 2017 State Conference - \$500 million

Percentage of Athletic Directors who authorize all Athletic Department Purchase Orders – 95%

***Athletic Administrative responsibility for over One Million Student-Athletes***

**The THSADA is one of the largest athletic administrator associations in the United States.**

**The purpose of the THSADA is to facilitate the professional needs of all athletic administrators as well as be an advocate for all issues that directly affect athletics in the State of Texas.**

### **Members include:**

**High School Athletic Administrators**

**Junior High Athletic Administrators**

**Head Sport Coaches**

**College/University Athletic Administrators**

*THSADA State Conference*

*Sunday, March 25<sup>th</sup>, 2018-Wednesday, March 28<sup>th</sup>, 2018*

*Waco Convention Center*

# TEXAS HIGH SCHOOL ATHLETIC DIRECTORS ASSOCIATION

## 47<sup>th</sup> Annual STATE CONFERENCE

March 25<sup>th</sup>-March 28<sup>th</sup>-2018 *Waco Convention Center*-100 Washington Ave. Waco, Texas

### **APPLICATION FOR EXHIBITOR SPACE**

**This information will be used for the convention guide and show correspondence**

COMPANY NAME \_\_\_\_\_

COMPANY WEBSITE: \_\_\_\_\_

COMPANY CONTACT \_\_\_\_\_ Your cell phone \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

PHONE: (\_\_\_\_) \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
FAX: (\_\_\_\_) \_\_\_\_\_

BRIEF DESCRIPTION OF PRODUCT/SERVICE \_\_\_\_\_

Your e-mail address: \_\_\_\_\_

Exhibitors can have their booth confirmed once their payment is received. Exhibitors need to choose their booth space from the Exhibitor Floor Plan listed at [www.thsada.com](http://www.thsada.com). Go on-line to see your booth assignment.

#### **Booth Fees**

_____ 10x10 Standard Booth (One)-\$700	3 Badges
_____ 10x10 Premium Booth (One-located by Food/Beverage-P) \$900	4 Badges
_____ 10x20 Standard Booth (Two)-\$1,400	4 Badges
_____ 20x20 Booth (Four)-\$2,400	6 badges

**Booth fees include: Food/Beverage/Tradeshaw Wi-Fi for both nights.**

List your top four booth number location preferences.

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_

**Full payment must accompany returned contract to guarantee your space.** *Exhibitors may have their own Door Prize drawing at their booth whenever they choose during the Tradeshaw. We do not announce.* THSADA will conduct a TV drawing at the end of each show night. Each booth is provided with pipe frame, back and side drapes, 2 chairs, wastebasket and identification-sign. **If you want a table in your booth, check here**

**NO FOOD OR ALCOHOL CAN BE BROUGHT IN TO THE EXHIBIT HALL.**

**Payment Method:** Check Enclosed \_\_\_ Visa \_\_\_ Master Card \_\_\_ *Convenience fee will be added*

**Credit Card #:** \_\_\_\_\_ **Exp. Date:** \_\_\_\_ / \_\_\_\_ **VCode:** \_\_\_\_\_

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

**Billing address for Card:** \_\_\_\_\_

Street

City

State, Zip

**SEND CHECK PAYMENT TO:**

**THSADA - EXHIBITS**

**THSADA-PO Box 1271-Katy, Texas 77493**

Name of representatives in Booth. **Extra badge: \$100.00 per person (Acknowledgment of all Exhibitor Guidelines)**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
\_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

**OR, SCAN and E-MAIL PAYMENT TO:**

**Rusty.Dowling@thsada.com**

**THSADA Office Use:**

**Booth #(s) Assigned** \_\_\_\_\_

**THSADA Official** \_\_\_\_\_

**Date Received:** \_\_\_\_\_

**Date Assigned:** \_\_\_\_\_

**Check #/CC Type:** \_\_\_\_\_

**Waco Convention Center Electrical Order Form**

## 2018 Texas High School Athletic Directors Association Show Dates: March 26- 27, 2018

Company Name:		Booth #:
Your Name:		
Address:		
City/State/Zip:		
Phone:		
Email:		
<b>Electrical Service</b>		
	<b>Pre-Order Price</b>	<b>Price After Deadline</b>
120 volt 20 amp	\$60 If ordered by Tuesday 03/21/2018 5PM	\$120 If ordered by Thursday 03/23/2018 5PM
208 Volt Single Phase	Call for Quote - Limited	
208 Volt Three Phase	Call for Quote - Limited	
Extension Cord	\$25.00	\$25.00
Power Strip	\$25.00	\$25.00
Hard-Wired Internet Service*	\$75.00 x 2 day(s)	Not available
<b>TOTAL DUE:</b>		
<b>Credit Cards Accepted: MasterCard, Visa, American Express, Discover</b>		
Card Number:	Expires:	
CVV Code:	Billing Zip Code:	
Name on Card:		
Signature:		



**Need a phone line for your booth? Call AT&T at 800-499-7928 for service.**

*\*Please note that high speed wireless service is free and available in every meeting room. While every effort will be made to ensure continuous internet access, the Waco Convention Center is not responsible for loss of connectivity. Exhibitors are subject to the Waco Fire Department Fire and Life Safety Guidelines, available at wacocc.com. Payment must accompany order.*

**Payment Options:**

**By check:** Mail form with check to: Waco Convention Center, PO Box 2570, Waco, TX 76702

**By credit card:** Fax this form with credit card information filled out, to: 254-750-5801

**By phone:** Call us at 254-750-5810 to give your credit card info over the phone.

**SERVICE INFORMATION**

**BOOTH EQUIPMENT**

Each 10' x 10' booth will be set with 8' high red back drape, 36" high white side dividers, one 6' x 30" red skirted table (optional, depending on what you selected on the Exhibitor Application provided by Show Management), two chairs, one wastebasket and a one-line identification sign.

**EXHIBIT HALL CARPET**

Aisles and booths are not carpeted.

**DISCOUNT PRICE DEADLINE DATE**

**Order early to take advantage of advance order discount rates, place your order by March 05, 2018.**

**SHOW SCHEDULE**

**EXHIBITOR MOVE-IN**

Monday	March 26, 2018	11:00 AM - 4:00 PM
--------	----------------	--------------------

**EXHIBIT HOURS**

Monday	March 26, 2018	5:00 PM - 8:00 PM
Tuesday	March 27, 2018	4:00 PM - 6:00 PM

**EXHIBITOR MOVE-OUT**

Wednesday	March 28, 2018	7:30 AM - 12:00 PM
-----------	----------------	--------------------

**We will begin returning empty containers at the close of the show.**

**DISMANTLE AND MOVE-OUT INFORMATION**

All exhibitor materials must be removed from the exhibit facility by Wednesday, March 28, 2018 at 12:00 PM.

To ensure all exhibitor materials are removed from the exhibit facility by the Exhibitor Move-Out deadline, please have all carriers check-in by Wednesday, March 28, 2018 at 10:00 AM.

**POST SHOW PAPERWORK AND LABELS**

Our Exhibitor Services Department will gladly prepare your outbound Material Handling Agreement and labels in advance. Complete the Outbound Shipping form and your paperwork will be available at show site. Be sure your carrier knows the company name and booth number when making arrangements for shipping your exhibit at the close of the show.

**SERVICE CONTRACTOR CONTACTS / INFORMATION:**

**FREEMAN**

8801 Ambassador Row  
 Dallas, TX 75247  
 (214) 634-1463 fax (469) 621-5601  
 FreemanDallasES@freeman.com

**FREEMAN EXHIBIT TRANSPORTATION**

(800) 995-3579 Toll Free US & Canada or +1 (512) 982-4187 or +1 (817) 607-5183 Local & International Shipping Services or fax +1 (469) 621-5810 or email [exhibit.transportation@freeman.com](mailto:exhibit.transportation@freeman.com)

**FREEMAN ONLINE®**

**Take advantage of discount pricing by ordering online at [www.freeman.com](http://www.freeman.com) by March 05, 2018.** Using the enhanced Freeman Online, you will enjoy easy access to added features and functions as well as the high caliber of Freeman services you've come to expect - **before, during** and **after** your show. Additionally, you can now access Freeman Online from any device - **desktop, laptop, tablet** or via our new **FreemanOnline Mobile App**.

To place online orders you will be required to enter your unique Username and Password. If this is your first time to use Freeman Online, click on the "**Create an Account**" link. To access Freeman Online without using the email link, visit [www.freeman.com](http://www.freeman.com). You can also download and use the FreemanOnline Mobile App from the Apple or Android store, or here: [folmobile.freemanco.com](http://folmobile.freemanco.com). A mobile web version is available to extend mobile use for those users that do not have an Apple or Android devices or who do not want to download the app.

If you need assistance with Freeman Online please call our Customer Support Center at (888) 508-5054 Toll Free US & Canada or +1 (512) 982-4186 or +1 (817) 607-5000 Local & International.

**SHIPPING INFORMATION**

Warehouse Shipping Address:

Exhibiting Company Name / Booth # \_\_\_\_\_  
**THSADA - State Conference**  
 C/O FREEMAN- UPS  
 6000 S IH 35  
 WACO, TX 76706

Freeman will accept crated, boxed or skidded materials beginning Monday, February 26, 2018, at the above address. Material arriving after March 21, 2018 will be received at the warehouse with an additional after deadline charge. Warehouse materials are accepted at the warehouse Monday through Friday between the hours of 8:00 AM - 3:30 PM. If required, provide your carrier with this phone number: (214) 634-1463

Show Site Shipping Address:

Exhibiting Company Name / Booth # \_\_\_\_\_  
**THSADA - State Conference**  
 C/O FREEMAN  
 WACO CONVENTION CENTER  
 100 WASHINGTON AVE  
 WACO, TX 76701

Freeman will receive shipments at the exhibit facility beginning Monday, March 26, 2018. Shipments arriving before this date may be refused by the facility. Any charges incurred for early freight accepted by the facility are the responsibility of the Exhibitor. If required, provide your carrier with this phone number: (214) 634-1463

Please note: All items and materials that must be brought into the facility may be subject to Material Handling Charges and are the responsibility of the Exhibitor. This also applies to items not ordered through the Official Show Vendors.

Please be aware that disposal of exhibit properties is not included as part of your material handling charges. Please contact Freeman for your quoted rates and rules applicable to disposal of your exhibit properties.

#### **LABOR INFORMATION**

Union Labor may be required for your exhibit installation and dismantle. Please carefully read the UNION RULES AND REGULATIONS to determine your needs. Exhibitors supervising Freeman labor will need to pick up and release their labor at the Service Desk. Refer to the order form under Display Labor for Straight time and Overtime hours.

#### **ASSISTANCE**

We want you to have a successful show. If we can be of assistance, please call our Exhibitor Services Department at (214) 634-1463.

**WE APPRECIATE YOUR BUSINESS!**



## **FREEMAN GENERAL INFORMATION**

### **TRANSLATION SERVICES**

Freeman is pleased to offer a new service for our international exhibitors that provides quick interpretation and translation in 150 languages. This service will not only interpret for us on a three way conversation, but also translate emails from customers. To access this feature you may contact Freeman Exhibitor Services at (214) 634-1463 or Freeman's Customer Support Center at (888) 508-5054.

### **HELPFUL HINTS**

#### **SAVE MONEY**

Order early to take advantage of advance order discount rates, place your order by March 05, 2018.

#### **AVOID DELAY**

Ship early to avoid delays. Shipments arriving late at show site will cost you money, time and business!

#### **SAFETY TIPS**

Use a ladder, not a chair. Standing on chairs, tables and other rental furniture is unsafe and can cause injury to you or to others. These objects are not designed to support your standing weight.

Be aware of your surroundings. You are in an active work area with changing conditions during move-in and move-out. Pay attention. Look for obstacles, machinery and equipment that are in use.

Keep your eyes open for scooters and forklifts. The drivers of these vehicles may not be able to see you.

Stay clear of dock areas, trucks and trailers. These areas can be particularly dangerous.

Prevent electrical shocks, falling items and damage to materials. Do not attach items or equipment to the drapes or metal framework provided for your booth. This can cause serious injury or damage to materials.

We discourage children from being in the exhibit hall during installation and dismantle. If children are present during installation and dismantle, they must be supervised by an adult at all times.

Freeman does not ship or handle Hazardous Materials. If any materials you are shipping to the event fall into this category, please contact Freeman to be sure the material will be allowed at the facility and by the association. In addition, if authorized by the facility and the association, you will need to make separate arrangements for the transport and handling of the approved materials, since Freeman will not transport or handle them.

The operation or use of all motorized lifts and motorized material handling equipment for installation/dismantle of exhibits is NOT permitted by exhibitors or by their exhibitor appointed contractors (EAC's). Thank you for your cooperation.

### **EXHIBITOR ASSISTANCE**

Call Freeman's Exhibitor Services department at (214) 634-1463 with any questions or needs you may have.