



NIRSA 2011

New Orleans. An Exceptional City. An Exceptional Expo!



Target



Connect



Deliver

Exhibit at the
NIRSA Annual Conference &
Recreational Expo

April 13-14, 2011

New Orleans Convention Center



NIRSA is the leading resource for professional and student development, education, and research in collegiate recreational sports.



10% discount for Associate Members. Become an Associate Member today!

Associate Member Benefits:

NIRSA Recreational Sports Expo

- Priority booth consideration
- Access to Club Victory, a complimentary lounge offering refreshments in the Expo hall.

Discounts

- Expo booth space at NIRSA Annual Conference & Expo
- NIRSA Institutes
- Member Mailing Lists
- Job postings on Bluefishjobs.com

Visibility

- Company description in the Buyer's Guide section of the RSD
- Listing in the Associate Member section of the RSD
- Company listing on the NIRSA website
- Advertising opportunities in the Recreational Sports Directory (RSD), Recreational Sports Journal, and the Annual Conference Program

If you are looking to gain access to the decision makers in the collegiate recreational sports market, you need to exhibit at the NIRSA Annual Conference & Recreational Sports Exposition in New Orleans, April 13-16. Take advantage of this direct and cost-effective way to reach the decision makers and consumers from NIRSA Member Institutions.

Exhibitor Benefits

- Meet decision makers in the lucrative collegiate recreation market.
- Receive pre/post-show attendee list via email.
- Your company name posted on NIRSA's website.
- Your company listed in the Annual Conference program.
- Opportunity to reserve the Demo Area for new products and promotions.
- Access to NIRSA conference activities, including educational sessions and socials.

Pricing

For best pricing and location please submit your application to the NIRSA National Center as soon as possible.

Early Bird Rate \$17.50/sq. Ft. if returned by July 31, 2010

Regular rate \$22.50/sq. Ft. if returned after August 1, 2010

Booth Size	EARLY BIRD PRICING THROUGH JULY 31, 2010 \$17.50/sq. Ft.		AFTER AUGUST 1, 2010 \$22.50/sq. Ft.	
	NIRSA Associate Member Discount 10%	Nonmember	NIRSA Associate Member Discount 10%	Nonmember
10 x 10	\$1,575	\$1,750	\$2,025	\$2,250
10 x 20	\$3,150	\$3,500	\$4,050	\$4,500
20 x 20	\$5,985*	\$6,650*	\$7,695*	\$8,550*
20 x 30	\$8,977*	\$9,975*	\$11,542*	\$12,825*
20 x 40	\$11,970*	\$13,300*	\$15,390*	\$17,100*

*400 sq. ft. or more — additional 5% discount included in price.

Contact: Operations Coordinator for Expo Sales

541-766-8211
 fax 541-766-8284
 expo@nirsa.org
 NIRSA National Center
 4185 SW Research Way
 Corvallis, OR 97333

Sponsorship Opportunities

Specific Sponsorship Opportunities for NIRSA Annual

Conference & Expo are available and will apply to the total overall sponsorship of NIRSA. Sponsorship Opportunities are also available for the NIRSA Foundation and Institutes.



Diamond. Attained when the total of *all sponsorships annually is greater than \$30,000*

- Six weeks annually as Sponsor of the Week. Includes logo, link, short company description, and what the company has done/is doing for NIRSA on the front page of www.nirsa.org
- Two NIRSA Know advertisements
- Five logo advertisements with links at the top of eFASTNEWS issues
- Full-page color advertisement in the Recreational Sports Directory
- Recognition at NIRSA's Annual Conference and Sports Expo
- Full-page ad in the Conference program

Platinum. Attained when the total of *all sponsorships annually is \$22,500-\$29,999*

- Four weeks annually as Sponsor of the Week — see description under Diamond
- One NIRSA Know advertisement
- Three logo advertisements with links at the top of eFASTNEWS issues
- Half-page color advertisement in the Recreational Sports Directory
- Recognition at NIRSA's Annual Conference and Sports Expo
- Half-page ad in the Conference program



Gold. Attained when the total of *all sponsorships annually is \$12,000-\$22,499*

- Three weeks annually as Sponsor of the Week — see description under Diamond
- Two logo advertisements with links at the top of eFASTNEWS issues
- ¼ page advertisement in the Recreational Sports Directory
- Recognition at Conference
- ¼ page advertisement in the Conference program

Silver. Attained when the total of *all sponsorships annually is \$7,500-\$11,999*

- Two weeks annually as Sponsor of the Week — see description under Diamond
- One logo advertisement with a link at the top of an eFASTNEWS issue

Bronze. Attained when the total of *all sponsorships annually is \$2,000-\$7,499*

- One week annually as Sponsor of the Week — see description under Diamond

Please contact expo@nirsa.org
or call 541-766-8211 x38 for more information.

NIRSA Annual Conference & Recreational Sports Exposition

NEW ORLEANS MORIAL CONVENTION CENTER
EXHIBIT HALL B

THE FITNESS FORUM

NIRSA

DEMO AREA

134	136	234	335	434	435	534	635	734	735	834	835	934	935	1034	1035	1134	1135	1234	1235
132	134	232	333	432	433	532	633	732	733	832	833	932	933	1032	1033	1132	1133	1232	1233

128	129	228	329	428	429	528	629	728	729	828	829	928	929	1028	1029	1128	1129	1228	1229
126	127	226	327	426	427	526	627	726	727	826	827	926	927	1026	1027	1126	1127	1226	1227
124	125	224	325	424	425	524	625	724	725	824	825	924	925	1024	1025	1124	1125	1224	1225
122	123	222	323	422	423	522	623	722	723	822	823	922	923	1022	1023	1122	1123	1222	1223
120	121	220	321	420	421	520	621	720	721	820	821	920	921	1020	1021	1120	1121	1220	1221
118	119	218	319	418	419	518	619	718	719	818	819	918	919	1018	1019	1118	1119	1218	1219
116	117	216	317	416	417	516	617	716	717	816	817	916	917	1016	1017	1116	1117	1216	1217
																			1215

710	711	810	811	910	911	1010	1011	1110	1111	1210
708	709	808	809	908	909	1008	1009	1108	1109	1208
706	707	806	807	906	907	1006	1007	1106	1107	1206
704	705	804	805	904	905	1004	1005	1104	1105	1204
702	703	802	803	902	903	1002	1003	1102	1103	1202
700	701	800	801	900	901	1000	1001	1100	1101	1201

NIRSA Associate Member
Premium Booths



ENTRANCE

ENTRANCE