

Need ideas on how to maximize your budget to create an integrated marketing plan?

AAHPERD's creative staff will work with you to build a profitable partnership and transform your ideas into marketing solutions that achieve your objectives, resonate with our membership, and provide them with the valuable products and services they want and you provide!

Contact:

Sherina Man
Marketing Manager
sman@aahperd.org
1-800-213-7193 x468

Become a Partner for Healthy Active Lifestyles



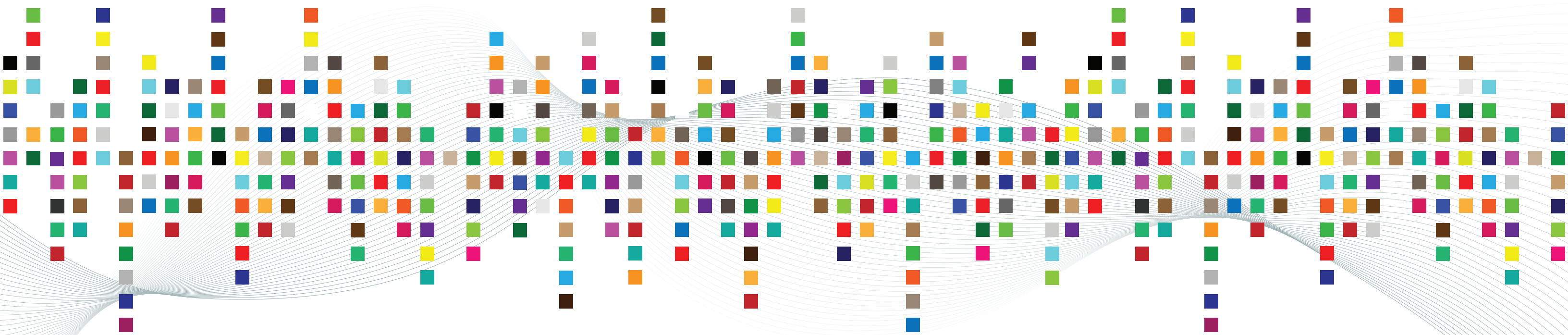
1900 Association Drive • Reston, VA 20191

www.aahperd.org



1900 Association Drive • Reston, VA 20191

www.aahperd.org



Sponsor for the Ultimate Connection

Looking for ways to increase your sales and market share or create additional product awareness?

Our sponsorship opportunities guarantee you maximum exposure to our niche member audience with buying power! Partnering with AAHPERD as a program and event sponsor provides a great opportunity for your company to receive dividends above and beyond those generated by other conventional marketing opportunities.

Consider this...

- **91%** of members have **direct influence** over decisions regarding the purchase of products/services at their schools/facilities.
- **73%** of members are **more likely to purchase** products and/or services **from companies affiliated with AAHPERD** or one of its national associations.
- **83%** of members **purchased products or services** in the past two years **from companies affiliated with AAHPERD** or one of its national associations.
- Over the next 12 months, members plan to purchase the following:
 - ▶ 61% textbooks/teaching aids
 - ▶ 77% athletic equipment/supplies
 - ▶ 43% health or nutrition products
 - ▶ 55% technology tools for the field or classroom
 - ▶ 30% sports/dance apparel
 - ▶ 29% adventure/outdoor equipment

*Results from summer 2009 member survey. Percentages based on total respondents.



Convinced?

Become a partner today and **experience** the power of brand association with our loyal members.

Sherina Man
Marketing Manager
sman@aaahperd.org
1-800-213-7193 x468

AAHPERD Sponsorship Opportunities – National Convention

Event Bag • Cover every aisle and session with your company's logo printed on one side (along with the AAHPERD logo) of a stylish event bag. This bag is distributed to all attendees at the beginning of the convention and contains all program materials needed for the duration of the event. The sponsoring company will also be given the opportunity to place a collateral item of their choosing in each bag.

Opening General Session • Open to all attendees, this session officially "kicks off" the national convention and has the largest attendance of any session; approximately 1,000 physical activity and health professionals. Sponsorship includes a speaking opportunity, distribution of company materials, as well as verbal, print and web recognition.

Attendee Badge • Keep your company's name visible on our neck wallets worn by all attendees throughout the event. All registrants will receive a complimentary neck wallet that can hold room keys, business cards, cash and more. With your company's logo printed on the front, your company's name will never be out of sight. *Lanyard option also available.

Cyber Café • The Cyber Café provides complimentary internet access to attendees that keeps them connected while at the convention. The café is strategically positioned in the exhibit hall, offering high-traffic visibility and a captive audience. Your company's logo and booth number will be displayed on the computer wallpaper, screen saver, and will be prominently displayed on signage in the café area.

Program Book Flags • Help attendees plan their daily schedules by providing them with book flags to mark those must-attend events and sessions in their program book. Each attendee will receive a page of stickers with their program book imprinted with your company's logo and a full-page, four-color ad on the back of the sticker page. This is the perfect way to advertise your product or service to attendees during the convention.

AAHPERD Bookstore Bag • Conveniently located next to the AAHPERD Pavilion, the bookstore is a favorite gathering spot and a must-visit for our attendees (70% of our surveyed members say so!). With a constant, steady flow of traffic all day, your company presence will not go unnoticed. Bags are printed with your company's logo and collateral information is included with each purchase.

» Sponsorship Benefits

- Logo on sponsor signage throughout event site
- Logo and recognition in program book (Deadline applies)
- Acknowledgement on website
- Badge recognition
- Valuable face-to-face time with attendees
- First right of refusal of same sponsorship for the following year
- Access to exclusive discounts on advertising, commercial presentations and more!

In addition to the annual National Convention, AAHPERD offers opportunities for sponsorship at the annual Leadership Development Conference. As well, each of AAHPERD's five national associations (AAHE, AAPAR, NAGWS, NASPE, NDA, and the Research Consortium) offer a variety of sponsorship opportunities that include conferences, workshops and trainings, member programs, member education campaigns and educational sessions. Commitment levels range from \$3,000-\$25,000+.