

Exhibitor Prospectus

Sponsor ▷ Exhibit ▷ Advertise

## STRENGTH THROUGH PARTNERSHIPS ▷

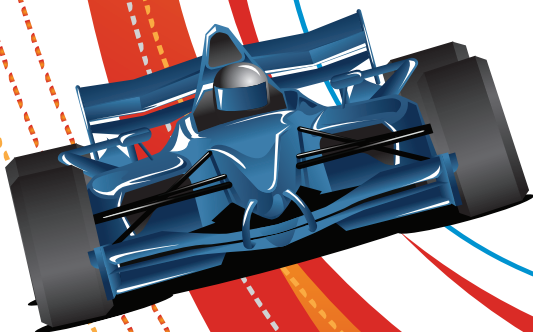
American Alliance for Health, Physical Education, Recreation and Dance

### 125<sup>th</sup> National Convention & Exposition

In partnership with Midwest District AAHPERD and Indiana AHPERD

March 16–20, 2010 (Show Dates: March 17–19)

Indianapolis Convention Center ▷ Indianapolis, IN





# about the show

AAHPERD is an alliance of five national associations, six district associations, and a Research Consortium serving 22,000+ members. AAHPERD is dedicated to the professional development of physical education and health education teachers, students, researchers and others who promote an active and healthy lifestyle every day.

The AAHPERD 2010 Exposition will encompass over 350 product and service providers, organizations, and manufacturers that professionals in the health and physical activity fields rely on for resources and assistance.

## Event Highlights

- Over 400 program presentations in multiple disciplines
- World-renowned keynote speakers
- The Alliance Pavilion and Bookstore
- Special events for networking
- A multi-faceted exposition with vendor demonstrations

## Future Show Dates



### 2011

San Diego, California • San Diego Convention Center  
Partners: Northwest and Southwest Districts  
March 29-April 2 • Exhibit Show Dates: March 30-April 1



### 2012

Boston, Massachusetts • Hynes Convention Center  
Partners: Eastern District and Massachusetts AHPERD  
March 13-17 • Exhibit Show Dates: March 14-16



### 2013

Charlotte, North Carolina  
April 23-27 • Exhibit Show Dates: April 24-26

# exhibitor benefits

- Four full conference registrations (\$1,200+ value!)
- Free admission Expo Hall passes to invite customers/prospects to your display
- Opportunity to reserve two 20-minute or one 50-minute demonstration time slot(s) (audio provided: first come, first served)
- Product/service description in the Exhibitor Directory
- Listing on the AAHPERD convention web page
- Recognition in conference marketing materials
- Space preference priority points to ensure high visibility at future AAHPERD events
- Inclusion in the AAHPERD 2011 convention & expo marketing prospectus
- 8-foot backdrop, 3-foot siderails, booth identification sign, perimeter security, aisle carpeting, and optional lead retrieval service
- Comprehensive conference registration database

## schedule ▶ Show Dates: March 17-19

Move-in	Open	Move-out
Tuesday, March 16 8am-6pm	Wednesday, March 17 12:00noon-6pm	Friday, March 19 3pm-9pm
Wednesday, March 17 (touch up only) 8am-9am	Exclusive exhibit hours 1:45pm-3pm	Saturday, March 20 8am-12noon
	Thursday, March 18 8:30am-5pm	*NO teardown permitted prior to 3pm, Friday, March 19
	Exclusive exhibit hours 1:30pm-2:30pm	
	Friday, March 19 8:30am-3pm	
	Exclusive exhibit hours 12:15pm-2:15pm	

## To reserve exhibit space

### AAHPERD Show Management

Exhibit Promotions Plus, Inc.

**Mail:** 11620 Vixens Path, Ellicott City, MD 21042-1539

**Phone:** (410) 997-0763 or (301) 596-3028

**Fax:** (410) 997-0764

**Email:** aahperd@epponline.com

www.epponline.com

### Exhibit rates

(Corner rates apply to island and corner spaces)

Until Dec 15, 2009

» 10'x10' Inline \$1,500 / Corner/Island \$1,610

After Dec 15, 2009

» 10'x10' Inline \$1,625 / Corner/Island \$1,735







## Year-Round Advertising ▷

Promote your products and services in AAHPERD's journals, newsletters, and website year-round. Contact us today for a media kit and samples of these leading industry publications:

- » *Journal of Physical Education, Recreation & Dance* (JOPERD)
- » *Strategies Journal for Sport and Physical Educators*
- » *American Journal of Health Education* (AJHE)
- » *Research Quarterly for Exercise and Sport* (RQES)
- » *UPDATE PLUS*, the AAHPERD member newsletter
- » National association newsletters—highly concentrated audience for each national association

## We offer custom packages for all budgets!

With more than 5,000 health and physical education professionals expected to attend this year's convention, you will want to make sure to get your product and service information in their hands by taking advantage of these premium opportunities.

# advertising

**Program Book** ▷ This valuable reference is distributed to all attendees at registration. *Attendees refer to this book daily.* Opportunities include display ads, tabs, and traffic coupons. To learn more about these offers, please visit the advertising section of the convention website at [www.aahperd.org/convention](http://www.aahperd.org/convention).

**Convention Website** ▷ **This is one of the top 5 most visited sites at [www.aahperd.org](http://www.aahperd.org)!** Today's savvy marketer knows that **an online approach is essential.** Don't miss the pre-convention exposure to 17,000+ monthly visitors who will be checking this site for important convention information. Banner ads are displayed on every page throughout the convention site – a must-have for your convention marketing plan!

**Contact** ▷ Sherina Man • Advertising Manager

Ph: (800) 213-7193 ext. 468 • email: [sman@aaahperd.org](mailto:sman@aaahperd.org)

# sponsorship

**Stand out from the crowd!** ▷ Reach more members, build brand loyalty and enjoy a substantial return on your investment. Maximize your visibility, open new and expand existing revenue streams, and boost your company's return on investment.

## Sponsorship...

- » extends brand loyalty and enhances corporate image through cause related marketing to a passionate membership base
- » guarantees exposure before, during, and after convention with exclusive opportunities available only to sponsors
- » provides unique opportunities to engage your target audience face-to-face with custom-tailored packages and special opportunities only available at our **125th Anniversary celebration.**

Sponsorships provide a valuable opportunity to align your company and your brand with some of the hottest celebrities and leaders in the healthy and active lifestyles movement... individuals like Carl Lewis, Annika Sorrensen, Herschel Walker, and many more.

**Sponsor Packages to Fit Every Budget** ▷ Sponsor packages range from \$2,000 to \$25,000 and can be custom tailored to fit your marketing goals and budgetary constraints.

Visit [www.aahperd.org/convention](http://www.aahperd.org/convention) for more information.

**Contact** ▷ Kaycee Childress • Manager of External Funding

Ph: (800) 213-7193 ext. 428 • email: [kchildress@aaahperd.org](mailto:kchildress@aaahperd.org)

## more promotions!

Commercial presentations • Reciprocal links • Demonstration time slots • Registration handouts • AAHPERD mailing list • Convention registration list • Take-one bins

## Sponsor Benefits Add Up to More VALUE ▷

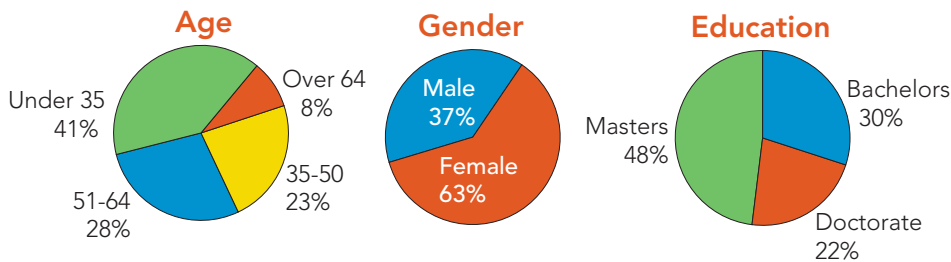
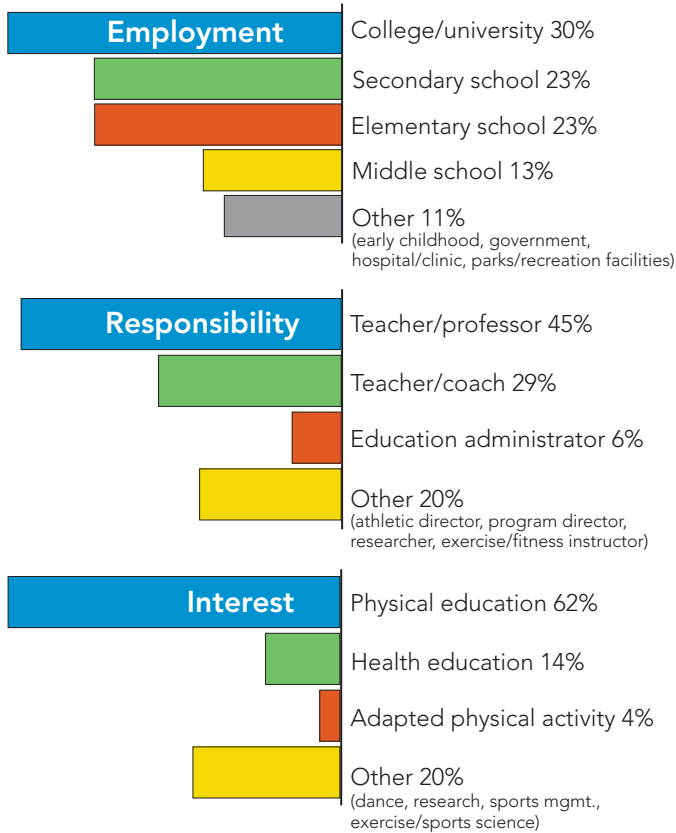
Our packages include:

- priority access to commercial presentation slots
- print advertising
- online recognition
- links to material distribution
- list access
- speaking opportunities
- exhibit booths

These exciting opportunities may also be combined with other long-term partnerships or sponsorships at other AAHPERD events and customized to your unique needs.

# profiles

AAHPERD Member Profile  
of those reporting as of  
December 31, 2008



## Your Target Audience:

Adapted physical activity instructors and specialists  
Athletic directors and trainers  
Coaches and sports officials  
College and university faculty  
Dance and fitness instructors  
Department deans  
Education administrators  
Intramural directors  
K-12 health education teachers  
Pre-K-12 physical education teachers  
Program administrators  
Recreation directors  
Researchers  
State, county, and city health and physical activity directors  
Students  
Therapists

## Attendee Interests:

Dance and dance education  
Facilities and equipment  
Health education  
Leisure and recreation studies and activities  
Physical activity for special populations  
Physical education  
Playground design and equipment  
Research  
Safety

## Attendees Purchase:

Adapted physical activity equipment and supplies  
Adventure and outdoor equipment  
Aquatic equipment and supplies  
Assessment tools and equipment  
Athletic equipment and supplies  
Athletic training supplies  
Audio-visual programs for the classroom  
Books and teaching aids  
Consumer products for healthy and active lifestyles  
Continuing education resources  
Curriculum materials  
Dance education products  
Facility fixtures, surfaces, and décor  
First aid and CPR supplies  
Fitness accessories  
Fundraising programs and ideas  
Game and activity books and programs  
Health and nutrition products  
Health education literature and information  
Indoor and outdoor flooring products  
Motivational programs and games  
Music  
Physical diagnostic equipment  
Physical education equipment  
Physical education uniforms  
Potential employers  
Pre-school products and equipment  
Research services and equipment  
Safety information  
Software for resource and data management  
Sporting and recreational supplies  
Sports and dance wear  
Sports injury prevention and treatment  
Technology tools for the field or classroom  
Textbooks and teaching aides

## The National Associations of AAHPERD



American Alliance for  
Health, Physical Education,  
Recreation and Dance



American Association for Physical  
Activity and Recreation (AAPAR)



American Association  
for Health Education (AAHE)



National Association for  
Girls and Women in Sport (NAGWS)



National Association for Sport  
and Physical Education (NASPE)



National Dance Association (NDA)



Research Consortium of the  
American Alliance for Health, Physical  
Education, Recreation and Dance