



NATIONAL ATHLETIC DIRECTORS SHOW

Austin, Texas | December 15-16, 2024

55

Austin Convention Center

2024 EXHIBITOR PROSPECTUS

REGISTRATION for the 55th National Athletic Directors Show **OPENS 10:00 a.m. EST** on **DECEMBER 19, 2023**



National Athletic Directors Show

Prospective Exhibitors:

The 55th National Athletic Directors Show will be held December 15-16, 2024 at the Austin Convention Center in Austin, Texas. We are expecting more than 2,000 attendees from across the country to be a part of this one-of-a-kind show exclusively for interscholastic athletic directors and administrators.

The show is held in conjunction with the NFHS/NIAAA National Athletic Directors Conference. The purpose of the conference is to provide educational tools for interscholastic athletic administrators. The conference provides state-of-the-art professional development programs to help our educators and athletic administrators, coordinators, supervisors and liaisons enhance their career growth. As an exhibitor, your company helps to make this happen.

Remember, this is the only conference and show that is exclusive to the growing interscholastic athletic and activity marketplace. Your company can reach the key purchasing decision-makers for high school and school system athletic departments. This is the place for companies to be with products and services related to all areas of athletics.

We have some wonderful opportunities for you, as an exhibitor, to put your company or organization directly in front of those who make all the purchasing decisions for their athletic departments. Additional sponsorship opportunities at the conference along with our popular passport program and special advertising insertions are outlined in this Prospectus. We can also customize additional opportunities for you.

Don't wait to sign up; we anticipate priority space will go fast so register online at www.ADConference.org

WE LOOK FORWARD TO SEEING YOU IN AUSTIN AND HELPING YOU REACH THOSE KEY DECISION-MAKERS IN INTERSCHOLASTIC ATHLETICS.

If you have any questions or concerns, please contact **Celia Budwig** at the NFHS (cbudwig@nfhs.org) or **Becky Moran**, CMAA, at the NIAAA (bmoran@niaaa.org) for additional opportunities.



Exhibiting Information

Exhibit Hall Hours

Set-up	Show Hours	Move Out
Saturday, December 14 8:00 a.m. – 7:00 p.m.	Sunday, December 15 11:00 a.m. – 6:00 p.m.	Monday, December 16 11:30 a.m.
Sunday, December 15 8:00 a.m. – 10:00 a.m.	Monday, December 16 9:00 a.m. – 11:30 a.m.	

Set-up and Registration

Exhibitors will be located in Exhibit Halls 3-4. All exhibitor representatives are required to check in at Exhibitor Registration before entering the hall. Each representative is required to pick up his/her own badge. Security will be stationed at the exhibit doors and no one will be admitted without proper credentials.

Set-up will be held from 8:00 a.m. to 7:00 p.m., Saturday, December 14, and 8:00 a.m. to 10:00 a.m., Sunday, December 15. During show days, exhibitors will be allowed in the hall one-half hour before opening time. Move-out will take place at 11:30 a.m., Monday, December 16. Early tear down will not be permitted. Penalties may apply.

The Benefits

The NFHS and NIAAA have made every effort to offer exhibitors optimum exposure, participation and savings during their stay. A few of the benefits exhibitors receive are:

- Networking with 2,000 athletic directors and administrators
- Continual door-prize drawings with winner being present
- Events in the exhibit hall to drive traffic
- Customized sponsorship opportunities
- Reduced room and suite rates
- Exclusive exhibit hall hours
- Exhibit hall security
- Listing in conference program (if confirmed by November 1, 2024)
- Opportunity to purchase luncheon and banquet tickets
- Opportunity to participate in passport program
- Company listing in Conference App

Hotel Information

JW Marriott Austin

Located in beautiful downtown Austin, the JW Marriott Austin offers luxury comfort and sophisticated amenities. The urban resort features an on-site spa, outdoor rooftop pool, room service, four restaurants, and the largest guest rooms in the city with floor-to-ceiling windows. The hotel is steps away from the best attractions and entertainment options that Austin has to offer.



AUSTIN DOWNTOWN MARRIOTT

Welcome to a chic urban retreat in the heart of Austin. The Austin Marriott Downtown features over 600 iconic guest rooms, stunning suites, and a rooftop pool with breathtaking views. Enjoy being steps from Lady Bird Lake, popular shops and delicious restaurants. The rooftop bar, Zanzibar, features a one-of-a-kind dining experience with citywide views.



HILTON AUSTIN

Connected via walkway to the Austin Convention Center, you cannot beat the location of the Hilton Austin! Spend your nights exploring Sixth Street and Rainey Street. Inside the hotel, discover two restaurants, an F45 Training Studio, Topgolf Swing Suite, and a rooftop pool overlooking the city. Each guest room features sleek designs, European-style linens and premium bath products.



Reservation Information

Registered exhibitors will receive hotel registration information on **Monday, September 2, 2024.**

Sponsorship Opportunities

Raise the Return on Your Investment by Purchasing a Package Upgrade

THE FOLLOWING ARE AVAILABLE WITH EACH PACKAGE:

- Visibility with your company's name in front of the key decision-makers for interscholastic athletic programs
- Visibility before athletic directors throughout the conference
- Most recognition possible at a discounted cost
- First right to sponsorship in 2025, if confirmed by March 31, 2024.
- Listing as conference sponsor on signage
- Listing as a conference sponsor in the Conference App

For additional information and pricing, please email:

NADCSponsorships@teallpropertiesgroup.com

Level 1

- 10' x 10' Booth
- 4 tickets to Awards Luncheon and Awards Banquet
- Ad in Conference Program (Excludes Covers)
- Listing as conference sponsor on signage
- Registration bag insert
- Sponsor recognition in Conference App
- Company logo on a registration ad panel

Choice of one of the following:

1. Awards Banquet
2. Awards Luncheon
3. Closing General Session
4. Conference App
5. Conference Bag
6. Hotel Key Cards
7. Lanyards
8. Leadership Training Institute (LTI)
9. Name Badge
10. Opening General Session
11. Exhibit Hall Reception
12. Opening Reception

Level 2

- 10' x 10' Booth
- 2 tickets to Awards Luncheon and Awards Banquet
- Listing as conference sponsor on signage
- Registration bag insert
- Sponsor recognition in Conference App
- Company logo on a registration ad panel

Sponsorship Opportunities

AWARDS BANQUET: *

- Your company or organization will have the opportunity to show a video presentation to attendees (2-3 min.)
- Listing as conference sponsor on signage
- Registration bag insert
- Sponsor recognition in Conference App
- Push notification announcing banquet
- 2 tickets to Awards Banquet

AWARDS LUNCHEON: *

- Your company or organization will have the opportunity to show a video presentation to attendees (2-3 min.)
- Listing as conference sponsor on signage
- Registration bag insert
- Sponsor recognition in Conference App
- Push notification announcing luncheon
- 2 tickets to Awards Luncheon

CLOSING GENERAL SESSION: *

- Your company or organization will have the opportunity to show a video presentation to attendees (3-4 min.)
- Listing as conference sponsor on signage
- Registration bag insert
- Sponsor recognition in Conference App
- Push notification announcing closing session

CONFERENCE APP: *

- Opening screen graphic dedicated to sponsor each time app is opened
- Listing as conference sponsor on signage
- Registration bag insert
- Sponsor recognition in Conference App
- Push notification announcing upcoming events
- Company logo on a registration ad panel

CONFERENCE BAGS: *

- Showcase your company logo on the conference bag distributed and carried by all attendees

CONFERENCE WI-FI: *

- Showcase your company name and logo on the Wi-Fi used by all conference attendees

EXHIBIT SHOW DEMONSTRATION: *

- (4 available)
- Your company will receive an opportunity to give a 30-minute demonstration in the lounge space within the exhibit hall. Time slots will be assigned by the show organizers.
- Push notification announcing demonstration
- Demonstration listed on exhibit hall signage
- If any equipment is required (i.e. av, Wi-Fi, electric, etc.) it will be at exhibitor's expense

EXHIBIT SHOW RECEPTION: *

- 2-3 minute speech made at the beginning of the reception by sponsor
- Email sent out to attendees to remind them to stop by the reception
- Listing as a conference sponsor on signage
- Registration Bag Insert
- Ability to provide branded napkins, cups, koozies (at sponsor's expense)
- Push notification announcing Exhibit Show Reception

HOTEL KEY CARDS: *

Reach all the National Athletic Directors Conference registrants through hotel room key cards customized with your company's message. Cards will be given to hotel guests upon check-in and used to access their rooms throughout their stay. The conference name and logo will also appear on the card along with your company information. This great opportunity will put your company in the hands of all registrants. (Exclusive Sponsorship)

LANYARDS: *

- Showcase your company logo on lanyard worn by all attendees/guests

** Unavailable due to existing agreement; for any questions, please contact NADCSponsorships@teallpropertiesgroup.com.*

Sponsorship Opportunities

LEADERSHIP TRAINING INSTITUTE: *

- Your company or organization will have the opportunity to meet and greet approximately 1,400 LTI students at break times during courses
- Listing as conference sponsor on signage
- Registration bag insert
- Push notification announcing LTI Sessions
- Company logo on a registration ad panel

NAME BADGES: *

- Showcase your company logo on name badge worn by all attendees/guests

OPENING GENERAL SESSION: *

- Your company or organization will have the opportunity to show a video presentation to attendees (3-4 min.)
- Listing as conference sponsor on signage
- Registration bag insert
- Sponsor recognition in Conference App
- Push notification announcing opening session

OPENING RECEPTION: *

- 2-3 minute speech made at the beginning of the reception by sponsor
- Email sent out to attendees to remind them to stop by the reception
- Listing as a conference sponsor on signage
- Registration bag Insert
- Ability to provide branded napkins, cups, koozies (at sponsor's expense)
- Push notification announcing Opening Reception



Other Opportunities

APP PROMOTED POST: \$340

For more information on the Conference App, see page 13.

FIRST-TIME ATTENDEES ORIENTATION: *

- Your company or organization will have the opportunity to show a video presentation to attendees (1-2 min.)
- Listing as a conference sponsor on signage
- Push notification announcing First-Time Attendees Orientation

HOT TOPICS: *

- Your company or organization will have the opportunity to show a video presentation to attendees (1-2 min.)
- Listing as a conference sponsor on signage
- Push notification announcing Hot Topics

SPORTS LAW YEAR-IN-REVIEW: *

- Your company or organization will have the opportunity to show a video presentation to attendees (1-2 min.)
- Listing as a conference sponsor on signage
- Push notification announcing Sports Law Year-in-Review

"TALKING & TRADING": *

- Your company or organization will have the opportunity to show a video presentation to attendees (1-2 min.)
- Listing as a conference sponsor on signage
- Push notification announcing "Talking & Trading"

* Unavailable due to existing agreement; for any questions, please contact NADCSponsorships@tealpropertiesgroup.com.

Sponsorship Opportunities

CORNHOLE TOURNAMENT: *

- Your company's logo will be printed on the Bag Throw Tournament bracket (inside the conference program and on the exhibit hall bracket)
- Listing as conference sponsor on signage
- Registration bag insert
- Sponsor recognition in Conference App

ICE CREAM SOCIAL: *

- Your company's representative may assist in handing out ice cream
- Listing as conference sponsor on signage
- Registration bag insert
- Sponsor recognition in Conference App
- Push notification announcing ice cream social

BREAKFAST BREAK: *

- Your company's representative may assist in handing out breakfast
- Listing as conference sponsor on signage
- Registration bag insert
- Sponsor recognition in Conference App
- Push notification announcing breakfast break

REGISTRATION BAG INSERT: \$1,600

REGISTRATION AD PANELS: \$500

(10 available)

- Showcase your company logo on the conference registration kiosk located at the conference registration counter

BRANDED FLOOR DECALS: \$500

(20 available)

- Showcase your company logo and booth number in the exhibit hall
- Decals will be placed in center of walkways in exhibit hall

PASSPORT CONTEST: \$250

(10 spots per board available)

ADVERTISING IN CONFERENCE PROGRAM

Pricing	Exhibitor	Non Exhibitor
Back Cover	\$2,000	\$3,500
Inside Front Cover	\$2,000	\$3,500
Inside Back Cover	\$1,800	\$3,100
Full Page	\$1,600	\$2,700

*Sponsorship opportunities subject to change



* Unavailable due to existing agreement; for any questions, please contact NADCSponsorships@teallpropertiesgroup.com.

Sponsorship Opportunities

NFHS: High School Today Magazine

High School Today is a unique, one-of-a-kind publication for leaders in high school athletic and activities administration. It is published by the NFHS eight times a year and distributed to key individuals in almost 20,000 high schools nationwide. Advertisers, therefore, are assured of reaching the key decision-makers in high schools.

Publication: 56- or 64-page four-color magazine, 8X a year (September–May, with combined issue for months of December and January).

Readership: Athletic/activities directors; principals; superintendents; school board presidents; NFHS member state associations; speech, debate and music associations; district/city athletic directors; state athletic director associations; state association legal counsels; and media.

Circulation: 35,000 print, 2,000,000 digital copies.



For additional information, contact **Darren Stillson**, TPG Partnership Services Manager, at 574-312-8320 or Darren.Stillson@TeallPropertiesGroup.com.

Sponsorship Opportunities

NIAAA: Interscholastic Athletic Administration Magazine

The IAA is the perfect vehicle for advertising your participation in the conference. This magazine is published quarterly and is for high school and middle school athletic administrators and those individuals involved with the conduct and administration of high school athletics. Editorial content is directed toward the total responsibilities for professional management of interscholastic athletic and activities programs. This 64-page professional journal is the official publication of the National Interscholastic Athletic Administrators Association (NIAAA). Digital flip page IAA reaches 500,000 school personnel quarterly.

IAA reaches the decision-makers for school athletic programs.

- **Hardcopy Circulation:** 16,000+
Includes more than 15,000 NIAAA members.



For additional information or to request a media kit, contact **Becky Moran**, CMAA at the NIAAA, 317-587-1450 Ext. 2, bmoran@niaaa.org.



Conference App

For the 11th year, the NFHS and the NIAAA are providing a conference app for attendees to download and use during the 55th National Athletic Directors Conference.

The app will be available through the App Store and Google Play, and is compatible for all devices.

WHAT ARE THE ADVANTAGES OF ADVERTISING THROUGH THE APP FOR YOUR COMPANY?

- Opportunity to put your company's information in the palm of the athletic administrator's hand.
- Advertising directly to athletic administrators, the key decision-makers for interscholastic athletic programs, events, equipment needs and facility purchases.
- Visibility of your company to athletic administrators through sponsorship of promoted posts.
- Visibility of your company at the only conference and show that is exclusive to interscholastic athletic directors and administrators.

WHAT DOES THE PROMOTED POST INCLUDE?

A promoted post (similar to those on Facebook) allows your message to appear pinned to the top of the activity feed for an allotted amount of time in the Conference App. The activity feed is similar to Facebook's "News Feed" in that it is a constantly updating list of stories on the home page. The activity feed will include event updates, photos, videos, links and more. This option allows your message to stay on the feed, instead of disappearing after the initial "push" that a push notification would provide. To participate, you will need to submit a 140-character message of your choosing.

How To Purchase:

To purchase a promoted post add the selection before check out.

Passport Program

Passport Program Will be Held on Sunday, December 15, and Monday, December 16

- Exhibitor can purchase a position on the passport program sheet.
- The cost to have your logo positioned on a passport sheet is **\$250**.
- The passport program sheets will be located in the conference program with participating exhibitor's logos.
- Attendees will visit each booth that has purchased a passport spot to receive a stamp.
- Each day's attendees will put their fully stamped passport sheet in the ticket drum located in the exhibit hall for a chance to win cash prizes.
- Winners will be announced inside the exhibit hall.



Booth 000	Booth 000	Booth 000	Booth 000		Booth 000	Booth 000	Booth 000	Booth 000
Have Your Company Logo Appear Here	X							
Booth 000	<p>“PASSPORT” GAME BOARD</p> <p>Win Cash Prizes by Participating in the “Passport” Contest!</p> <p>Two \$1,000 prizes Three \$500 prizes Six \$250 prizes</p> <p>“Passport” Contest Rules: Attendees must visit each vendor located on the passport page and have them stamp their respective square.</p> <p>When the passport page has been fully stamped, tear out the passport game board page and place it in the ticket drum located in front of the exhibit hall.</p> <p>Winners will be announced inside the exhibit hall on Sunday at 3:00 p.m. and must be present to win.</p>						Booth 000	
Booth 000	<p>Fill this out before turning in:</p> <p>Attendee's Name _____</p> <p>State _____</p>						Booth 000	
Booth 000	Booth 000	Booth 000	Booth 000		Booth 000	Booth 000	Booth 000	Booth 000

Rules and Regulations

It is the responsibility of the exhibiting firm to be fully familiar with these Exhibit Rules and Regulations and to see that each member of the firm attending the conference, either as exhibit personnel or delegate or both, is also familiar with the Rules and Regulations. Distribution to all those who will be present for the conference is recommended.

Exhibiting Policy

Exhibitors agree that the rules and regulations of the NFHS and National Interscholastic Athletic Administrators Association (NIAAA) printed in this brochure are part of the contract and will be observed by the exhibitor's company and representatives and that only lines and merchandise acceptable to the NFHS/NIAAA will be exhibited. **Use of the NFHS/NIAAA name, logo or acronym for samples, marketing, advertising, etc., is strictly prohibited.**

Applications for exhibit space at future National Athletic Directors Shows may be declined if an exhibitor does not comply with all rules and regulations stated.

Character of the Exhibit

In keeping with the NFHS/NIAAA philosophy to provide the best possible atmosphere to discuss the equipment and services displayed, each exhibitor agrees as follows: To exhibit only products of their own manufacture or supply as indicated on the Exhibit Space/Application form. **Products must be displayed in a tasteful manner. In deference to fellow exhibitors and to the exhibit audience, exhibitors are specifically prohibited from operating noise-creating devices (i.e., bells, sirens, public address systems, etc.). Show management reserves the right to determine the acceptable sound level for working exhibits in the event of complaints from other exhibitors.** Dispensing or serving food or beverage is prohibited unless ordered from the Austin Convention Center with permission from the NFHS/NIAAA. Food and beverage sampling portions must not exceed two ounces. Smoking is not permitted in the Exhibit Hall.



Rules and Regulations

1. CONTRACT FOR SPACE

Applicants for exhibit space are required to execute and forward an Application/Contract to the NFHS/NIAAA. To be valid, each application must be accompanied by payment in full and must specify the products or services scheduled for exhibition. Booth prices are variable (\$1,200-\$5,000) and are indicated in the key located with the floor plan.

2. SPACE ASSIGNMENT

Booth selection will be done during the registration process. The NFHS/NIAAA reserves the right to alter the Exhibit Floor Plan or change space assignments at its discretion and/or the interest of any exhibitor. In such event, the exhibitors affected by the changes will be notified by the NFHS/NIAAA. **Exhibitors' representatives shall remain inside the confines of their exhibit space, not in the aisles. Exhibitors shall agree to oversee their booth(s) during the exhibit hours until 11:30 a.m. on December 16, when the show closes.** Early tear down will not be permitted. Penalties may apply.

As a reminder the booth placement is done at time of registration. NFHS Corporate Partners and NIAAA Corporate Sponsors are placed prior to the opening of registration.

3. PAYMENT FOR SPACE

Payment in full is due with Application/Contract to validate space reservations. Deposits will not be accepted.

4. CANCELLATION

A refund of ninety percent (90%) will be granted for space canceled in writing within thirty (30) calendar days from the date of confirmation. Fifty percent (50%) of the deposit will be retained if space is canceled after 30 days from date of confirmation. However, no refunds will be issued for space canceled after November 1, 2024. All cancellations must be in writing, postmarked by cancellation deadlines.

5. NO SHOW

Any company that is contracted to exhibit must check-in on-site with NFHS/NIAAA show management by 9:00 a.m. on Sunday, December 15 or company will be considered a "no show." Its space is subject to being released. No refund will be issued.

6. SUBLETTING

No exhibitor may assign, sublet or apportion his or her space in whole or in part, nor exhibit any products or services other than those manufactured or handled in the normal course of its business, nor permit any agent or any exhibiting firm to solicit business in its space. If special circumstances warrant an exception, permission must be obtained in writing from Show Management, who reserves the right to render final judgment with regard to the appropriateness of the request.

7. EXHIBITOR KIT

An exhibitor kit will be furnished to all participating exhibitors by the official conference decorator, and will contain exhibit instructions and order forms for all booth accessories and services required. Orders not processed in advance for furniture, carpeting, labor, etc., must be procured at the Exhibitor Service Desk in the Exhibit Hall. **NOTE: A significant discount is offered on orders placed in advance.** Exhibitors requiring the services of independent contractors must have prior approval of Show Management and provide the Independent Contractor's Certificate of Insurance naming the NFHS/NIAAA as an additional insured, thirty (30) days prior to the exhibition. No exceptions will be made that interfere with the orderly function or security of the exposition, or with obligations or commitments of the NFHS/NIAAA. Exhibitors using ground or air freight carriers are requested to ship directly to the designated freight contractor in ample time prior to the exposition to allow effective and timely handling of materials.

Rules and Regulations

8. DISPLAY CONSTRUCTION AND LIMITATIONS

(see diagrams on page 20)

THE NFHS/NIAAA WILL PROVIDE:

- Flameproof side drapes three feet (3') high
- Flameproof back drape eight feet (8') high
- One (1) uniformly-styled sign, designating the exhibitor's firm name

The Exhibit Hall is not carpeted.

No signs other than those furnished by the official decorator will be permitted outside of the exhibit booths, exhibit hall and meeting space.

EXHIBITORS SHALL KEEP ALL MERCHANDISE, RACKS OF APPAREL, TABLES OR OTHER MATERIALS USED FOR DISPLAY COMPLETELY INSIDE THE BOUNDARIES OF THE SPACE CONTRACTED FOR BY THE EXHIBITOR.

Any special signs in exhibit booths must be approved in advance by Show Management, and all special booth signs MUST be within your exhibit space. **Exhibitors in booths are NOT permitted to erect displays or other materials on the sides of their booths (measuring five feet from the front to the rear of the exhibit booth) that would limit the view of neighboring booths.** This includes racks of clothing or apparel, easels, etc. Exhibitors shall not display or utilize any sign, partition, apparatus, shelving display or other construction which extends more than 12 feet above the floor. For island booths, height allowance is 16 feet. Exhibitors will not be allowed to obstruct the view of other exhibitors.

Rules will be enforced. Video monitors must be located in the back of the booth, and the table or platform on which the monitor is placed shall not exceed 42 inches. International Association of Exhibitions and Events display specifications will apply. End caps shall comply with IAEE specifications. If you have questions about your booth regarding IAEE specifications, please send a sketch or photo of your booth to the NFHS/NIAAA. No spotlights or electrical connections may be installed by exhibitors. All electrical and service connections must be made by in-house technicians. No open flames, flammable gas or flammable material of any type is permitted in the exhibit area.

9. EXHIBITOR'S ADMISSION CREDENTIALS

Exhibitors shall supply the NFHS/NIAAA with an advance list of their representatives who are expected to attend. An online form will be provided by the NFHS/NIAAA for submitting this list. Everyone must register individually at Exhibitor Registration upon arrival at the exhibit area and wear identification badges at all times which will be furnished without charge and will indicate the name of the company that contracted the space. Only registered attendees and exhibitors are permitted in the Exhibit Hall.

NAME BADGES PER BOOTH SIZE:

Single Booths will receive **4** name badges

Double Booths will receive **6** name badges

Triple Booths will receive **8** name badges

Island Booths will receive **10** name badges

If you need to purchase additional name badges they will cost \$75/name badge.

Rules and Regulations

10. SELLING, RAFFLES OR LOTTERIES, AND DISTRIBUTION OF MATERIALS

Exhibitors may show, discuss, explain, take orders, demonstrate, and sell items or services. **Products not enumerated on the Exhibit Space/Application Form are prohibited from being displayed.** Raffles or lotteries may be conducted at exhibit booths, but no exhibitor shall be allowed to use the central P.A. system to announce winners or make remarks. No materials, catalogs or product literature or information shall be placed outside the exhibitor's booth.

11. FACILITY RULES AND REGULATIONS

Nothing shall be nailed, stapled, hung or attached to ceilings, walls or columns, trim or other painted surfaces, nor will the penetration of floors, walls, columns, ceilings or trim be permitted in any portion of the building. Exhibitors and/or their agents shall not damage or deface equipment provided by the NFHS/NIAAAA. When such damage occurs, resulting costs will be charged directly to the liable party.

THE FOLLOWING EXHIBITOR REGULATIONS MUST BE OBSERVED – THERE ARE NO EXCEPTIONS:

- Gasoline-powered vehicles for display must have less than 1/4 tank of gas or ten gallons, whichever is less, and the fuel tank must be sealed with tape or locked. Battery cables shall be disconnected once the vehicles are in the booth. Visqueen must be placed underneath the vehicle.
- The use of helium in any form, glitter, pets/animals, motorized vehicles (except for exhibit purposes), stick-on decals, or any object/material with an adhesive, removable backing is prohibited.
- All electrical equipment/wiring must conform with National Electrical Code Safety Rules. Column or wall outlets may not be used in the exhibit halls for direct connection by anyone other than employees of the authorized electrical contractor.
- Display and/or operation of any heavy equipment will be subject to the floor loading restrictions of the exhibit area.

- Drip and/or drop cloths are required when pouring or vending beverages, or preparing, operating or testing exhibit equipment to prevent lubricants, paints, fluids, etc., from staining the floor or causing a slippage hazard. All vehicles which produce or emit effluent and which must be operated for the purpose of an exhibit production or performance must adhere to operational recommendations of Show Management, in keeping with approval of the Texas Fire Marshall's office. These materials should be secured nightly or when no longer in use.
- All exhibit-related utility connections (which includes electrical, audio, video, water, compressed air, telephone and data transmission) must be ordered through and supervised by Show Management or contractors authorized by Show Management. This includes any and all utility connections made which are not implicitly covered in the electrical or plumbing rate schedules.

12. NON-LIABILITY

It is expressed, understood and agreed by each and every contracting exhibitor, his/her agents and his/her guests that neither the NFHS/NIAAAA, nor its employees, nor its contractors, nor the Austin Convention Center, shall be liable for loss or damage to the goods or properties of exhibitors. At all times, such goods and properties remain in the sole possession and custody of the exhibitor. On submitting the Application/Contract, exhibitor releases and agrees to indemnify the NFHS/NIAAAA and Austin Convention Center, its managers, officers, members, sponsors, employees and agents, and save them harmless from any suit or claim for property damage or personal injury by whomsoever sustained, including exhibitor and its agents or employees, on or about the exhibitor's display space, including damage or injury resulting in whole or part from the alleged negligence of one or more of the aforementioned indemnities.

Rules and Regulations

13. INSURANCE

Exhibitors and any independent contractors (See seven) they may employ must have comprehensive insurance. Neither NFHS/NIAAA nor the Austin Convention Center maintains insurance covering the Exhibitor’s property. Although Show Management does engage an independent security service for the exhibition area and takes reasonable measures to protect exhibitor displays and materials, be advised that displays and materials, exhibiting firm, and insurance for any loss or damage should be carried on these items. National Athletic Directors Conference requires that all Exhibitors to carry Commercial General Liability Insurance with limits of at least \$1,000,000 per occurrence, \$2,000,000 aggregate. NFHS/NIAAA and the Austin Convention Center shall be named as Additional Insured. This insurance must be enforce during the lease dates and during any set-up and break-down by exhibitor of the event, December 14-16, 2024.

14. SUITES, HOSPITALITY EVENTS OR FUNCTIONS

Suites or space for hospitality events or functions must be cleared through the NFHS/NIAAA. Hospitality events or functions are not permitted during exhibit hours or while any conference programs are in session.

15. PART OF CONTRACT

These rules and regulations constitute a bonafide part of the contract for space. Show Management reserves the right to render interpretations and decisions and to make such additional conditions, rules and regulations as deemed necessary to enhance the success of the conference and to decline or prohibit any exhibit which, in its judgment, is out of keeping with the character of the conference. This is all-inclusive as to persons, things printed matter, products and conduct. The NFHS/NIAAA reserves the right to reject any and all exhibit applications. **The NFHS/NIAAA may demand release of space at any time during the exhibit show for failure to conform to these rules and regulations.** Show Management’s decision and interpretations shall be accepted as final in all cases.



Floor Plan

55th National Athletic Directors Show
Exhibit Hall 3-4 | December 15-16, 2024

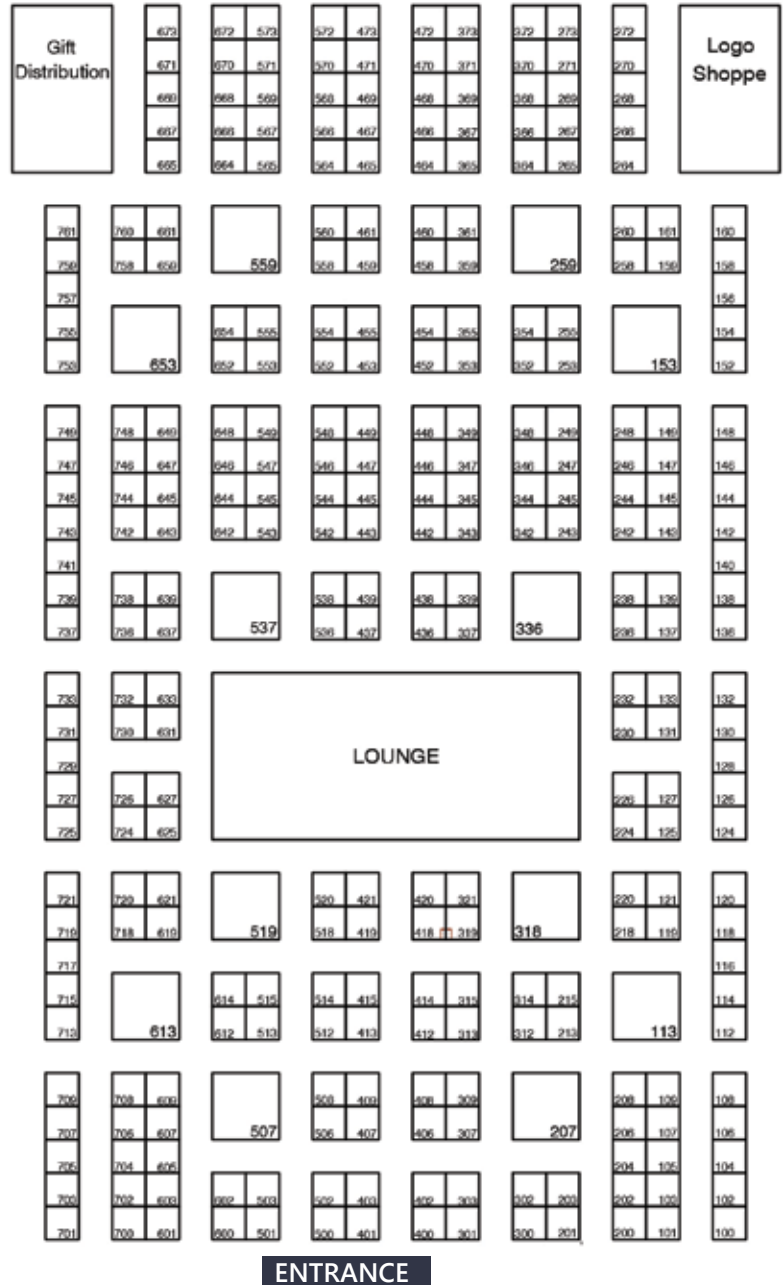
Key For Booth Fees:

BEFORE AND ON JUNE 1 (EARLY BIRD RATE)

10' x 10'	Single Booths	\$1,200
10' x 20'	Double	\$2,300
10' X 30'	Triple	\$3,400
20' x 20'	Islands	\$4,500
20' x 20'	Standalone Island	*

AFTER JUNE 1

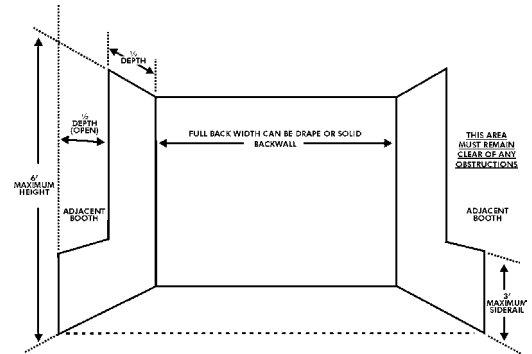
10' x 10'	Single Booths	\$1,400
10' x 20'	Double	\$2,600
10' X 30'	Triple	\$3,800
20' x 20'	Islands	\$5,000
20' x 20'	Standalone Island	*



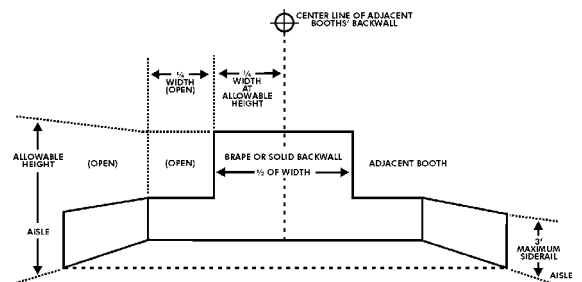
* If interested in a 20x20 Standalone Island, please contact NADCSponsorships@teallpropertiesgroup.com.

International Association of Exhibitions and Events Display Specifications

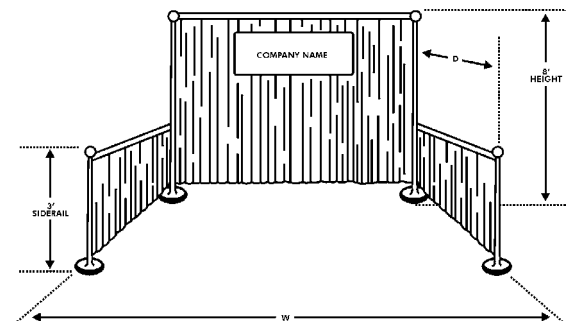
FRONT EDGE (AISLE) STANDARD BOOTH (SEE LEGEND)



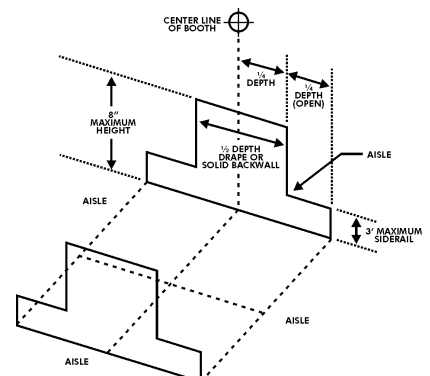
AISLE (END OF ISLAND) PENINSULAR BOOTH WITH THREE AISLE EXPOSURE



STANDARD BOOTH FURNISHED BY SHOW MANAGEMENT



ISLAND BOOTH WITH FOUR AISLE EXPOSURE



*An island booth may have display pieces to a maximum of 16 feet in height; providing that such display does not obstruct the view of other exhibitors. No island booth may have side or front walls that obstruct the view of other exhibitors. Exhibits must be in compliance with the rules. Rules will be enforced by Show Management.

54th National Athletic Directors Show

Exhibitors

COMPANY NAMES

A-Turf, Inc.
 Advance NIL
 Airborne Athletics
 Aktiviate
 American Cancer Society
 American Cornhole League
 Anchor Audio Outlet
 ArbiterSports
 AstroTurf
 Athletic Surveys by LifeTrack
 Athletic Trainer System
 Bag Tags
 Ballogy
 BAND
 Biamp
 BigTeams
 Bison, Inc.
 Boostr Digital Displays
 Bound.
 Box Out
 Brock USA
 California Canopy
 Capelli Sport
 Clell Wade Coaches Directory
 Coach & A.D.
 Coach Evaluator
 Concordia University – Nebraska
 Concordia University, Irvine
 Courtclean
 Covermaster Inc.
 CUE
 Daktronics
 Developing Athlete Leaders
 Digital Scoreboards
 Dollamur Sport Surfaces
 DreamSeats
 E.A. Graphics

Ephesus Sports Lighting
 Eventlink
 Fair-Play
 Fellowship of Christian Athletes
 FiberSport USA/RockBack
 FinalForms
 Fisher Athletic Equipment
 Flansburgh Architects
 Formetco Sports
 Funadipity
 Game Changers Floor Covers
 Gatorade
 Genius Sports, Sportzcast
 Community by GeoPay
 Gill Athletics/Porter Athletic
 Gilman Gear
 Gipper
 Go4
 GoFan
 Grip Spritz
 Guardian Caps
 Gym Banners by Maximum
 Promotions
 Hazing Prevention Network
 Hellas Construction
 Helmet Tracker
 Hide Park Apparel
 Home Campus
 HomeTown
 Honest Game
 Hudl
 Inflatable Images
 Interkal, LLC
 Jaypro Sports
 K&K Insurance Group
 K12 Licensing
 K12 Sports Tech
 KPN - Keystone Purchasing Network

Legend Rings
 Mascot Media Acquisitions
 Maverick Awards
 MaxPreps
 Maxwell Medals & Awards
 MF Athletic/MF Athletic Co
 Midstream Lighting, Inc.
 Musco Sports Lighting
 My City Allstars
 NACCHO
 National High School Strength
 Coaches Association
 Neptune GameTime
 Net World Sports
 Nevco Sports/Lynx System
 Developers
 NFHS Network
 Northeastern Promotions
 NSCA – National Strength
 and Conditioning
 OES Scoreboards
 Ohio University
 Optec Displays, Inc
 P.C.C. INC Air Purification
 Perry Weather, Inc.
 Porta Phone
 Power Ad Company
 Pride Slides
 ProCom Headsets
 PMX Promaxima Strength
 & Conditioning
 QwikCut
 Rank One
 RCX Sports
 Rebel Athletic Inc
 Resilite Sports Products
 RF AUDIO
 Richey Athletics



54th National Athletic Directors Show Exhibitors

Riddell

Rocket Alumni Solutions

Rogers Athletic

Rokkitwear

rSchoolToday

RUBAKA COMPANY

Sallee Promotions, Inc.

SanMar Sports

School Pride Ltd

Schoolfundr

Selective Service System

Sideline Power

Signature Championship

Rings

SMi Awards

Snap! Mobile

SnipBack AI

Spirit Station by Built-Rite

SportaFence

Sports Imports, Inc.

SportsCom

SportsKey

sportsYou

SquadLocker

Stack Sports

STRIKE VISUALS

TarkettSports-FieldTurf-

Beynon

Team Fitz Graphics

TeamBuildr

TenCate Americas

The Fanatic Group

The Global Community of

Women in High School

Sports

TinyMobileRobots

TouchPros

Turf Producers Association

U.S. Center for SafeSport

UCS Inc.

United States Tennis

Association

VantageSportz

Varsity Athletic Apparel, Inc.

Varsity Scoreboards

Varsity Spirit / BSN Sports

VicTreeFi

VidSwap Coaching Analytics

Virtual Announcer

VitalSigns Wall of Fame

Watchfire

Waterboy Sports

WeCOACH

Winspire

Wright Equipment

York Barbell Company

Zelus

Zephyr Headwear

Notes

MARK YOUR CALENDAR FOR FUTURE NATIONAL ATHLETIC DIRECTORS SHOWS



December 14-15, 2025
Tampa, Florida



December 13-14, 2026
Phoenix, Arizona

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