



TAHPERD 98TH ANNUAL CONVENTION DECEMBER 1-4, 2021

ESPORTS STADIUM
ARLINGTON & EXPO CENTER

2021 Exhibitor Prospectus

IT PAYS TO EXHIBIT

- ACCESS TO 2,000 EDUCATORS
- LAUNCH NEW PRODUCTS & TECHNOLOGIES
- CONNECT WITH CURRENT CUSTOMERS
- CREATE NEW BUSINESS OPPORTUNITIES
- INCREASE SALES

Contact Information

Judilynn Sunden, Exhibits Manager

judi@tahperd.org

(512) 587-9981

All exhibit info & forms can be found

at the TAHPERD website

www.tahperd.org

BOOK YOUR BOOTH TODAY!

Secure your booth for the Texas AHPERD 98th Annual Convention. The industry's most important selling and educational event of the year for HPERD professionals in Texas. Over 2,000 attendees from Texas converge to learn, share ideas and conduct business.

Convention Quick Facts

Show Date: December 1-4, 2021 **Exhibit Facility:** Esports Stadium Arlington & Expo Center

Exhibitor Dates: December 1-3, 2021

Drape Color: Red, White & Blue **Carpet Color:** Tuxedo **Number Booths:** 117

Exhibit Hall Info: 162'x180' (29,160 sq. ft.); Ceilings 25' High

TAHPERD Activity Area Dimensions: 50'x30

Exhibit Hall Schedule

All times are subject to change without notice.
Please visit www.tahperd.org for updates

	Wed.-Dec. 1	Thur-Dec. 2	Fri.-Dec. 3
Exh.move-in & Registration	12:00 pm - 5:30 pm	7:30 am - 4:00 pm	7:30 am - 4:00 pm
Exhibit Hall Welcome Gala (Exclusive Hours)	6:00 pm - 8:00 pm		
Daily Exhibit Hall Show Hours	6:00 pm - 8:00 pm	8:00 am - 4:00 pm	8:00 am - 4:00 pm
Tear Down			4:00 pm - 7:00 pm

The
TAHPERD
Exhibit Hall
is
a HOT SPOT
for Business

2021 Exhibitor Deadlines

September 1, 2021: DEADLINE: For all booth space, sponsorship and advertising payments

September 1, 2021: DEADLINE: For TAHPERD Journal Ads for the Fall Convention Journal

September 1, 2021: DEADLINE: For all Convention Program Ads

October 1, 2021: DEADLINE: Last day for cancellation and refunds (minus 25% processing fee)

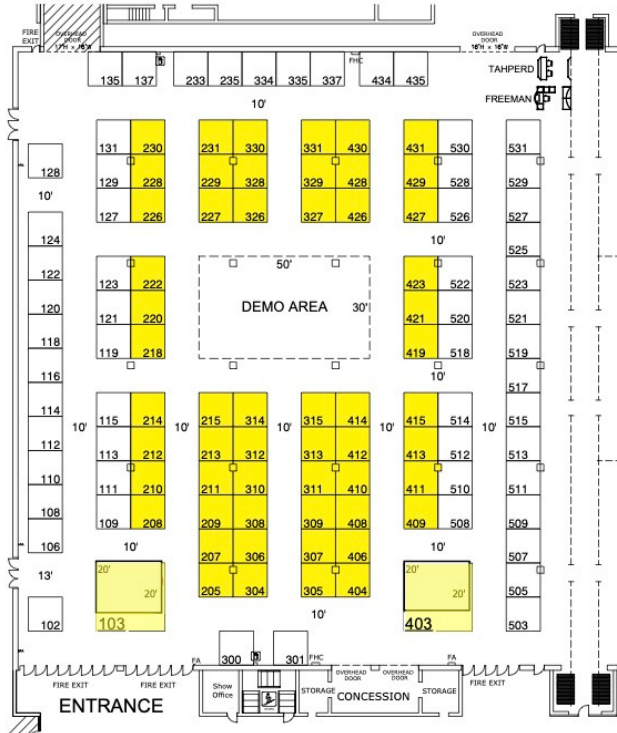
October 14, 2021 DEADLINE: For all packet inserts for attendee convention packets

EXHIBIT HALL FLOOR PLAN

Booths Shaded in Yellow are Premium Booths

TAHPERD 2021 Convention

Arlington Convention Center | December 1-4, 2021



Booth Information

Description	Size	PRICE
Premium Island Booth (Shaded)	20'x20'	\$3800
Premium Corner Booth (Shaded)	10'x10'	\$950
Premium Inline Booth (Shaded)	10'x10'	\$900
Commercial Corner Booth	10'x10'	\$850
Commercial Inline Booth	10'x10'	\$800
Non-Profit Organization Booth	10'x10'	\$600
University/Educational Booth	10'x10'	\$500

All booths are 10'x10' or a combination thereof. You may combine booths as needed to accommodate your exhibit



**TAHPERD Is The
Largest State HPERD
Meeting In The Country!**

**Relationships Are The
Bottom Line In Sales!**

**Together
We're Stronger!**

Booth Benefits

- Standard 8' back drape and 36" side drape
- Standard 7"x44" booth identification sign
- (1) 6'x30" skirted table, (2) chairs and (1) wastebasket
- (4) complimentary badges per 10'x10' booth- additional badges are \$25 per person
- (1) complimentary 30 min demonstration In the TAHPERD Activity Area. **(Limited Availability)**
- \$20 of Complimentary Food Coupons
- Overnight Exhibit Hall Security
- Exhibitor company profile listed in convention program and online
- Exhibitor email updates regarding all convention activities & information

General Information

Housing/Hotels: Discounted rates for TAHPERD Convention participants will be found on the TAHPERD website & reservations open August 15, 2021.

Convention Hotels

- Sheraton Hotel (Headquarter Hotel)
- Hilton Arlington
- Crowne Plaza Arlington Suites
- Hawthorne Suites by Wyndham

General Service Contractor:

Freeman Decorating: www.freemanco.com

Upon receiving your contract and full payment a confirmation letter with all service kit information will be sent to each exhibitor via email.

Transportation: Directions from DFW Airport to the Esports Stadium Arlington & Expo Center are available at www.mapquest.com or maps.google.com

TAHPERD FAQ'S

Who/What Is Texas Association for Health, Physical Education, Recreation & Dance?

- A not-for-profit professional association of individuals in the allied fields of health education, physical education, recreation and dance. Membership of 3,000

What is the 98th Annual Convention?

- Convention is education based.
- Education programs run every hour to allow teachers to obtain valuable continuing education credits, purchase new products, services, resources and ideas from the exhibit hall.

Who attends the Annual Convention?

- Average attendance is 2,000
- Approximately 64% of membership attends each year
- HPERD administrators and educators ranging from elementary to college level.

Why Exhibit at TAHPERD?

- Face-to-Face Interaction
- Generate Leads: Exhibition leads are 31% less expensive. (source: Center for Exhibition Industry Research)
- Increase Brand Awareness: 89% say tradeshow keep them up to date on industry trends & developments
- Launch new products & services
- Maximize Time & Marketing Dollars

TAHPERD ATTENDEE PROFILE

Attendee Job Descriptions

- Administrators
- Coordinators
- HPERD Teachers
- HPERD Professors
- Athletic Coaches
- Athletic Trainers
- Recreation/Park Staff

Pre-Show & Onsite Marketing

Onsite: Print Advertising Opportunities

Convention Program Black & White Ad Sizes	Cost
Full Page: 7.5"x10" or 8.625"x11.25"	\$350
Half Page: 7.5"x4.75" Horizontal or 3.65"x10" Vertical	\$250
Quarter Page: 3.625"x 4.75"	\$100

Onsite: Convention Packet Inserts-Cost \$500

Place your company flyer, coupon, or postcard in the hand of every TAHPERD attendee (2,000) with a conference packet insert.

Due Date: October 14, 2021 to TAHPERD Office

Pre & Onsite: Advertising: "Together We're Stronger"

package: Cost \$700: Combination web banner and convention program advertising. Your web banner will run from September 15 through Dec. 31, 2021 & your half page black/white ad will be printed in convention program.

2021 Exhibitor Special

TAHPERD is offering a **free hyperlink** to any exhibitor who advertises in our digital journal. Your journal ad, in any size, can be link to a hyperlink of your choice.

WEB ADVERTISING GETS YOU NOTICED!

4-Month ads will appear on the Convention Registration page

Ad Type Hyperlinked.	4-Month September-January
Logo Link (185x50 pixels)	\$300 (30,000+views)
Banner (800x140 pixels)	\$600 (30,000+views)



Leave A Lasting Impression

Available Sponsorship Opportunities

All sponsors will receive the following benefits

ON-SITE VISIBILITY

- Sponsor recognition in booth via signage
- Sponsor ribbons for booth staff
- **FREE** Inclusion In "Together We're Stronger" game piece
- "Thank You Sponsor" recognition in convention program
- Recognition in the TAhPERD Fall/Winter Journals
- TAhPERD Attendee Registration webpage link (4 months)
- Post Convention Attendee Mailing List

PRINT RECOGNITION

ONLINE VISIBILITY

BONUS

BRONZE LEVEL SPONSORS: \$1,000

will receive these additional benefits:

ON-SITE VISIBILITY

- Company name/logo on signs at three General Sessions and Exhibit Hall Entrance Unit
- Recognition in opening slide show at three General Sessions

SILVER LEVEL SPONSORS: \$3,000

will receive these additional benefits:

PRINT RECOG.

- Half page black/white ad in convention program
- Company name on floor plan in convention program

ON-SITE VISIBILITY

- Company name/logo on signs at three General Sessions and Exhibit Hall Entrance Unit
- Recognition in opening slide show at three General Sessions

ONLINE VISIBILITY

- Logo/weblink on convention attendee registration webpage

GOLD LEVEL SPONSORS: \$5,000

will receive these additional benefits:

PRINT RECOGNITION

- Full page black/white ad in convention program
- Company name of floor plan in convention program

ON-SITE VISIBILITY

- Company name/logo on signs at three General Sessions and Exhibit Hall Entrance Unit
- Recognition in opening slide show at three General Sessions

***EXCLUSIVES**

- Complimentary 10'x10' premium booth in exhibit hall
- Complimentary (1) page ad insert into attendee packet (please provide 2,000 ad inserts)

ONLINE VISIBILITY

- Link and Logo on all convention related e-newsletters sent to all TAHPERD members
- Hyperlink to company website from the TAHPERD attendee Annual Convention registration page



It Pays to Exhibit

- Access to Texas HPERD Professionals
- Launch new products & technologies
- Connect with current customers
- Create new business opportunities
- Increase Sales

**SPONSORSHIP
CONTACT INFORMATION**

**Judi Sunden
judi@tahperd.org
(512) 587-9981**



Additional Sponsorship & Branding Opportunities



General Session Speaker Sponsors

(3) General Session Speakers

Pricing: \$2,000 - \$4,000

General Session sponsors receive 2 minutes to speak directly to the attendees at one of the General Sessions

Branding Opportunities

- **Lanyards:** a staple item of any convention. A great way to get your company brand recognized and remembered after the event. Price: \$1,500-sponsor provides lanyards
- **Pens & Highlighter:** Provide every attendee with a pen/highlighter with your company brand to use throughout convention. Price: \$1,000-sponsor provides pens/highlighter

Traffic Generating Opportunities

Q: What is an Exhibitor Showcase?

(Limited Availability & Additional Fees Apply)

- One-hour program session, presented by your company.
- Educate HPERD Professionals about your unique product, service or program
- Give session attendees the opportunity to participate and use your product

Q: What is a Demonstration?

(Limited Availability)

- Complimentary 30-minute activity demonstration of your product
- Demos take place in the Activity Area located near the center of the exhibit hall
- Demonstrations must be oriented for physical activity

Q: What is 'Together We're Stronger' Game Piece?

(Limited Availability & Additional Fees Apply)

- Drives attendees to your booth to get their game piece stamped! Each attendee receives a game piece.
- Your company logo is on each game piece. Increased traffic to your booth
- For more recognition-donate a prize for the Game Piece Drawings

More.....Traffic Generating Opportunities

Q: What is the TAHPERD Conventon Progam?

(Limited Availability & Additional Fees Apply)

- Distributed to all registered attendees
- The program contains all convention schedules, education schedules, general session and exhibit hall information
- Advertise your company products, services, highlight your Exhibitor Showcase presentation & your Activity floor presentations

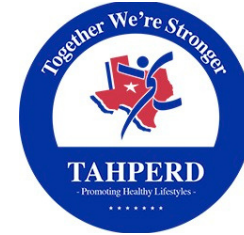
Q: What is the TAHPERD Journal?

(Limited Availability & Additional Fees Apply)

- A tri-annual publication; approximate circulation is 2,000. The journal is emailed to all TAHPERD members, national libraries, EBSCO, as is available to the public online 24/7
- Get your ad in the Fall Issue-Let convention attendees know that you will be at the 98th Annual Convention

For Booth, Advertising & Sponsorship Information Contact

Judi Sunden | judi@tahperd.org
(512) 587-9981



For Program & Speaker Information - Contact

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