exhibitor prospectus

RISE & SHINE

Make the most of your Campus Rec & Wellness Expo

Expo Dates: April 19-20, 2020
Phoenix Convention Center: Phoenix, Arizona
who are we?

About NIRSA: Leaders in Collegiate Recreation

NIRSA comprises and supports more than 4,500 members who believe that campus recreation is a powerful key to inspiring wellness in local, regional, and global communities.

Our network of passionate professional and student members drives the association, and is supported by the NIRSA team at headquarters, based in Corvallis, Oregon.

Since its founding in 1950, NIRSA has grown its membership to include dedicated individuals and businesses — serving an estimated 8.1 million students.
About NIRSA’s Campus Rec & Wellness Expo

The NIRSA Campus Rec & Wellness Expo featured ...

2,500 unique attendees
160 unique vendors

558 institutions represented from nine countries
96% of our attendees visit the expo

Average numbers, last 2 years
Exhibitors at the 2019 Expo report their involvement in the following industry categories:

<table>
<thead>
<tr>
<th>Administration</th>
<th>Internet/Web Services</th>
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<tbody>
<tr>
<td>Apparel/Uniforms</td>
<td>Laundry Supplies/Towels</td>
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<tr>
<td>Aquatics/Maintenance/Supplies</td>
<td>Lighting</td>
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<td>Architects/Planners/Consultants</td>
<td>Lockers/Locker room</td>
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<td>Associations/Nonprofit/National Governing Bodies</td>
<td>Maintenance/Janitorial</td>
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<td>Audiovisual/Sound</td>
<td>Mats/Wall padding</td>
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<td>Awards/Trophies</td>
<td>Memberships</td>
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<tr>
<td>Badminton</td>
<td>Mobile app</td>
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<td>Baseball/Softball</td>
<td>Music/Entertainment</td>
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<td>Basketball</td>
<td>Nets</td>
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<tr>
<td>Bleachers</td>
<td>Officials Equip</td>
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<tr>
<td>Body Composition/Analysis</td>
<td>Outdoor Rec</td>
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<tr>
<td>Boxing</td>
<td>Pilates</td>
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<tr>
<td>Certification</td>
<td>Pools</td>
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<tr>
<td>Climbing</td>
<td>Racquetball/Squash</td>
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<tr>
<td>Communications/Publications</td>
<td>Revenue Generation/Fundraising</td>
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<tr>
<td>Construction Management</td>
<td>Scoreboards/Timers/Message Boards</td>
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<tr>
<td>Education/Instructional</td>
<td>Signage</td>
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<tr>
<td>Facility Components</td>
<td>Soccer</td>
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<td>Fences/Field Markers</td>
<td>Special Events/Marketing/ Promotional</td>
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<td>Fields/Courts</td>
<td>Sporting Goods/Equipment</td>
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<td>First Aid/Medical</td>
<td>Sustainability</td>
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<tr>
<td>Fitness/Conditioning</td>
<td>Tennis</td>
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<td>Flooring/Turf/Covering</td>
<td>Volleyball</td>
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<td>Football</td>
<td>Weights/Weight Training</td>
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<tr>
<td>Golf</td>
<td>Yoga Accessories</td>
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Are you doing business in one of these categories, and want to market to college rec programs?

Reserve your booth at the NIRSA 2020 NIRSA Annual Conference and Campus Rec & Wellness Expo to stay ahead of your competition!
why exhibit?

Reach Leaders of Campus Recreation at NIRSA 2020

Discover new leads, re-establish contacts, and rise to the top of supply lists.

This year’s theme, Rise & Shine, encourages decision-makers and influencers to discover new ways to heighten their programming, services, and equipment back home.

The Campus Rec & Wellness Expo continues to be one of the most energetic experiences in collegiate recreation — and is consistently one of the top attractions for attendees of the NIRSA Annual Conference.

Attendee Profile

95% of exhibitors reported that the NIRSA Annual Conference captures their target audience.

79% of our attendees make or influence purchasing decisions on their campuses.

82% of NIRSA Conference attendees are under the age of 45.

The top 3 reasons attendees report going to the 2019 Annual Conference:

1. Networking
2. Visiting the Campus Rec & Wellness Expo
3. Continuing education credits

Average numbers, last 2 years
why exhibit?

We Bring the Energy!

☀️ Unopposed time to visit the Expo Hall: Ed sessions, preconference opportunities, general sessions and other NIRSA events are scheduled at times that do not compete with the expo, so that all attendees can have time to network with all exhibitors.

☀️ Interactive Booth Experiences: The Campus Rec & Wellness Expo is a hands-on experience! Attendees can test the most innovative pieces of fitness equipment, and exhibitors can show off their latest products to their direct audience.

☀️ Business-to-Business Connections: Networking isn’t limited to attendees, exhibitors can also find organizations to work with! All over the expo hall, you will find exhibitors who have chosen to exhibit right next to one another, maintaining connections over the years.

☀️ Networking: NIRSA events feature outstanding networking opportunities. Take this chance to network with attendees in and outside of the expo hall to see if you can supply their rec center with your latest and greatest products & services!

☀️ Giveaways & Contests: Throughout the two-day expo, attendees can enter their names to win prizes and giveaway, in addition to the SWAG that exhibitors provide!

☀️ Unified Sports Experience: NIRSA supports unified recreation, and we have many exhibitors who support Special Olympics as well. Make sure to stop by the Unified Sports area!

☀️ Free food: Attendees can grab a snack while they network with exhibitors! Exhibitors can grab a snack to stay fresh for the entire expo!

☀️ Fitness Forum: Get your heart pounding in Phoenix! The Fitness Forum provides attendees an opportunity to work up a sweat with the latest fun and engaging workouts. Exhibitors can apply for time in the forum!

☀️ The Hoop Shoot: Open during all expo hours! Attendees test their skills while testing the NIRSA branded basketball! A $1 entry from attendees secures their spot at the free throw line to shoot as many free throws as possible in 45 seconds. Top male and female shooters will win cash prizes and a NIRSA basketball.

☀️ T-shirt Exchange: Always a fun reunion! Attendees can exchange shirts of their campus rec programs and catch up with old colleagues during this fun event.

“The event was world class and exceeded my expectations. Will definitely be back! If you are looking to market to the College Recreational community, NIRSA is the place to be!”

Mike Kinner // Air-O-Sport
why exhibit?

Benefits of Exhibiting

- **Exposure**: We proudly feature our exhibitors’ details on the NIRSA website and event app, providing more visibility for your brand.

- **Networking Opportunities**: Exhibitors are granted full access to attend the NIRSA Annual Conference including socials, ed sessions, Opening General Session, and roundtable discussions. Don’t miss out on these networking opportunities!

- **New Leads**: Exhibitors have access to a lead retrieval service.

- **Access**: Exhibitors get one-on-one access to leaders in the field of college recreation.

- **Advertising**: Exhibitors have opportunities to advertise their brand at the NIRSA Annual Conference via mobile app & other sponsorship opportunities.

**Additional Opportunities**

- Take advantage of additional exposure when you submit your booth number to the SWAG giveaway list!

- Option to participate in exhibitor survey, which is assessed every year to increase exhibitor experience.

- Support the NIRSA Foundation.

**Additional Booth Amenities**

- Each booth comes with an 8’ NexxtShow fireproof back hardwall, and a 3’ sidewall.

- Aisle carpet throughout exhibit hall (booth carpet not included).

- Clean exhibit hall.

- 24/7 Security.

- Associate Members have a NIRSA Associate Member sticker displayed in front of their booth.

- NexxtShow Exhibitor Services Center and exhibitor lounge, with complimentary water and snacks.

- Registered Conference attendee list, pre and post show.

  - **NOTE**: NIRSA does not sell attendee lists. BEWARE of scams pertaining to NIRSA attendee lists.

**Complimentary Badges**

- Exhibitors are provided 3 complimentary badges for every 100 square feet of booth space purchased.

- Additional badges can be purchased for $50 each (after April 1, 2020 are $75 each).

- Badges are non-transferrable.
Booth Pricing*

**Inline** (per sq. ft., sold in 10x10)
- $22 early bird
- $25 regular rate, after September 18, 2019

**Island**
- 400 sq. ft. min.
- additional 5% large booth discount includes charge for 4 corners

**Corner Fee**
- $200 per corner

**Non-profit**
- Rates available upon request

Discounts
- NIRSA Associate Members receive a 10% discount – find out how to become a member!
- Large booths (400 square feet +) receive an additional 5% discount
- Partners receive prime booth locations – find out how to be a partner!

*PLEASE NOTE: Booth furniture, accessories, electrical, booth carpet, labor, etc. is not included in booth purchase and must be obtained separately through the NexxtShow Exhibitor Kit
Please read the Terms of Service before securing your booth space.

Terms of service contract can be found in the task list when you reserve your booth space. Feel free to email the Sales & Expo Coordinator for a copy.

**Booth Payments**

All booth reservations require a 50% deposit at the time of checkout. The full balance for booth space is due November 25, 2019.

Checks can be made payable to:

NIRSA
4185 SW Research Way
Corvallis, OR 97333-1067

For Wire Transfers/ACH payments:
Routing • 123 006 800
NIRSA Checking • 645 385 8893

*If you are mailing a check, please notify the Expo Coordinator, Kelley Hungerford.

**Reserve your room at the NIRSA Host Hotel(s)**
Room block will open in winter 2019/2020
BEWARE of housing scams – the link provided by NIRSA is the only way to book your room securely!

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**Important Dates & Timelines**

September 18, 2019  
Early-bird period ends, booth space increases to $25/sq.ft.

November 25, 2019  
Full payment for booth space is due

January 2020  
NexxtShow Exhibitor Kit available

March 2, 2020  
Attendee list sent to all exhibitors

March 18, 2020  
Certificate of Insurance due to NIRSA

March 18, 2020  
Early-bird ends for booth furnishings in exhibitor kit

March 31, 2020  
All booth personnel must be submitted to NIRSA

April 18-19, 2020  
Move-in for Expo: All booths must be set by 11:30am (4/19)

April 19-20, 2020  
Expo Hours (4/19): 2:30pm-5:30pm

Expo Hours (4/20): 9:00am-2:30pm

April 20, 2020  
Move-out for Expo: 2:30pm-10:00pm

April 28, 2020  
Final post-conference attendee list

April 23, 2020  
Exhibitor Survey is sent out

May 8, 2020  
Exhibitor Survey closes
“What are the expo dates, hours, and times?”

Campus Rec & Wellness Expo:
Sunday, April 19:
2:30pm-5:30pm
Monday, April 20:
9:00am-2:30pm

Exhibitor Move-in:
Saturday, April 18:
8:00am-11:00am - Large booth (400 sq. ft. +)
11:00am-5:00pm - All booths
Sunday, April 19:
8:00am-11:30am

*All exhibitors must move-in by 11:30am on
Sunday, April 19

Exhibitor Move-out:
Monday, April 20:
2:30pm-10:00pm

“Where can I find an invoice for my booth purchase?”

You will find an invoice for your booth purchase in the Cadmium booth reservation system. In the Exhibitor Services Center, you can find a receipt or invoice of your payments.

“Do I have to be a NIRSA member to exhibit?”

NO! But being a NIRSA member provides you a 10% discount on booth space, as well as many other NIRSA member benefits.

“Attendee Lists?”

NIRSA will provide you attendee lists before and after the expo. Please do not use these lists to send email blasts to our members. DO NOT sell or distribute NIRSA attendee lists outside of your organization. PLEASE NOTE: NIRSA does not ever sell attendee lists so any emails or calls claiming to have our lists is a SCAM.

“I am personally taking my items to my booth. Where is the loading dock?”

Right behind the expo halls 5-6 (where the expo is located), you can find the loading dock. Docks 19-29 will be available for NIRSA exhibitors before and after the expo.

“Can I walk the expo hall if I don’t plan to exhibit?”

If you are not planning to exhibit but want to walk the show floor, you can pick up an expo only day pass, in exchange for your business card, from the registration area.

“Is Phoenix a union city?”

Yes, you must allocate union labor for your booth unless you can hand-carry items in and do not require power tools. Please check the NexxtShow Exhibitor Kit in the fall for Union Regulations.

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“What is my NIRSA Password or login?”

If you do not remember your login credentials, please reach out to Sales & Expo Coordinator, Kelley Hungerford, or membership@nirsa.org
rise & shine in phoenix at the nirsa campus rec & wellness expo

contact us today!

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