



52nd-Annual THSADA State Conference

Sunday-Wednesday, June 11-14, 2023

Kalahari Resorts & Conventions – 3001 Kalahari Blvd – Round Rock **Tradeshow Overview**

Tradeshow registration and booth selection is underway. Our Tradeshow floor plan is at www.thsada.com under **Tradeshow Information**.

Tradeshow space will be confirmed in the order that payment in full is received. All Exhibitors must register online.

We have **TWO** levels of Tradeshow space, and both are 10'x10.'

- Premium Booth: \$1,600.00 – Located in high traffic areas in proximity to food or beverage stations.
- Standard Booth: \$1,200.00

Our Tradeshow includes three hours on Monday Night, a midday Tradeshow of two hours on Tuesday 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 served inside our Tradeshow on Monday and Tuesday Nights maximizes our attendees on the floor of the Tradeshow. A light lunch will be served at the midday tradeshow along with several Drawings.

Our conference schedule also permits exhibitors to schedule **after-Tradeshow hours** activities with attendees. We anticipate another sold-out exhibit hall and more than 600 athletic administrators.

In addition to athletic administrators, our State Conference will again be attended by a number of Superintendents who will be participating in various sessions on the opening two days of our event, or already in the Greater Austin area for UIL Legislative Council.

Tradeshow Schedule

Sunday, June 11:

Noon-5:00 p.m.: Exhibitor Registration and Badge pick-up. Exhibitors can turn in prize(s) for Wednesday drawings.

Tradeshow Information

Monday, June 12:

8:00 a.m.: Exhibitor registration and Badge pick-up

9:00 a.m.: Tradeshow Exhibitor Move-in

4:00 p.m.: Exhibitor Information Meeting and Q&A with THSADA Staff

5:00 p.m.-8:00 p.m.: **Tradeshow Festival**. Another engagement opportunity for exhibitors to attract our 600+ attendees to their space, with complimentary hors d'oeuvres/beverages provided throughout the floor.

Tuesday, June 13:

9:00 a.m.: **Hellas Construction-Benny Carter Memorial Golf Tournament**. Exhibitors interested in playing golf and interacting with attendees (customers) away from the State Conference may register as an individual or team at www.thsada.com. Participants can sign up as a single or sponsor a team.

11:30 a.m.-1:30 p.m.: **Midday Tradeshow**. Another engagement opportunity for exhibitors to attract conference attendees to their space. A light lunch will be served at the midday tradeshow along with several drawings.

4:00 p.m.-6:00 p.m. **Tradeshow Festival**. A third engagement opportunity for exhibitors to attract attendees to their space, with complimentary hors d'oeuvres /beverage again provided. You may begin Tradeshow breakdown AFTER 6:30 p.m., and until the floor closes at 10 p.m. Cash Drawings on the floor of the Trade Show will be from 5:45 p.m. – 6:00 p.m.

Wednesday, June 14:

8:00 a.m.-12:00 noon: Tradeshow Breakdown continues.

Key Tradeshow Highlights

- Tradeshow is carpeted throughout and open for seven-non-competing hours.
- Multiple opportunities for evening engagement between exhibitors and attendees on Sunday, Monday, and Tuesday night.
- Company name Listing in Conference App and *Partner Playbook*, which will be distributed to attendees at registration. *Partner Playbook* is a color magazine which will include an A-Z list of all companies that support the THSADA.
- Exhibitors may promote their own drawings via Conference App. No exhibitor will be allowed to use the PA system to announce winners. (This is separate from the Mega Drawing held on Wednesday.)
 - **Exhibitor Door Prize**: We are asking each Exhibitor to donate a prize or prizes for our Wednesday afternoon end-of-conference attendee Mega Drawing. You can deliver your door prize when you check-in at Exhibitor Registration. The Wednesday Mega Drawing is a very popular event with our attendees.
- Food and Beverage stations will be located strategically on Monday and Tuesday Night to maximize traffic to all areas.
- Exhibitors will select their own booth and/or booth type based on availability.
- Exhibitor list posted on the THSADA web site as the THSADA Buyers Guide.
- Pre-conference attendee and Superintendent list will be provided to exhibitors + final attendee list 30 days after conference.

Terms and Conditions

- Per hotel regulations, no alcohol or food may be brought in from outside.
- **Lanyards/badges must be worn by exhibitors and attendees during conference hours.**
- Exhibitors may attend any Professional Development session and interact with attendees. We encourage exhibitors to take advantage of the breaks between sessions.
- No other conference events are to be scheduled during official Tradeshow hours.
- No materials, catalogs or product literature or information shall be placed outside the exhibitor's booth.
- Tradeshow badges will only be issued to those exhibitors who are listed on the application.
- Exhibitors shall supply the THSADA with an advance list of their representatives who are expected to attend. Exhibitors must wear identification badges and it will indicate the name of the company that contracted the space. Only registered attendees and exhibitors are permitted in the Exhibit Hall.
- Each 10' x10' booth receives up to 3 badges.
Additional badges are **\$100** per badge (including lost badges)
- Exhibitors are not to entertain attendees off-site during official Tradeshow hours.

- Exhibitor's fee will be refunded, less a 20 percent service charge, prior to May 12th. No refunds will be granted after May 12th.
- **No day passes or tradeshow walk arounds are permitted.**
- Spaces are reserved by an Exhibitor once payment has been received and confirmed by the THSADA. Our Tradeshow host, Shepard Exhibitor Services will provide Exhibitors with a Tradeshow Kit.
- Exhibitors are not permitted to erect displays or other materials on their booth that would obscure the view of adjoining booths. Front area must remain clear of obstructions. Traffic aisle must be kept clear in conformance with fire code.
- We are asking our Exhibitors to please not bring kids into the exhibit area while booth construction is going on. We had a problem with this last year.
- All Exhibitor Kits will be sent from **Shepard Exhibitor Services**. orders@shepardes.com
- Exhibit Hall Security is provided during closed tradeshow hours.
- **For additional questions, please contact:**
 - **Bill Daws, Tradeshow Coordinator**, Bill.Daws@thsada.com - 832-221-8166
 - **Joe Barnett, Assistant Tradeshow Coordinator**, coachbarnett@att.net-214-597-3713

Texas High School Athletic Directors Association

THSADA Quick Facts

Number of coaches represented by Athletic Directors attending the 2022 State Conference- 18,000

2022 Attendees – 610

2022 Exhibit Spaces-200

Number of ISD campuses represented at the 2022 State Conference - JH/HS – 3,300

Total estimated purchasing power of THSADA members - \$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 state athletic administrator associations in the United States with over 1,900 members. 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.