

APRIL 5-9 • MINNEAPOLIS, MN



# 2016 SHAPE AMERICA NATIONAL CONVENTION & EXPO

EXHIBIT > SPONSOR > ADVERTISE

SHAPEAMERICA.ORG



Present your products, services, and programs at the 2016 SHAPE America National Convention & Expo



# EXHIBITING

- Generate new prospects, sales, and on-site revenue
- Boost your organization's image and increase visibility
- Establish and enhance your market presence
- Introduce new products or services
- Educate your target audience
- Increase product awareness through sampling and brand presence

## Exhibitor Benefits

- Four full conference registrations (\$1,600+ value!)
- Opportunity to earn a 20-minute demonstration time slot (Priority basis on two or more booths, sponsorship level, first-come, first-served basis)
- Listing on the SHAPE America convention webpage and exhibitor directory
- Recognition in conference marketing materials
- Space-preference priority points to ensure high visibility at future SHAPE America conventions
- 8-foot backdrop, 3-foot siderails, booth identification sign, perimeter security, aisle carpeting, and optional lead retrieval service
- Comprehensive pre- and post-conference registration mailing-list rental available for one-time use

## schedule

Show Dates: April 6-8

### MOVE-IN

Tuesday, April 5  
8:00am-6:00pm

Wednesday, April 6  
8:00am-9:00am  
(touch up only)

### OPEN

Wednesday, April 6  
12:00pm-6:00pm

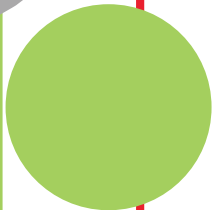
Thursday, April 7  
8:30am-5:00pm

Friday, April 8  
8:30am-3:00pm

### MOVE-OUT

Friday, April 8  
3:00pm-10:00pm

No teardown permitted prior to 3pm, Friday, April 8



## Exhibit Rates

Corner rates apply to island and corner spaces

**Until October 30, 2015**

- 10'x10' Inline \$1,735
- Corner/Island \$1,865

**After October 30, 2015**

- 10'x10' Inline \$1,925
- Corner/Island \$2,085

## contact

SHAPE America 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:** SHAPE@epponline.com  
www.epponline.com



We are **committed** to creating a sponsorship package that works for **you!**

## Become a partner today

and experience the power of brand association with our expanding membership. Prices range from \$5,000-\$25,000.

# SPONSORSHIP

Reach your target audience, **build** brand loyalty, and **maximize** your market share! Sponsors enjoy these exclusive benefits:

- Enhance corporate image by supporting our members and mission
- Build brand loyalty by engaging your target audience with personal, face-to-face interaction
- Priority access to commercial presentations
- Speaking opportunities
- Print and web recognition

### Opportunities Include:

- Event bag
- General session
- Mobile App
- Opening session
- Special events



## Sponsorship ROI

**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 SHAPE America.

**83%**

of members purchased products or services in the past two years from companies affiliated with SHAPE America.

\*Results from member survey and are based on total respondents.



# ADVERTISING

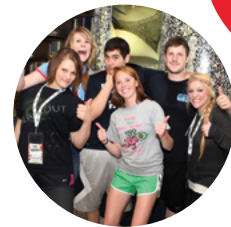
## Mobile App & Program Schedule

These valuable references are available to each attendee.

## Pre + Post Convention Opportunities

Promote your products and services in SHAPE America's journals, newsletters, and website year-round. Contact us for pricing and samples of these leading industry publications.

- **NEW!** SHAPE America App
- *Momentum*, mailed quarterly to all members
- *Journal of Physical Education, Recreation & Dance (JOPERD)*
- *Strategies: A Journal for Physical and Sport Educators*
- *Et Cetera*
- *American Journal of Health Education (AJHE)*
- *Research Quarterly for Exercise and Sport (RQES)*
- SHAPE America website



### More Promotion Opportunities!

- Registration handouts
- Commercial presentations
- SHAPE America mailing list
- Demonstration time slots
- Convention registration list

Need more information? **Call today!**

sponsorship &  
advertising contact

phone: (800) 213-7193 ext. 1457  
email: [sponsors@shapeamerica.org](mailto:sponsors@shapeamerica.org)

For more information  
and to access forms, visit  
[www.shapeamerica.org/exhibit](http://www.shapeamerica.org/exhibit)



## Future Shows



**2017** • March 14-18  
BOSTON, MA

John B. Hynes Veteran's  
Memorial Convention Center

Exhibit Show Dates:  
March 15-17



**2018** • March 20-24  
NASHVILLE, TN

Music City Center

Exhibit Show Dates:  
March 21-23



**2019** • April 9-13  
TAMPA, FL

Tampa Convention Center

Exhibit Show Dates:  
April 10-12



**2020** • April 21-25  
SALT LAKE CITY, UT

Salt Palace  
Convention Center

Exhibit Show Dates:  
April 22-24

# About the Show

With over 16,000 members, SHAPE America – Society of Health and Physical Educators® is the largest organization supporting and assisting professionals involved in physical education, physical activity, recreation, fitness, sport and coaching, dance, school-based health education, and all specialties related to achieving a healthy and active lifestyle. SHAPE America gives health and physical activity professionals and students access to a full spectrum of resources and services needed to meet the demands of their profession and pioneers new programs, policies, standards, educational activities, and professional resources to help practitioners excel in their careers.

With more than 5,000 health, physical education, recreation, dance, and sport professionals expected to attend, this is a can't-miss event. Join hundreds of product/service providers that our members count on to provide reliable resources, innovative ideas, and industry leading products – year after year.

## Event Highlights

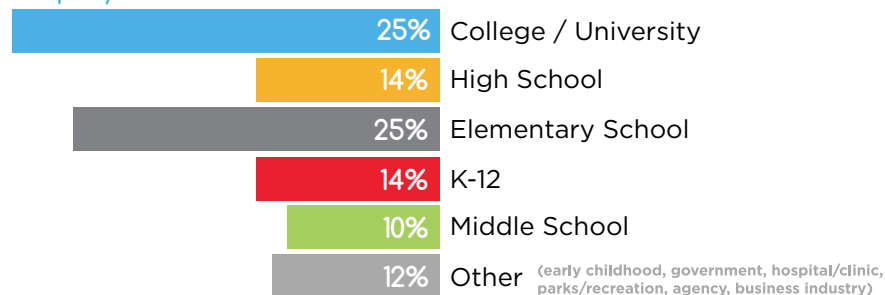
- More than 300 program presentations and industry experts in multiple disciplines
- World-renowned celebrities and guests have included Kenneth Cooper, Mark Fenton, Jim Loehr, Shellie Pfohl, White House Assistant Chef Sam Kass, Super Bowl XLIV MVP Drew Brees, Kevin Carroll, *New York Times* best-selling author John Medina and Olympic Champion Shannon Miller.
- The SHAPE America Resource Center
- Special networking events
- A multi-faceted exposition with vendor demonstrations



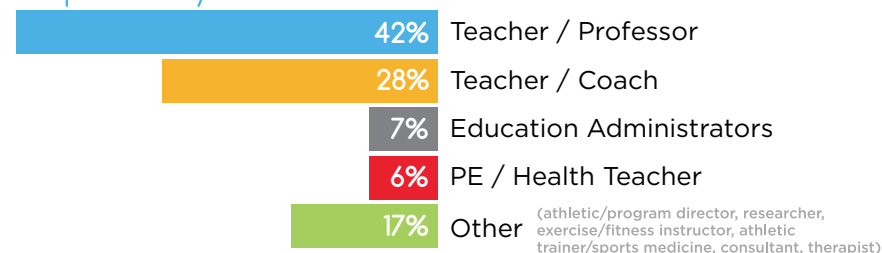
# Profiles

SHAPE America member profile of those reporting as of December 31, 2014

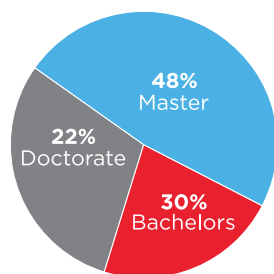
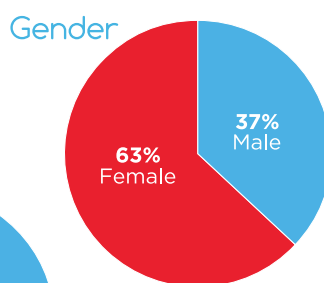
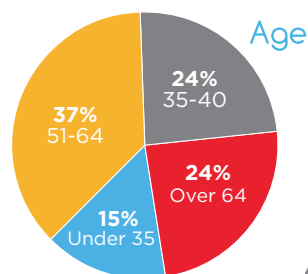
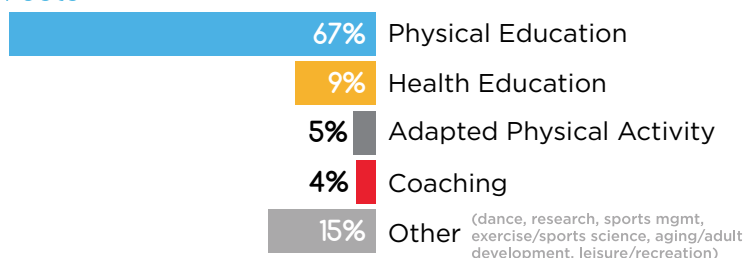
## Employment



## Responsibility



## Interests



## Education

### Our Attendees Include:

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

### Their Interests:

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

### They 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  
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  
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