



## EXHIBIT HALL PROSPECTUS

### 50<sup>th</sup>-Annual THSADA State Conference and Professional Development Tradeshow Sunday-Wednesday, June 6-9, 2021

*Kalahari Resort & Conventions – 3001 Kalahari Blvd – Round Rock 78665*

### 2021 Conference Overview

Exhibitor registration and tradeshow booth selection is underway. Our tradeshow floor plan is at [www.thsada.com](http://www.thsada.com) under **Exhibitor Information**. Tradeshow space will be confirmed in the order that payment in full is received. **All exhibitors must register online.**

Our tradeshow includes three hours on Monday Night, a midday tradeshow of two hours on Tuesday morning/afternoon and two hours again on Tuesday Night -- for a total of seven uninterrupted hours to maximize attendee-exhibitor contact. No other programming is scheduled during our tradeshow hours. Additionally, complimentary hors d'oeuvres /beverages are served inside the tradeshow both nights to help bring our attendees to our exhibitors.

Our conference schedule also permits exhibitors to schedule ***after-tradeshow hours*** activities with attendees. We anticipate another sold-out exhibit hall and nearly 800 athletic administrators to celebrate our 50<sup>th</sup> anniversary.

### **Exhibitors Schedule**

#### **Sunday, June 6:**

Noon-5 PM: Exhibitor Packet Pick-Up (Conference agenda begins on Sunday)

#### **Monday, June 7:**

7 AM: Exhibitor Packet Pick-Up Continues

11 AM: Exhibit Set-Up Begins

4 PM: Exhibitor Information Meeting and Q&A with THSADA

5-8 PM: **Tradeshow Festival Hours**. First engagement opportunity for exhibitors to attract many of our nearly 800 attendees to their space, with complimentary hors d'oeuvres/beverage provided

#### **Tuesday, June 8:**

9:00 AM: **Benny Carter Memorial Golf Tournament-The Golf Club at Star Ranch**. Exhibitors interested in playing golf may register at [www.thsada.com](http://www.thsada.com)

11:30 AM-1:30 PM: **Midday Tradeshow**. 2nd engagement opportunity for exhibitors to attract more than 500 of our attendees to their space

4-6 PM: **Tradeshow Festival Hours**. 3rd engagement opportunity for exhibitors to attract many of our nearly 800 attendees to their space, with light hors d'oeuvres /beverage provided

#### **Wednesday, June 9:**

7:30 AM-Noon: Tradeshow Breakdown



Preserving Our Legacy,  
Preparing The Future



## Key Tradeshow Highlights

- Exhibit space open for seven uninterrupted hours
- Multiple opportunities for evening engagement between exhibitors and attendees on Sunday, Monday and Tuesday night
- No Door Prizes required; exhibitors promote their own drawings via THSADA conference app
- Listing in Conference App (application deadline is Friday, May 14)
- Hors d'oeuvres and beverage stations will be located strategically on Monday and Tuesday Night to maximize traffic to all areas
- Exhibitors will select their own 10' x 10' space based on availability
- Exhibitor list posted on the THSADA web site as [THSADA Buyers Guide](#). Exhibitor list distributed to THSADA membership prior to conference

## Exhibitor/Tradeshow Guidelines

- Conference lanyards/badges must be worn by Exhibitors and Attendees during all conference sessions
- No alcohol or food brought in to tradeshow from outside
- Exhibitors may attend any professional development session and communicate with attendees throughout the day
- No other conference events scheduled during official tradeshow hours
- Exhibitor badges will only be issued to those exhibitors who are listed on the application
  - Extra badges are \$100 each and may be procured on-site.
- At the conclusion of THSADA functions each day, exhibitors may entertain or schedule engagements with attendees
- Exhibitors are requested not to entertain attendees on and off-site during official tradeshow hours

## Exhibitor/Tradeshow Cancellations, Misc.

- Exhibitor's fee will be refunded, less a 20 percent service charge, prior to May 14
- No refunds will be granted after May 14
- No day passes or tradeshow walkarounds permitted
- Spaces are reserved by an Exhibitor once payment has been received and confirmed by the THSADA
- Shepard Exhibitor Services will provide Exhibitors with an Exhibitor Kit; kit will be posted at [www.thsada.com](http://www.thsada.com)
- Exhibitors are not permitted to erect displays or other materials on their booth that would obscure the view of adjoining booths
- Traffic aisle must be kept clear in conformance with fire code
- Tradeshow ballroom is carpeted
- Exhibit Hall Security is provided during all tradeshow hours

**For additional questions, please contact: Bill Daws, THSADA Exhibits Coordinator, [Bill.Daws@thsada.com](mailto:Bill.Daws@thsada.com)  
\_or Stuart Raty [thsada.office@thsada.com](mailto:thsada.office@thsada.com).**