

**90<sup>th</sup> Annual EDA Convention & New Jersey AHPERD 2011 Joint Convention**  
**February 16 - 19, 2011**  
**“Leading the Way: Education, Service & Accountability”**  
**Ocean Place Resort and Spa – Long Branch, NJ**

Dear Exhibitor:

June 1, 2010

The Eastern District Association of the American Alliance for Health, Physical Education, Recreation and Dance **and** the New Jersey Association for Health, Physical Education, Recreation and Dance cordially invite you to exhibit at the 90<sup>th</sup> EDA Annual Convention, “Leading the Way: Education, Service & Accountability”. This year EDA and NJAHPERD are holding a joint convention and expect over 1,400 participants to attend. Enclosed you will find your Exhibitor/Resource Table registration form.

If you would like to present a session involving your company/expertise for the convention attendees, please download the Call for Proposal Form available at <http://www.aahperd.org/about/districts/eastern/> and return to the appropriate contact by July 15, 2010.

The 2011 Exhibitors will once again see additional advertising advantages. If your deposit and contract are returned by September 15<sup>th</sup>, 2010 your company will be listed at no charge in our convention flyer and the Easterner Express reaching over 7000 members. Advertising in the convention program is available for: \$500/full page, \$250/half page, \$100/quarter page, \$50/eighth page or business card size. **Advertising Exhibitor Special:** If total booth fee is received by December 1, 2010 you may advertise at 50% off the above rates! (\$250/full; \$125/half, \$50/quarter, \$25/eighth or card size – ONLY available for exhibitors.)

**Times for Exhibits:** **Wednesday 16<sup>th</sup>, 12 – 6 pm Set Up; Opening Exhibits Showcase – 8:00 – 9:30 pm**  
**Thursday, February 17<sup>th</sup>, 10:00 am Exhibits Open – 4:00 pm**  
**Friday, February 18<sup>th</sup>, 10:00 am Exhibits Open – 4:00 pm**  
**Saturday, February 19<sup>th</sup>, 9:00 am Exhibits Open – 1:00 pm**

\*\*’11 Offerings – daily dedicated exhibit time – demos & food concessions available

**Booth Fee:** (Includes draped 6 foot table, two chairs, wastebasket, 8’ high backwall, 3’ high side rails, one exhibitor ID sign, and exhibitor ‘lounge’ with daily coffee, tea, juice, water)

Single Booth - \$400; Double Booth - \$725

College/University Booth - \$250

**Resource Table:** Includes draped 6 foot table - \$150

If you can’t attend the convention, this provides an opportunity to display your catalogs & products and still be listed in our convention materials.

The total booth fee must accompany the reservation/contract for exhibit space made payable to EDA. Payment must be made by **December 1, 2010. No refunds will be made after January 1, 2011.**

**Demonstrations:** Exhibitors wishing to demonstrate the use of their products in the exhibit demo area during Wednesday night opening Exhibits Showcase should indicate on form.

**Door/Raffle Prizes:** Please indicate if you can contribute to our Wednesday night Exhibits Showcase.

**Questions?:** Contact Dianne L. Rappa, EDA Exhibits Manager, P.O. Box 123, Bath, NH 03740-0123; 603-747-3508; 603-747-2408(F); [drappa@valley.net](mailto:drappa@valley.net)