

2017 BOOTH RATES

THE KEY TO NEW OPPORTUNITIES



**National Soccer Coaches
Association of America**

**71st Annual NSCAA Convention
January 11-15, 2017
Los Angeles, CA**

NSCAA General Convention Demographics

Role of Convention “Registrants”		Age of “Registrants”		Gender of “Registrants”	
Head Coaches	53%	24 or under	3%	Male	80%
Coach ‘High School’	25%	25-34	27%	Women	20%
Coach boys/men	42%	35-44	30%	All 50 states and 35 countries represented	
Coach girls/women	28%	45-54	22%		
Coach both	30%	55+	9%		



Join Us at the Largest Soccer-Specific Trade Show in North America



Exhibitor Information Sheet - 2017 NSCAA Convention

Location

Los Angeles Convention Center
1201 S. Figueroa St.
Los Angeles, CA 90015
Phone: 213-741-1151
www.laccLink.com

Exhibitor Registration Contact

Ashley Goodrich
30 West Pershing Rd., Suite 350
Kansas City, MO 64108
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Each 10'x10' Booth Package Includes:

- 8' high back drape and 3' high side drape
- Exhibitor Identification Sign (7" in x 44" in)
- 24" wide by 30" high by 6' long table with grey skirt
- (2) Standard chairs and (1) wastebasket
- Standard Carpeting
- (4) Exhibitor badges per (10"x10") booth space
- Maximum of 12 badges allowed for booths 10'x30' and smaller.

Island Booth Packages:

- Maximum of 24 badges allowed for booths 20'x20' and larger.
- Standard carpet
- (2) 24" wide by 30" high by 6' long table with grey skirts
- 4 standard chairs

Booth Placement Policy:

- Companies whose applications are received prior to July 3, 2016, with payment in full, will be placed according to their longevity of exhibiting at NSCAA Conventions in combination with the date that the application is received by NSCAA.
- Companies that request special booth arrangements must respond by July 3, 2016. Special booth arrangements are defined as islands, peninsulas, corner(s) or end-booths, etc.
- Booths that are paid in full after the due date of July 3, 2016 will be placed on a first-come, first-served basis, in the available space, without regard to their longevity of exhibiting.
- **NSCAA reserves the right to make changes to the floor plan at any time.**

Dates and Times (subject to change)

Exhibitor Registration

Tuesday	Jan. 10, 2017	12:00 p.m.-5:00 p.m.
Wednesday	Jan. 11, 2017	8:00 a.m.-9:00 p.m.
Thursday	Jan. 12, 2017	8:00 a.m.-6:00 p.m.
Friday	Jan. 13, 2017	8:00 a.m.-12:00 p.m.

Installation

Tuesday	Jan. 10, 2017	12:00 p.m.-5:00 p.m.
Wednesday	Jan. 11, 2017	8:00 a.m.-9:00 p.m.
Thursday	Jan. 12, 2017	8:00 a.m.-12:00 p.m.*

**All booths MUST be set by 12 p.m. to allow cleaning time, removal of crates and a show management walk-through. No exceptions.*

Exhibition Hours

Thursday	Jan. 12, 2017	5:00 p.m.-9:00 p.m.+
Friday	Jan. 13, 2017	9:00 a.m.-5:00 p.m.
Saturday	Jan. 14, 2017	10:00 a.m.-4:00 p.m.++
+ 5-6 p.m. (Thur.) is an Preferred Guest Hour		
++All booths MUST remain open until the show closes.		

Dismantle

Saturday	Jan. 14, 2017	4:00 p.m.-11:00 p.m.
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Booth rates vary and increase depending on when exhibitor payment is received.

See chart below for guidance

(Note: Booth sizes from 10'x10' to 50'x50' are available.)

\$1,200* per 10'x10' space
If purchased before
July 3, 2016

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- \$2,400 For a 10x20
 - \$3,600 For a 10x30
 - \$4,800 For 20x20

\$1,300* per 10'x10' space
If purchased between
July 4 and Oct. 1, 2016

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- \$2,600 For 10x20
 - \$3,900 For 10x30
 - \$5,200 For 20x20

\$1,450* per 10'x 10' space
If purchased between
Oct. 2 - Jan. 15, 2017

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- \$2,900 For 10x20
 - \$4,350 For 10x30
 - \$5,800 For 20x20

* Add additional \$150 for Corner booth requests. (while availability lasts)

Booth deposit or full payment is not refundable after September 29, 2016 - No Exceptions.



Exhibitor Rules and Regulations - 2017 NSCAA Convention

Please Read Carefully. All Exhibitors Are Subject to the Following Rules:

1. Booth Design:

- Second-story booth construction is not permitted (i.e. no stairs), with the exception of the NSCAA's official sponsor/supplier.
- In-line Booths: all exhibit fixtures, components and identification signs will be permitted to a maximum height of 10'. All display fixtures over 4' in height and placed within 10' of an adjoining exhibit must be confined to that area of the exhibitor's space which is at least 5' from the aisle line. When standing at the end of an aisle, there must be a clear sightline of 5' from the aisle into each booth in that aisle.
- Island Booths: Exhibit fixtures, towers and components will be permitted to a maximum height of 18', with the exception of the NSCAA's official sponsor/supplier.
- Hanging identification signs and graphics will be permitted to a maximum of 22' from the floor to the top of the sign, with the exception of the NSCAA's official sponsor/supplier.
- The NSCAA reserves the right of approval of any and all exhibitor promotions and/or displays.

2. Exhibitor Receptions and Outside Functions: No non-NSCAA function involving more than 100 convention registrants, through private invitation or open to the public, may be scheduled during a) Exhibit hours Thursday evening, 6:00 to 9:00 p.m.; b) Annual Meeting c) Friday Honor Awards Banquet, 6:00 to 10:00 p.m.; and d) Saturday All-America Banquet, 12:00 to 2:30 p.m.

3. Hospitality Suites: Hospitality suites at all convention-contracted hotels are available to exhibitors and convention participants ONLY, approved by the NSCAA, from reservation lists provided to the housing bureau.

4. Admission Badges:

- Exhibitor Badges: Each 10x10 booth is allotted 4 exhibitor badges total. The exhibitor badge and holder allows access to the exhibit floor during set-up, tear-down and one hour before regular show hours. Badges must be visibly worn at all times while on the exhibit hall floor. Companies will be assessed a \$50.00 per badge charge for any additional badges requested on site, or for any changes to the Badge Request Form which requires issuing badge(s) at the convention. The NSCAA cashier must receive this payment before the badge will be issued. Acceptable forms of payment include cash, company check or credit card (Visa, Mastercard, American Express and Discover).
- Exhibitor Appointed Contractors (EAC) will be able to pick up temporary work badges for access onto the show floor for installation/dismantle purposes. If contractors require access to the show on show dates, exhibitors must register them as exhibitor personnel.
- Any imprinting, defacing or alteration of the convention registration badges is prohibited. Badges for the NSCAA Convention are non-transferable and non-refundable.
- **All exhibitors agree to supply proper names for each exhibitor badge by deadlines requested.**

5. Show Hours: All exhibitors shall abide by the show hours. No exhibitors shall be allowed to dismantle their booth prior to the closing of the show January 14, 2017 at 4:00 p.m. This includes any type of packing such as the packing of brochures, taking down signs, etc. If an exhibitor is found dismantling their booth, measures deemed necessary by Show Management will be taken in order to stop the process.

6. Distribution of Literature and Promotional Items: Exhibitor personnel, including models, hostesses and any other hired help, are not allowed to distribute literature or promotional items of any kind outside the confines of the contracted space. This restriction includes convention center lobby space, other booths, sidewalks outside the convention center, as well as hotel locations in conjunction with the event. The distribution of any item that interferes with the activities in or obstructs access to neighboring booths, of that impedes the flow of traffic in the aisles, is prohibited. All sales literature representing NON-EXHIBITING companies will be excluded from distribution at the Convention. Companies or persons doing so will be excluded from exhibiting at future conventions and their literature will be removed immediately.

7. Demonstrations and Promotional Activities: As a matter of safety and courtesy to others, exhibitors must conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange display product presentation and demonstration areas to ensure compliance. Booth displays and equipment shall not extend into the aisles. This includes all signs, banners, etc. Exhibitor representatives wearing distinctive costumes or carrying banners or signs, separately or as part of their attire must remain in their contracted exhibit space. Show Management may stop all further demonstrations and promotional activities, including participatory led generation activities or traffic builders, by the exhibitor until the exhibitor has taken appropriate action to ensure there will be no further violations.

8. Sound/Music: Exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Show Management reserves the right to restrict sounds from any source that interferes with activities in neighboring booths. A maximum of 85dB will be maintained on the show floor at all times. Exhibitors may not exceed a maximum sound level of 85dB measured at a distance of ten (10) feet from the source. If an exhibitor exceeds an acceptable sound level and Show Management's request to lower said levels goes unheeded, Show Management has the option to disconnect the electrical power to that booth. All fees to be incurred by reinstating the electrical power will be the responsibility of the exhibitor in violation.

9. Children: No one under the age of twenty-one is allowed in the exhibit hall on Thursday night during the Exhibit Hall Grand Opening. During move-in and move-out, no one under the age of eighteen may work within or be in the hall.

10. NSCAA Marks: No logo or trademark logo may be used in conjunction with the NSCAA logo, without written approval of the NSCAA.

11. Violations: The National Soccer Coaches Association of America reserves the right to restrict exhibits which, because of noise, method of operation, materials or any other reason become objectionable. The NSCAA will prohibit or remove any exhibit which, in the sole opinion of the NSCAA, may detract from the general character of the show as a whole, or consists of products and/or services inconsistent with the purpose of the show, without liability for any refunds or other exhibit expenses incurred. In the event the exhibitor violates any rules or regulations of the show, the NSCAA has, at all times, the right to regain the immediate possession of any space, and all payments shall be forfeited.

12. Subletting: Booths can not be sublet without the prior approval of the NSCAA's Exhibit Manager. If approval to sublet a booth has been granted, the subletter must pay the full price for the entire space reserved booth. The subletter must also pay the NSCAA the full price for the booth space they are taking over. Violation of this rule will result in both companies losing their booth space in the Exhibit Hall for the upcoming Convention and no refunds will be given.

13. The following steps will be taken to handle any violations:

1st Violation: Verbal Warning and/or written warning from Show Management

2nd Violation: Verbal warning and written warning from Show Management

3rd Violation: \$100 fine payable by opening the next day. Any fine incurred on Saturday will be due prior to registering for next year's show.

14. Payments for booth may not be transferred to future conventions or other areas of the convention. No Exceptions.