

Application and Contract to Exhibit with Sponsorship

Please reserve space for our exhibit at the ASBA 2011 Technical Meeting. We understand that this application becomes a contract when signed by us and accepted by ASBA. We agree to abide by all rules, regulations, terms, conditions and restrictions outlined in this application and the supporting material attached hereto. *We realize that exhibit space can and does sell out and that completion of this form is not a guarantee of exhibit space.*

Complete Package - Diamond = \$10,000 _____	Complete Package - Bronze = \$6,000 _____
Complete Package - Platinum = \$8,500 _____	TM Only - Bronze = \$3,000 _____
TM Only - Platinum = \$6,000 _____	TM Golf Outing = \$2,500 _____
Complete Package - Gold = \$7,000 _____	TM Host Bar, Awards Reception = \$2,000 _____
TM Only - Gold = \$4,000 _____	TM Awards/Closing Dinner \$5,000 _____
Complete Package - Silver = \$6,500 _____	WM Host Bar, Welcome Reception \$2,000 _____
TM Only - Silver = \$3,500 _____	

Please print or type:

Booth Location: 1st Choice _____ 2nd Choice _____ 3rd Choice _____

For Exhibit Hall Floorplan/Booth Locations, visit www.sportsbuilders.org or contact Cynthia Jordan at 866-501-2722 or cjordan@sportsbuilders.org.

I'll send material for the Exhibitor Preview Flyer by no later than 11/5/11.

Early registration deadline is not guarantee of exhibit space; exhibit space can and often does sell out prior to deadline.

Exhibitor Sign: Freeman Decorating Company will create a personalized black and white company identification sign for each exhibit.

Company name as you wish it to appear on sign: _____

If more than one person from your company plans to staff the exhibit booth, only the first representative has a comped registration (as per the sponsorship level); each subsequent representative must pay additional delegate fees. **All persons visiting or staffing exhibit booths must be registered.**

	Member Early Reg Before 11/5	Member Late Reg After 11/5	Non-Member Early Reg Before 11/5	Non-Member Late Reg After 11/5
2 nd Add. Delegate	\$515 ea.	\$575 ea.	\$650 ea.	\$705 ea.
3-5 Add. Delegates	\$485 ea.	\$545 ea.	\$630 ea.	\$685 ea.
6+ Add. Delegates	\$465 ea.	\$525 ea.	\$610 ea.	\$665 ea.

On site registration beginning 12/2—add an additional \$50 to each of the delegate prices.

TOTAL FEES ENCLOSED \$ _____

Please make checks payable to and mail to: ASBA, 8480 Baltimore National Pike, #307, Ellicott City, MD 21043.

Registration also may be made by MasterCard, VISA or American Express:

MasterCard VISA American Express.

Cardholder Name/Signature: _____

Card Number: _____ Expires: _____

Billing Address: _____

Name of Principal Exhibitor:

First name/Nickname for Badge: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____ Country (if other than USA): _____

Phone: _____ Fax: _____ E-mail: _____

Is this your first ASBA meeting? Yes No

Additional Delegates who will be attending/staffing exhibit: _____

Name(s) or Nicknames for badges (s): _____

Description of services and/or products to be exhibited: _____

Cancellation Policy: If notification of cancellation is received prior to 11/5/11, a \$50.00 processing fee will be deducted. No refunds for cancellations on or after 11/5/11.



Sponsorship Packages

2011-2012

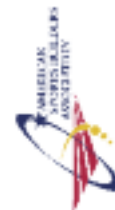
2011 Technical Meeting
Palm Desert, California



2012 Winter Meeting
Palm Beach, Aruba



ASBA
8480 Baltimore National Pike, #307
Ellicott City, MD 21034
www.sportsbuilders.org



2011 Technical Meeting

JW Marriott Resort and Spa

Palm Desert, CA

December 2–6, 2011

Sponsorship Opportunities for 2011-2012

Recently, ASBA expanded its sponsorship program beyond the Technical Meeting to include opportunities for suppliers to showcase their products and companies throughout the year. The enhanced sponsorship program was so well-received that we're bringing it back this year.

We are pleased to announce the 2011-2012 Sponsorship Packages, with many new benefits (see details inside). These packages will give you the opportunity to stay in front of your customers for the entire year—not just one meeting. We are still offering sponsorships for the Technical Meeting, but we hope you'll consider a complete sponsorship package that will include your ASBA membership dues, sponsorships at both the Technical Meeting and Winter Meeting, as well as advertising on our website and our annual membership directory. One Stop Shopping!

Now is the time to showcase your products or services to builders, professionals and other members of the tennis court, running track, field and indoor sports flooring industries through multiple venues and events.

As always, it's first-come, first-served (sponsorship levels have priority)—the earlier you apply, the more likely you are to have the space of your choice. Space is awarded according to the date your form and payment are received back here at ASBA headquarters. Sorry, no phone reservations can be accepted.

ASBA also offers a special benefit available only to our exhibitors at no additional charge—a promotional flyer that is included in all attendees' registration packets, describing the products and services on display in the exhibit hall. You can submit a camera-ready company logo and provide a 15-word description. Your exhibit hall location will be shown beside your entry.

If there are any questions, please call Cynthia at ASBA, 866-501-ASBA (2722) or email cjordan@sportsbuilders.org.

Please note: Sponsorships and exhibitor fees include one full registration to the Technical Meeting. Additional persons from exhibiting companies must register at the Additional Delegate rate. For details and registration prices, please consult the enclosed form.

SPONSOR BENEFITS

2011–2012 COMPLETE SPONSORSHIP PACKAGES

Save time and money with our 2011-2012 sponsorship packages, which include membership dues, Technical Meeting sponsorship, Winter Meeting sponsorship, Membership Directory Advertising and Website Advertising. Please note: payment must be received by October 31, 2011 to take advantage of sponsorship packages. Exclusive “event” sponsorships are first-come, first-served.

DIAMOND—\$10,000

Only one Diamond Sponsorship Package Available per Year

Technical Meeting Benefits

- Exclusive sponsorship of General Session/Keynote Speaker (speaker selected by ASBA Board; Sponsor will be invited to introduce speaker and talk about company for 2-3 minutes from podium)
- 8' x 10' booth space (\$1,375 value)
- First choice/Priority #1 for booth location (among sponsors), based on availability
- One complimentary registration to Technical Meeting/exhibiting representative (\$515 value)
- One voucher to be given to ASBA non-member “Builder” for complimentary TM registration (\$650 value)
- Recognition at Sponsor Reception; in TM Program
- Recognition as a Diamond Sponsor on signage at entrance to exhibit hall
- One-page complimentary profile in handout packet – distributed to each attendee at the TM (copies must be provided to ASBA staff in advance)
- Access to preliminary attendance list in advance of the meeting

Winter Meeting Benefits

- One complimentary registration to Winter Meeting (\$375 value)
- Recognition at Opening Reception; in WM Program
- Recognition as a Diamond Sponsor on signage at WM

Website/Online Advertising

- Company logo and link to company website from ASBA website; via rotating sponsor section (displayed on each page of www.sportsbuilders.org) (\$900 value)

2011 Membership Directory

- Full-page advertisement in 2011 membership directory (\$950 value)
- *ad placement made on first-come, first-served basis – Diamond sponsor eligible for preferred placement, with highest priority

2011-2012 Membership Dues

- Supplier dues for the October 1, 2011-September 30, 2012 FY (\$1,120 value)

PLATINUM—\$8,500

Technical Meeting Benefits

- 8' x 10' booth space (\$1,375 value)
- Priority booth selection (among Platinum sponsors), based on availability with priority second only to Diamond sponsor
- One complimentary registration to Technical Meeting/exhibiting representative (\$515 value)
- Opportunity to speak for 2-3 minutes about your company during TM Program
- One voucher to be given to ASBA non-member “Builder” for complimentary TM registration (\$650 value)

- Recognition at Sponsor Reception; in TM Program
- Recognition as a Platinum Sponsor on signage at entrance to exhibit hall
- One-page complimentary profile in handout packet – distributed to each attendee at the TM (copies must be provided to ASBA staff in advance)
- Access to preliminary attendance list in advance of the meeting

Winter Meeting Benefits

- One complimentary registration to Winter Meeting (\$375 value)
- Recognition at Opening Reception; in WM Program
- Recognition as a Platinum Sponsor on signage at WM

Website/Online Advertising

- Company logo and link to company website from ASBA website; via rotating sponsor section (displayed on each page of www.sportsbuilders.org) (\$900 value)

2011 Membership Directory

- Full-page advertisement in 2011 membership directory (\$950 value)
- *ad placement made on first-come, first-served basis – Platinum sponsors eligible for preferred placement, with priority second only to Diamond sponsor

2011-2012 Membership Dues

- Supplier dues for the October 1, 2011-September 30, 2012 FY (\$1,120 value)

GOLD—\$7,000

Technical Meeting Benefits

- 8' x 10' booth space (\$1,375 value)
- Priority booth selection (among sponsors, behind only Diamond and Platinum Sponsors), based on availability
- One complimentary registration to Technical Meeting/exhibiting representative (\$515 value)
- One voucher to be given to ASBA non-member “Builder” for complimentary TM registration (\$650 value)
- Recognition at Sponsor Reception; in TM Program
- Recognition as a Gold Sponsor on signage at entrance to exhibit hall
- One-page complimentary profile in handout packet – distributed to each attendee at the TM (copies must be provided to ASBA staff in advance)
- Access to preliminary attendance list in advance of the meeting

Winter Meeting Benefits

- One complimentary registration to Winter Meeting (\$375 value)
- Recognition at Opening Reception; in WM Program
- Recognition as a Gold Sponsor on signage at WM

Website/Online Advertising

- Company logo and link to company website from ASBA website; via rotating sponsor section (displayed on each page of www.sportsbuilders.org) (\$900 value)

2011 Membership Directory

- Full-page advertisement in 2011 membership directory (\$800 value)
- *ad placement made on first-come, first-served basis

2011-2012 Membership Dues

- Supplier dues for the October 1, 2011-September 30, 2012 FY (\$1,120 value)

SILVER—\$6,500

Technical Meeting Benefits

- 8' x 10' booth space (\$1,375 value)
- Priority booth selection (among sponsors, after Diamond, Platinum and Gold Sponsors), based on availability
- One complimentary registration to Technical Meeting/exhibiting representative (\$515 value)
- Recognition at Sponsor Reception; in TM Program
- Recognition as a Silver Sponsor on signage at entrance to exhibit hall
- One-page complimentary profile in handout packet – distributed to each attendee at the TM (copies must be provided to ASBA staff in advance)
- Access to preliminary attendance list in advance of the meeting

Winter Meeting Benefits

- One complimentary registration to Winter Meeting (\$375 value)
- Recognition at Opening Reception; in WM Program
- Recognition as a Silver Sponsor on signage at WM

Website/Online Advertising

- Company logo and link to company website from ASBA website; via rotating sponsor section (displayed on each page of www.sportsbuilders.org) (\$900 value)

2011 Membership Directory

- Half-page advertisement in 2011 membership directory (\$525 value)
- *ad placement made on first-come, first-served basis

2011-2012 Membership Dues

- Supplier dues for the October 1, 2011-September 30, 2012 FY (\$1,120 value)

BRONZE—\$6,000

Technical Meeting Benefits

- 8' x 10' booth space (\$1,375 value)
- Priority booth selection (among sponsors, after Diamond, Platinum, Gold and Silver Sponsors), based on availability
- One complimentary registration to Technical Meeting/exhibiting representative (\$515 value)
- Recognition at Sponsor Reception; in TM Program
- Recognition as a Bronze Sponsor on signage at entrance to exhibit hall
- One-page complimentary profile in handout packet – distributed to each attendee at the TM (copies must be provided to ASBA staff in advance)
- Access to preliminary attendance list in advance of the meeting

Winter Meeting Benefits

- One complimentary registration to Winter Meeting (\$375 value)
- Recognition at Opening Reception; in WM Program
- Recognition as a Bronze Sponsor on signage at WM

Website/Online Advertising

- Company logo and link to company website from ASBA website; via rotating sponsor section (displayed on each page of www.sportsbuilders.org) (\$900 value)

2011 Membership Directory

- Half-page advertisement in 2011 membership directory (\$525 value)
- *ad placement made on first-come, first-served basis

2011-2012 Membership Dues

- Supplier dues for the October 1, 2011-September 30, 2012 FY (\$1,120 value)

A LA CARTE

Technical Meeting Only:

PLATINUM—\$6,000

- 8' x 10' booth space (\$1,375 value)
- Priority booth selection (among Platinum sponsors), based on availability with priority second to only Diamond sponsor
- One complimentary registration to Technical Meeting/exhibiting representative (\$515 value)
- Opportunity to speak for 3 minutes about your company during TM Program
- One voucher to be given to ASBA non-member “Builder” for complimentary TM registration (\$650 value)
- Recognition at Sponsor Reception; in TM Program
- Recognition as a Platinum Sponsor on signage at entrance to exhibit hall
- One-page complimentary profile in handout packet – distributed to each attendee at the TM (copies must be provided to ASBA staff in advance)
- Access to preliminary attendance list in advance of the meeting

GOLD—\$4,000

- 8' x 10' booth space (\$1,375 value)
- Priority booth selection (among sponsors, after Diamond and Platinum Sponsors), based on availability
- One complimentary registration to Technical Meeting/exhibiting representative (\$515 value)
- One voucher to be given to ASBA non-member “Builder” for complimentary TM registration (\$650 value)
- Recognition at Sponsor Reception; in TM Program
- Recognition as a Gold Sponsor on signage at entrance to exhibit hall
- One-page complimentary profile in handout packet – distributed to each attendee at the TM (copies must be provided to ASBA staff in advance)
- Access to preliminary attendance list in advance of the meeting

SILVER—\$3,500

- 8' x 10' booth space (\$1,375 value)
- Priority booth selection (among sponsors, after Diamond, Platinum and Gold Sponsors), based on availability
- One complimentary registration to Technical Meeting/exhibiting representative (\$515 value)
- Recognition at Sponsor Reception; in TM Program
- Recognition as a Silver Sponsor on signage at entrance to exhibit hall
- One-page complimentary profile in handout packet – distributed to each attendee at the TM (copies must be provided to ASBA staff in advance)
- Access to preliminary attendance list in advance of the meeting

BRONZE—\$3,000

- 8' x 10' booth space (\$1,375 value)
- Priority booth selection (among sponsors, after Diamond, Platinum, Gold and Silver Sponsors), based on availability

- One complimentary registration to Technical Meeting/exhibiting representative (\$515 value)
- Recognition at Sponsor Reception; in TM Program
- Recognition as a Bronze Sponsor on signage at entrance to exhibit hall
- One-page complimentary profile in handout packet – distributed to each attendee at the TM (copies must be provided to ASBA staff in advance)
- Access to preliminary attendance list in advance of the meeting

TECHNICAL MEETING EVENT SPONSORSHIP

(not included with above packages)

ASBA GOLF OUTING

FRIDAY, DEC. 2—\$2,500

- Sponsorship will help to cover golf prizes. Sponsor has exclusive rights to provide give-aways (hats, balls, etc.) with corporate logo at Sponsors' expense.
- Exclusive sponsorship available to only one company per year, on first-come, first-served basis

ASBA TENNIS OUTING

SATURDAY, DEC. 3—\$1,000

- Sponsorship will help to subsidize tournament expenses and cover tennis prizes. Sponsor has exclusive rights to provide give-aways (hats, balls, etc.) with corporate logo at Sponsors' expense.

HOST BAR SPONSORSHIP, AWARDS

RECEPTION, MONDAY, DEC. 5

30 MINUTES—\$2,000

- Flat fee. Sponsoring Company will be recognized as sponsor of the host bar.

AWARDS/CLOSING DINNER,

MONDAY, DEC. 5—\$5,000

- Flat fee. Sponsorship will help to subsidize cost of the event. Company will be recognized as sponsor of the dinner and host of bar during dinner hours.

WINTER MEETING EVENT SPONSORSHIPS

(not included with above packages; available on first-come, first-served basis)

ASBA TENNIS OUTING

SATURDAY, FEBRUARY 25—\$1,000

- Sponsorship will help to subsidize tournament expenses and cover tennis prizes. Sponsor has exclusive rights to provide give-aways (hats, balls, etc.) with corporate logo at Sponsors' expense.

HOST BAR SPONSORSHIP, WELCOME

RECEPTION, FRIDAY, FEBRUARY 24—\$2,000

- Flat fee. Sponsoring Company will be recognized as sponsor of the host bar.

Other Sponsorships are available upon request. Please contact Cynthia Jordan or Fred Stringfellow if you are interested in exploring other sponsorship opportunities.