



# **SPONSORSHIP & EXHIBITOR OPPORTUNITIES**

**NIRSA Region II Conference 2020**

# NIRSA REGION II 2020 SPONSORSHIP & EXHIBITOR PACKET

The Commonwealth of Kentucky and the state of West Virginia are proud to be hosting the 2020 NIRSA Region II Conference in Covington, Kentucky. The NIRSA Region II Conference Committee invites you to partner with and support collegiate recreation professionals as we celebrate  
Making Waves With Wellbeing!

This annual event brings together over 400 professional staff, graduate assistants, and student leaders from collegiate recreation departments throughout the southeast. Representatives will attend the conference from universities in West Virginia, Virginia, Kentucky, North Carolina, South Carolina, Tennessee, Georgia, Alabama, Mississippi, and Florida. This is a touch point opportunity for your organization to develop and strengthen relationships with a wider audience. The conference will be held October 28-30, 2020 at the Marriott Cincinnati at River Center.

Features of the conference include pre-conference activities, two days of educational sessions, and networking opportunities with formal and informal social events planned Wednesday and Thursday nights.

In the Sponsorship & Exhibitor packet provided, opportunities to support the Region II Conference are listed for you. We have several levels of sponsorship available. Highlights include entrance to all social events and opportunities to interact with conference attendees during designated exhibition times. We look forward to your financial support as we partner with you to provide development opportunities for NIRSA's collegiate recreation professionals and other exhibitors from around the southeast. We appreciate your support and welcome the opportunity to discuss our conference or any questions you may have.

**SUZANNE RIES & KYLE LEDUC**  
Finance & Sponsorship Chairs  
Sries@fgcu.edu  
kleduc@vt.edu

# EXHIBITOR OPPORTUNITIES

## NIRSA Region II Campus Recreation & Wellness Expo

Wednesday, October 28 | Times 10:00am – 12:00pm & 1:30pm – 3:00pm

Exhibitor Setup: Wednesday, October 28 | 8:30am – 10:00am

Showcase your products and services at our Region II Campus Recreation & Wellness Expo! This event will include networking with over 400 attendees, scheduled unopposed time for attendees to visit the Expo Hall, and entrance to social events and educational sessions.

Who exhibits? NIRSA has had exhibitors in the following industry categories:

Apparel/Uniforms	Certifications	Golf	Racquetball/Squash
Aquatics	Climbing	Hospitality	Scoreboards
Architects/Consultants	Communications/Publications	Internet/Web Services	Signage
Audiovisual/Sound	Construction Management	Laundry Supplies/Towels	Soccer
Awards/Trophies	Facility	Lighting	Special
Badminton	Components	Lockers/Locker room	Events/Marketing/Promotional
Baseball/Softball	Fences/Field Markers	Maintenance/Janitorial	Sporting
Basketball	Fields/Courts	Mats/Wall	Goods/Equipment
Bleachers	First Aid/Medical	padding	Sustainability
Body	Fitness/Conditioning	Music/Entertainment	Tennis
Composition/Analysis	Flooring/Turf	Outdoor Recreation	Volleyball
Boxing	Football	Pilates	Weights/Weight Training
			Yoga Accessories

<b>RESERVE YOUR BOOTH NOW!</b>	<b>PREMIER EXHIBITOR</b> \$1500 <i>Limited to first 6</i>	<b>EXHIBITOR</b> \$750 Associate Members \$900 Non-members
Exhibit booth outside of Expo Hall in high traffic area	✓	
Exhibit booth inside of Expo Hall		✓
Number of individual registrations included	2	1
Access to the Decision Maker session	✓	✓
Acknowledgement of support in printed and online materials	✓	✓
Participate in Take a Student to Lunch	✓	✓
Opportunity to access, post jobs, and recruit perspective applicants at the Career Services Center	✓	✓

\*Add additional conference registrations - \$200

# SPONSORSHIP OPPORTUNITIES

- All sponsorships are exclusive opportunities unless otherwise specified
- All sponsorships include acknowledgment of support in printed and online materials

- All sponsorships include 2 conference registrations
- Opportunities are available on a first come, first serve basis.
- For more information, contact the NIRSA Region II Sponsorship Committee.

## MAIN EVENTS

### WEDNESDAY | STUDENT LEAD ON \$1500

Invest in the development of future leaders in NIRSA. Over 250 students from across the Southeast will gather for a day-long seminar focused on professional development and networking. Sponsorship helps to offset the costs incurred by student attendees. Sponsor receives extensive branding opportunities on-site, event signage, and may provide materials to attendees.

### WEDNESDAY | PRECONFERENCES \$1,000

Attendees will visit the following places: Xavier University Health United Building, University of Cincinnati Campus Recreation Center, Great American Ballpark and Reds Hall of Fame & Museum, and Northern Kentucky University Campus Recreation Center. Sponsorship offsets transportation and lunches.

### WEDNESDAY | TAKE A STUDENT TO LUNCH \$1,000 (4 available)

Students are on a tight budget and always looking for free food! Our future leaders will be taken to lunch by professionals. Help offset the cost of lunch with sponsoring gift cards to take our students to lunch. Your logo will be printed on these lunch tickets!

### WEDNESDAY | KEYNOTE SPEAKER \$1,000

Help kick off the conference with this year's keynote speaker. Sponsorship includes introducing the speaker, acknowledgement of your organization as the speaker sponsor and corporate signage (supplied by the sponsor) prominent during the keynote session.

### WEDNESDAY | LIFEGUARD GAMES \$500

Do you have what it takes to save lives? Sponsor the 2020 Lifeguard Games in which students from all over the Southeast come together to test their knowledge and skills as a lifeguard. Sponsorship helps to offset costs associated with the event. Sponsor receives extensive branding opportunities on-site, event signage, and may provide materials to attendees.

### WEDNESDAY/THURSDAY | STUDENT LOUNGE \$500

Extend your reach by sponsoring the Student Lounge. This serves as a main hub for aspiring professionals to meet, compare notes, and explore common interest and careers. Take advantage of this opportunity to provide your own branded giveaways and onsite event signage.

### THURSDAY | CAREER SERVICES CENTER | \$500

This is a space for NIRSA members or registered Exhibitors who are looking for the best candidates or applicants, or for candidates seeking the next step in their careers. The Career Services Center supports career development by providing a space for onsite interviews, presentation of specific employment opportunities, and more. Align your brand while participants enhance career-building opportunities.



# SOCIALS

## **TUESDAY | WELCOME SOCIAL | \$2,000 (3 available)**

Enjoy the excitement of sponsoring the first night's Welcome Social as the NIRSA family reunites! Use this opportunity to receive company exposure by engaging the crowd with your company's message. Sponsor will be responsible for food and beverages of this social.

## **WEDNESDAY | GAME WORKS | \$2,500 each (3 available)**

This fun kickoff night will be full of entertainment, friendly competition, and esports with all conference attendees! Hosted at Game Works, sponsor this welcome social for 400 guests as they celebrate the night of fun and friendship. Sponsor receives extensive branding opportunities on-site, event signage, and may provide materials to attendees.

## **THURSDAY | DIRECTORS SOCIAL | \$750 (6 available)**

Join the NIRSA Region II directors and decision makers for an "invite-only" reception at Hofbrauhaus Brewery & Restaurant! Enjoy uninterrupted time with university decision makers and learn of immediate and impending program needs. This opportunity is open to the first 6 companies, or receive exclusive sponsorship for \$4,500. Sponsors will be responsible for food and beverages.

## **THURSDAY | BB RIVERBOATS SOCIAL | \$2,500 each (3 available)**

We are ready to Make Waves With Wellness during this BB Riverboat tour along the Ohio River! Sponsor Thursday nights social on the BB riverboat where all conference attendees will be invited for snacks, drinks, music, and fun! Sponsor receives extensive branding opportunities on-site, event signage, and may provide materials to attendees.



# MISCELLANEOUS

## **THURSDAY MORNING | BREAKFAST \$1,500**

Attendees will be thinking of you during the most important meal of the day. Sponsors receive recognition on table tents, event signage, and may provide material to attendees.

## **THURSDAY | COFFEE BREAK \$500**

Help sponsor a post-lunch jolt of caffeine for attendees with our Tuesday coffee break in the conference's exhibition hall and speak with universities about their upcoming departmental needs. Sponsor receives extensive branding opportunities on-site, event signage, and may provide materials to attendees.

## **REGISTRATION TABLE | \$1,500**

All conference attendees check in for the conference at the registration table. Sponsor of the registration table will receive recognition on registration table signage.

## **HOTEL KEY CARDS | \$1,500**

Take advantage of being in all attendee's pockets by advertising on a host hotel key card. Your company logo will be seen every time the card is used, creating brand recognition.

## **ATTENDEE GIFTS | \$2,500 (2 available)**

Everyone loves free swag! Put your company brand in everyone's hand by putting your logo and/or inspirational message on the conference giveaways.

*These may also be in-kind gifts.*

## **NAME BADGES & LANYARDS | \$1,500**

Name badges are worn by every registered conference attendee to all sessions and events throughout the conference. Sponsor name will be visible everywhere there are attendees. *These may also be in-kind gifts.*

## **PENS | \$500**

As the pen sponsor, your company branded pens will be available for attendees at the registration table, student lounge, and the expo hall. You will have long lasting brand power when attendees take your pen home to use again and again. *These may also be in-kind gifts.*

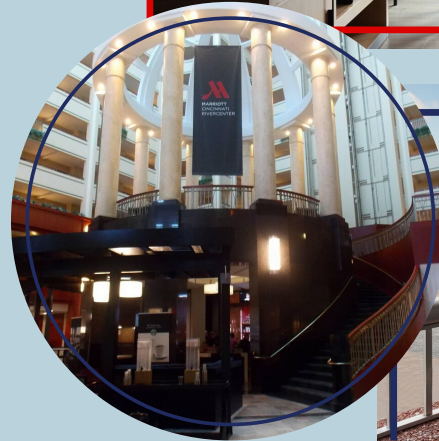
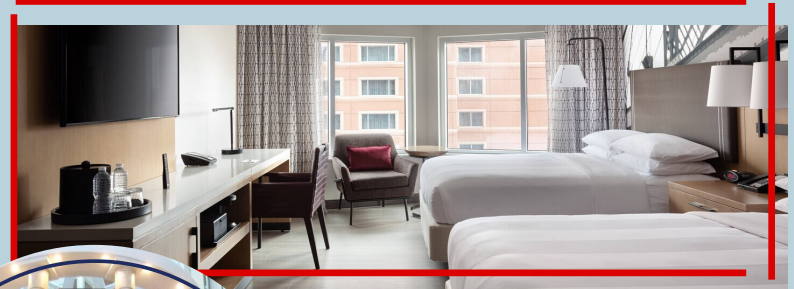
## **PRESENTER GIFTS | \$1,000**

Our educational session presenters are members of NIRSA sharing their experiences and knowledge with their colleagues. They are not paid, but we like to award their commitment and time to educate others with a small token of appreciation. Help us show appreciation by sponsoring these gifts.

# ABOUT THE CINCINNATI MARRIOTT AT RIVER CENTER

We hope you will take advantage of the many lodging options available at the Cincinnati Marriott during your visit to the 2020 NIRSA Region II Conference in Covington. A special conference room block will be available for conference attendees at discounted rates. Sponsors and exhibitors will receive hotel booking information after registering to participate in the conference. We appreciate you booking within our block to assist us with meeting obligations that are allowing us to host the conference at this fine resort. The hotel block is open until Monday, October 5, 2020 at 5pm.

Lodging options include guest rooms with beautiful views overlooking downtown Cincinnati. The main property has its own restaurant, as well as a bar positioned on the first floor of the world's largest indoor gazebo. Additionally, there are 9 other restaurants within a short 5-minute drive.





# EXPOSITION POLICIES & PROCEDURES

## 1. ASSIGNMENT OF DISPLAY SPACE

1.1 The Region II Planning Committee retains sole discretion and authority in the acceptance, approval, assignment, placement, arrangement and appearance of all exhibits and displays. No application for display space is accepted or approved until official notification by NIRSA has been granted in writing.

1.2 Space will be assigned by the Region II Planning Committee and may consider Associate Membership status, sponsorship history, exhibitor history, order of receipt and other contributing factors before determining placement.

1.3. The Region II Planning Committee reserves the right to relocate display areas for the benefit of the exhibitor or for the betterment of the Exposition at any time.

## 2. PAYMENT FOR DISPLAY SPACE

2.1 Full balance is due by September 28, 2020.

2.2 If appropriate payment is not received within the aforementioned time frames, reserved space will no longer be guaranteed and is subject to release and resale by the Region II Planning Committee.

## 3. CANCELLATION OF EXHIBIT SPACE

3.1 Exhibit space cancelled by September 28, 2020 will be refunded for any payment made, less an administrative fee of 30% of the total exhibit space.

3.2 Exhibit space cancelled between September 29, 2020 and October 14, 2020 will be refunded for any payment made, less an administrative fee of 50% of the total exhibit space.

3.3 Exhibit space cancelled on or after October 15, 2020 will be assessed a 100% administrative fee of the total exhibit space.

3.4 In case the Exposition shall not be held, for any reason whatsoever, the rental and lease of space to the exhibitor shall be terminated, in which case the limit of claim for damage and/or compensation by the exhibitor shall be the prorated amount paid to NIRSA for space rental at the time of such cancellation.

## 4. PUBLIC POLICY, SAFETY REGULATIONS AND CARE OF BUILDING AND EQUIPMENT

4.1 Each exhibitor is charged with knowledge of and compliance with all laws, ordinances and regulations pertaining to health, fire prevention and public safety.

4.2 All materials within the exhibit booth area including, but not limited to actual display unit, decorative items, furnishings, fabrics, flooring and so on must meet and comply with all national, local and facility fire, electrical, plumbing, safety and hazardous material codes. Any item or items that do not comply are subject to immediate correction/removal at the discretion of the Region II Planning Committee at the exhibitor's expense.

4.3 Exhibitors and their representatives shall not injure or deface the walls, floors or any part of the exhibit building or any booth materials and equipment of any others affiliated with the Exposition. If such damage appears, the exhibitor/representative causing such damage is liable to the owner of the property so damaged.



# EXPOSITION POLICIES & PROCEDURES

## 5. OPEN HOURS AND INSTALLATION/REMOVAL OF DISPLAYS

5.1 The Region II Planning Committee reserves the right to set and limit the hours of the Exposition. The hours of the Exposition shall be printed in the official program of the Region II Conference. The exhibitor expressly agrees to do all installation and dismantling of exhibits during the time specified. No exhibit may be dismantled before the official closing time. Exhibitors who “tear down” early will be ineligible to exhibit at any future NIRSA show.

5.2 All displays must be erected and completely arranged for viewing prior to the grand opening of the exhibit hall as designated by the Region II Planning Committee.

5.3 The Region II Planning Committee reserves the right, with no liability whatsoever for damage, spoilage or loss, to dismantle, dispose of, store or clear from the premises any display material, goods, property or merchandise of an exhibitor who has failed to comply with the stated removal requirements and to order such work to be done at the sole expense of the exhibitor.

## 6. USE OF DISPLAY SPACE

6.1 All booth equipment, product samples, demonstrations and distribution of circulars/promotional material must be confined to within the physical limits of the exhibitor’s booth. No posting or circulation of materials will be permitted outside the exhibit booth, unless otherwise approved by the Region II Planning Committee.

6.2 The serving of food, conducting of contests, raffles or drawings of any kind must be pre-approved, in writing with the Region II Planning Committee by September 28, 2020.

6.3 No exhibitor shall assign, sublet or share the space assigned to them without the pre- approval of the Region II Planning Committee.

6.4 Exhibitors must display only products/services manufactured or dealt with by them in their regular course of business, unless otherwise approved by the Region II Planning Committee.

6.5 Exhibitors are required to have their exhibit space neat and orderly at all times.

## 7. EXHIBITOR’S AUTHORIZED REPRESENTATIVES/OFFICIAL CREDENTIALS

7.1 The Region II Planning Committee will have sole control over all admittance to the Exposition and Region II Conference. The Region II Planning Committee reserves the right to restrict the number of name badges permitted for each exhibitor.

7.2 Exhibit booth personnel identification shall be restricted to owners, full-time employees of exhibiting organizations or other authorized representatives of exhibiting organizations approved by the Region II Planning Committee who are actually “staffing” the exhibit booth during published move-in, show open and/or move-out hours.

7.3 Each exhibiting organization shall provide the Region II Planning Committee, in advance, the name and title of each person who will be in attendance at the Exposition and will be designated responsible for the installation, operation and removal of the exhibit. Said representatives shall be authorized to enter into such service contracts as may be necessary, for which the exhibitor shall be responsible. All exhibitor personnel shall wear proper badge identification, as provided by the Region II Planning Committee, plus have corporate identification available for viewing by the Region II Planning Committee or for security at all times. Credentials are non-transferable.

# EXPOSITION POLICIES & PROCEDURES

## 8. LIABILITY AND INSURANCE

8.1 Every reasonable precaution will be taken by the Region II Planning Committee to protect property during installation, open hours and removal. However, neither the Region II Planning Committee, service contractors, building or grounds officials, nor any officers, staff members or directors of any of the same, are responsible for the safety of the property of exhibitors from theft or damage by fire, accident vandalism or other causes; nor will they assume liability for any injury that may occur to Exposition visitors or their agents and employees or others. Security will be on the premises as determined by the Region II Planning Committee.

8.2 All property of the exhibitor will remain under their custody and control in transit to, from and within the confines of the exhibit hall, subject to the policies and procedures of the Region II Planning Committee.

## 9. AGREEMENT

9.1 By signing the Official NIRSA Region II Conference Exhibitor Space Application referring to these official Policies and Procedures, the exhibitor agrees to abide by these Policies and Procedures and all amendments/addenda thereto with the decisions of the Region II. Planning Committee being final.

## 10. INSURANCE

10.1 A Certificate of Insurance carrying a minimum liability limit of \$500,000 will be required from each exhibiting organization naming the National Intramural-Recreational Sports Association as additional insured on the policy effective during the period of activity.


10.2 Should you want your Certificate of Insurance to cover your company for this and any other NIRSA-related exhibiting event during the term of your policy, please include the following language in the description section: The National Intramural-Recreational Sports Association is an additional insured for any and all conferences the insured is attending/participating in during the policy period shown above

10.3 The Certificate holder should be noted as: National Intramural-Recreational Sports Association, 4185 SW Research Way Corvallis, OR 97333

10.4 NIRSA must be notified 30 days in advance of this event should THE POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE LISTED. If no notification is received by NIRSA about a cancelled policy, then the exhibitor will be personally liable for any and all damages as if coverage was in place.

10.5 A Certificate of Insurance must be received by NIRSA on or before September 28, 2020.



A nighttime photograph of a cityscape, likely Covington, Kentucky. The image shows several multi-story buildings with lit windows, a bridge over a river on the left, and a large stadium or arena in the background. The scene is illuminated by city lights, creating a warm, golden glow.

# **COVINGTON, KY OCTOBER 28-30, 2020**

[Region2.nirsa.net/conference/](https://Region2.nirsa.net/conference/)

**SUZANNE RIES & KYLE LEDUC**

Finance & Sponsorship Chairs

[Sries@fgcu.edu](mailto:Sries@fgcu.edu)

[kleduc@vt.edu](mailto:kleduc@vt.edu)