



Minneapolis, MN | July 29-30, 2024



EXHIBIT | ADVERTISE | SPONSOR

2024 PROSPECTUS

TEACHING HPE IN A CHANGING WORLD





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ABOUT SHAPE AMERICA

SHAPE America — Society of Health and Physical Educators is the national organization that serves as the voice for 200,000+ health and physical education professionals across the United States. The organization's extensive community includes a diverse membership of health and physical educators, as well as advocates, supporters, and 50 state affiliate organizations.

Since its founding in 1885, the organization has defined excellence in school-based health education and physical education. For decades, SHAPE America's **National Standards for K-12 Physical Education** have served as the foundation for well-designed physical education programs across the country. The organization also collaboratively developed and owns the **National Health Education Standards** which provide the framework for effective skills-based health education instruction for all K-12 students.

SHAPE America provides programs, resources and advocacy that support an inclusive, active, kinder and healthier school culture, and champions health and physical educators at every level, from preschool to university graduate programs. Our **health. moves. minds.®** **FUNdraiser** helps teachers and schools incorporate social and emotional learning so students can thrive physically and emotionally, while raising funds to build and increase capacity for school health and physical education programs.

OUR VISION

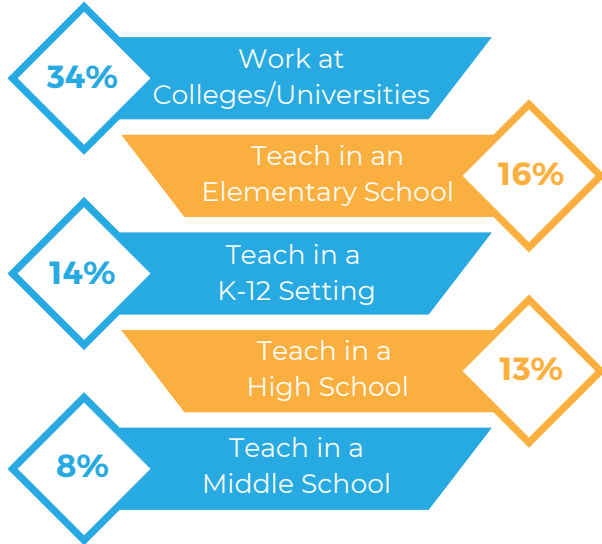
A nation where all children are prepared to lead healthy, physically active lives.

OUR MISSION

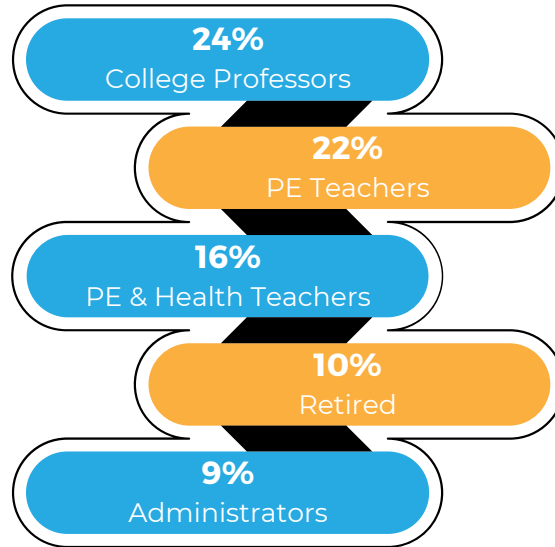
To advance professional practice and promote research related to health and physical education, physical activity, dance and sport.



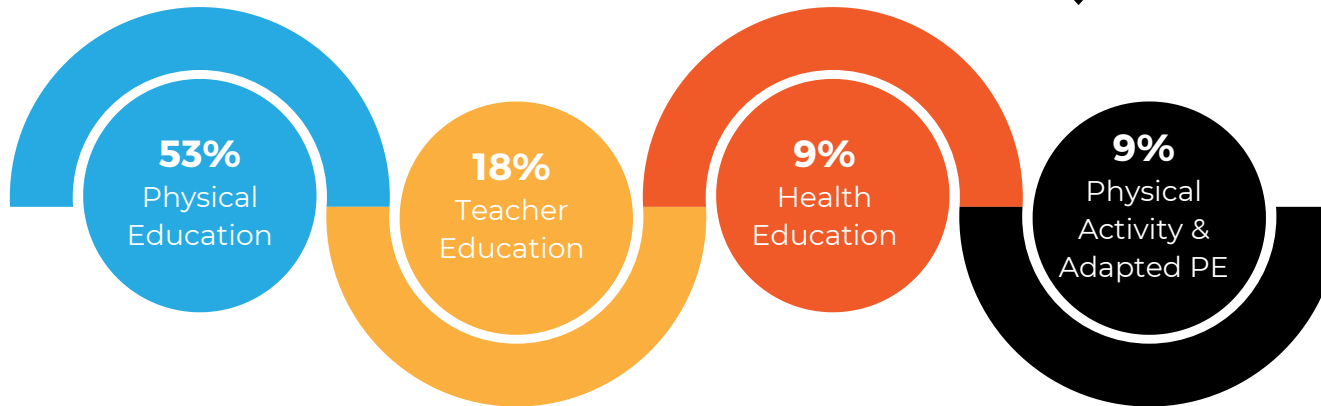
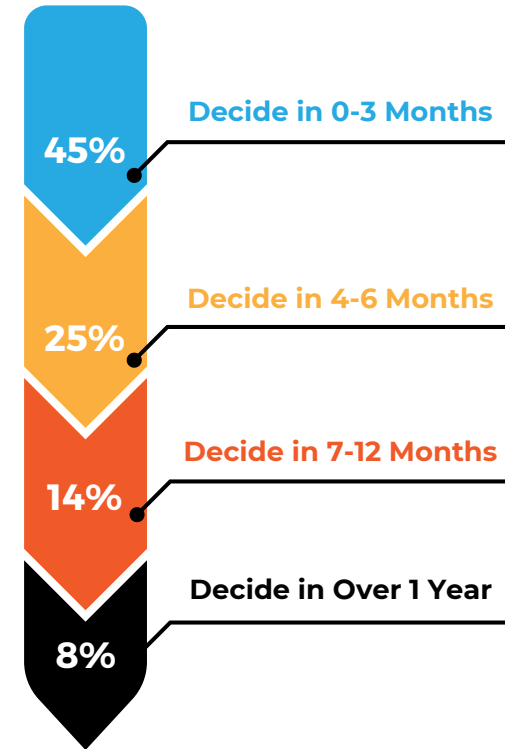
OUR AUDIENCE, BY THE NUMBERS



15% Other: includes government, non-profit, business, recreation, hospital clinic, retired, consultant, agency, early childhood, dance studio owner.



19% Other: includes research, coach, pre-service teacher, exercise/fitness instructor, athletics trainer, dance educator, therapist, nurse.



11% Other: Includes research, sport science, coaching, dance, early childhood, safety, nutrition, leisure/recreation, aging/adult development.



ABOUT THE EVENT

2024 SHAPE AMERICA SUMMER INSTITUTE: TEACHING HPE IN A CHANGING WORLD

Get ready to learn about new techniques... new technologies... and new standards.

Students and teachers have been through a lot in the last few years.

And now, educators everywhere are realizing that “students are different.” Tried-and-true teaching techniques are less effective. New concepts are emerging in education, too. When ChatGPT and other AI tools swept into schools at an unprecedented rate, teachers had to get up to speed quickly... adding “one more thing” to their already busy schedules.

The **2024 SHAPE America National Physical Education Standards** and **2024 SHAPE America National Health Education Standards** are reflective of this changing landscape in education. The revised standards introduce new concepts and instructional strategies that aim to reach today’s students.

Be a part of this exciting summer **professional development experience** focused on helping educators get better equipped to teach HPE in this rapidly evolving world.

During this 2-day event, attendees will:

- Get first access to new resources and professional learning based on SHAPE America’s new National Physical Education Standards and National Health Education Standards;
- Learn new teaching strategies and classroom management techniques;
- Discover new technologies to improve instruction and student engagement in HPE; and
- Explore how to integrate new standards-based concepts in their HPE classes to keep students healthy and thriving.

MONDAY, JULY 29, 2024

7:10 - 7:40 AM	Morning Wellness	
8:00 - 9:00 AM	Session 1	
9:20 - 10:20 AM	Session 2	
10:40 - 11:40 AM	Session 3	
11:40 AM - 1:20 PM	Lunch & Learn	Exhibits Open
1:20 - 2:20 PM	Session 4	
2:40 - 3:40 PM	Session 5	
4:00 - 5:00 PM	Session 6	
6:00 - 7:30 PM	Evening Social	

TUESDAY, JULY 30, 2024

7:10 - 7:40 AM	Morning Wellness	
8:00 - 9:00 AM	Session 7	
9:20 - 10:20 AM	Session 8	Exhibits Open (9:00 AM)
10:40 - 11:40 AM	Session 9	
11:40 AM - 1:00 PM	Lunch & Learn	
1:00 - 5:00 PM	Workshops (Ticketed Option)	

Schedule is tentative and may be subject to change.



RESERVE NOW!

EXHIBIT HALL DETAILS

We are very excited to bring our SHAPE America community together to network and exchange ideas, attend educational sessions, visit the exhibit hall to explore new classroom products, resources and services and forge new relationships with professionals from across the country. And you're invited to participate as an exhibitor, advertiser or sponsor for the 2024 SHAPE America Summer Institute in Minneapolis, MN.

LOCATION

Hyatt Regency Minneapolis
Boundary Waters Ballroom, 4th Floor
1300 Nicollet Mall
Minneapolis, MN 55403

DATES AND TIMES

Institute Dates: Monday, July 29 and Tuesday, July 30

Expo hours have been scheduled to provide maximum interaction between attendees and exhibitor personnel, including 3.5 hours of exclusive exhibit hall hours.

Exhibit Hall Dates: Monday, July 29 and Tuesday, July 30

All exhibit displays must remain in place until 1:00 p.m. on Tuesday, July 30, 2024.

	MONDAY, JULY 29	TUESDAY, JULY 30
Set Up	7:00 - 11:00 AM	
Exhibit Hall Open	11:40 AM - 4:00 PM	9:00 AM - 1:00 PM
Exhibit Hall Exclusive Hours	11:40 AM - 1:20 PM 3:40 - 4:00 PM	9:00 - 9:20 AM 11:40 AM - 1:00 PM
Dismantle/Tear-Down*		1:00 - 5:00 PM

DISPLAY RATES

EARLY BIRD RATES Reservations made before April 15, 2024	\$425.00
STANDARD RATES Reservations made April 15, 2024 or later	\$500.00

DISPLAY INCLUSIONS

Each Tabletop Display will include the following:

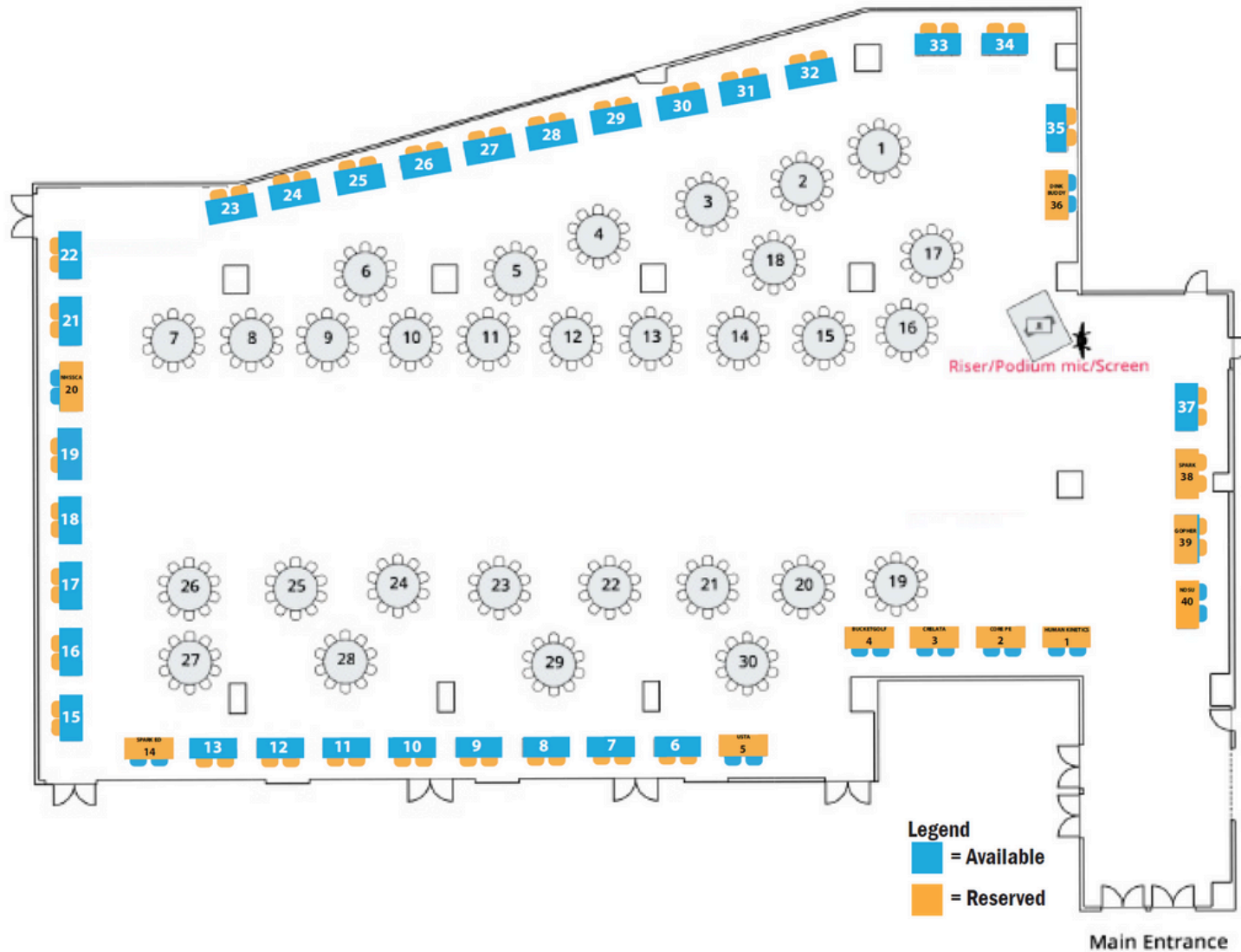
- One (1) 6' x 30" draped table, two (2) banquet chairs, and one (1) small wastebasket
- One (1) complimentary **SHAPE America Summer Institute registration**
- Listing in the spring 2024 issue of *Momentum* Digital Magazine (if reserved by April 1, 2024)
- Listing in the mobile-responsive online program Exhibitor Directory
- Post-Institute attendee mailing list; email address not included
- **Institute Marketing Toolkit** including social media, email and web graphics, as well as suggested messaging
- **Customer Promo Code** - use the SHAPE America-provided email template to offer your customers and clients a \$25 discount off of registration with your unique, branded code
- Complimentary 12-month Standard Listing in the **HPE Marketplace Guide** (September 1, 2024 - August 31, 2025)



RESERVE NOW!

EXHIBIT HALL FLOOR PLAN

Exhibit space rentals are facilitated through a secure online application form. For current availability, visit us [online](#) when reserving your space.



CONFIRMED EXHIBITORS

AS OF JULY 10, 2024

- 4 BucketGolf
- 2 CORE PE Curriculum
- 3 Crelata
- 36 Dink Buddy
- 39 Gopher
- 1 Human Kinetics
- 20 NHSSCA
- 40 North Dakota State University
- 38 SPARK
- 14 Spark*ED
- 5 United States Tennis Association



RESERVE NOW!

ADVERTISING

Increase your exposure before and during the 2024 SHAPE America Summer Institute with one or more of these special advertising opportunities, designed to enhance brand visibility and drive traffic to your tabletop display.

PROSPECTIVE ATTENDEE EMAILS

\$375 | 2 OF 5 AVAILABLE; LIMIT 1 ADVERTISER PER EMAIL
3 SOLD | HPE SOLUTIONS LLC, OUTDOORS TOMORROW FOUNDATION AND NATIONAL ARCHERY IN THE SCHOOLS PROGRAM

SHAPE America will send marketing emails to approximately 40,000 health and physical education professionals, encouraging educators to register for the SHAPE America Summer Institute. Advertising in a Prospective Attendee Email gives you exposure not just to registered attendees, but to SHAPE America members and stakeholders across the country. And, because the email is sent by SHAPE America, you'll enjoy a higher open rate to add more visibility to your advertisement.

ARTWORK SPECIFICATIONS

File format: JPEG Size specifications: 650px W x 75px H

MOBILE-RESPONSIVE ONLINE PROGRAM ADS

\$400 | 5 AVAILABLE

The mobile-responsive online program provides attendees with session and speaker information, exhibitor profiles, a sponsor listing, general event details, and more, allowing attendees to easily navigate the program from their computer, tablet or phone! Footer ads are a cost-effective way to build brand awareness and reach attendees. Displaying at the bottom of the page, ads rotate in 6-second intervals and present a simple way to drive traffic to your tabletop display, promote a new product or resource, or push visitors to your website. Your banner ad will link directly to your exhibitor profile or a provided URL.

ARTWORK SPECIFICATIONS

PLEASE NOTE: All three (3) sizes are required

File format: PNG, JPEG; no transparent background
Size specifications: (a) 1280px W x 100px H (b) 960px W x 100px H (c) 480px W x 50px H

AD ARTWORK DEADLINE

June 28, 2024

MICROSITE ADS

SEE CHART BELOW FOR RATES

The SHAPE America Summer Institute microsite will be home to all of the information prospective and registered attendees need: registration, housing, the schedule, session information, exhibitors, and more. Gain value impressions leading up to and through the Institute with an ad on the microsite.

All ads will be posted for three (3) months — May 1 - July 31, 2024; ads rotate in 6-second intervals with other advertisers within the selected placement type.

AD ARTWORK DEADLINE

April 19, 2024

PLACEMENT TYPE	RATE	# AVAILABLE
Below Main Menu Bar Banner 1000px W x 150px H; JPG format <i>1 SOLD HPE SOLUTIONS LLC</i>	\$500.00	1 of 2
Medium Rectangle 380px W x 320px H; JPG format	\$375.00	1
Above Footer Banner 1000px W x 150px H; JPG format <i>Only available with select sponsorship packages</i>	\$250.00	0



PRODUCT SPOTLIGHT E-BLASTS

SEE CHART BELOW FOR RATES

Feature your brand to the HPE community before and after the Institute.

The Product Spotlight e-Blast series provides Institute exhibitors and sponsors a way to showcase products directly to registered and prospective attendees. This is a great way to provide a sneak peek of what you'll be featuring onsite.

PLACEMENT TYPE	RATE	# AVAILABLE
Featured Spotlight <ul style="list-style-type: none"> 728px W x 300px H; JPG format Up to 125-word description Sales Contact Email Website 	\$500.00	1
Highlighted Spotlight <ul style="list-style-type: none"> 200px W x 200px H; JPG format Up to 75-word description Sales Contact Email Website 	\$250.00	2
Spotlight <ul style="list-style-type: none"> 150px W x 150px H; JPG format Up to 50-word description Sales Contact Email Website 	\$125.00	11 of 12 1 SOLD to SPARK

COFFEE COUPONS

\$7.50 PER COUPON

Treat attendees to a “Cup of Joe” during the SHAPE America Summer Institute! Coupons will feature your company logo and may be redeemed at the MPLS Market at the Hyatt Regency Minneapolis between July 29-July 31, 2024; value of \$5 per coupon. Coupons are a great way to thank attendees for visiting with you at your tabletop display.



RESERVE NOW!

INSTITUTE TOTE BAG INSERTS

\$300 | UP TO 4 OF 5 AVAILABLE

1 SOLD | SPARK

Promote new products and services, offer special discounts and more with a Tote Bag Insert. Inserts may be single- or double-sided and should not exceed 8.5" x 11" in size. A PDF proof must be provided to SHAPE America for review prior to printing. Advertiser to ship 350 inserts to the provided hotel address.

EXHIBIT HALL DOOR PRIZE

\$250, PLUS PRIZE DONATION | 1 OF 2 AVAILABLE

1 SOLD | CORE PE CURRICULUM

Surprise and delight attendees while gaining high-level visibility and capturing qualified leads! Your prize will be featured on two (2) Easel Signs — one (1) each placed in the registration area and next to your tabletop display. Attendees will scan a QR code on the signage and complete an entry form; limit one entry per prize. Entry forms for prizes must be submitted by 10:40 a.m. on Tuesday, July 30. Winners will be announced during the Lunch & Learn on Tuesday, July 30. Exhibitor will be provided the name and contact information of the winner and will be responsible for shipping the prize to the winner.



RESERVE NOW!

MOMENTUM DIGITAL MAGAZINE

SEE CHART FOR RATES

Momentum helps promote SHAPE America’s mission to advance professional practice and promote research related to health and physical education (HPE), physical activity, dance and sport. Published three times a year, each interactive, digital issue includes resources, news and other helpful content for the HPE community. The Spring issue will include promotion of the 2024 SHAPE America Summer Institute, in addition to new resources and professional development opportunities related to the 2024 SHAPE America National Physical Education Standards and 2024 SHAPE America National Health Education Standards. The Fall issue will be packed with ideas, inspiration and resources that teachers can use immediately as the new school year begins.

ARTWORK SPECIFICATIONS

File format: PDF, JPG or EPS
Size specifications: see chart below based on selected ad size
Bleeds: Keep essential matter within 1/4" of trim size.
Trim Size: 8.375" W x 10.875" W
Image Resolution: All images should be at least 300 DPI

Publication is 4-color. All black-and-white images must be set to “grayscale” and all color images should be “RBG.”

SPACE RESERVATIONS & ARTWORK DEADLINES

Spring 2024 Issue
Reservations: March 4, 2024
Artwork: April 1, 2024

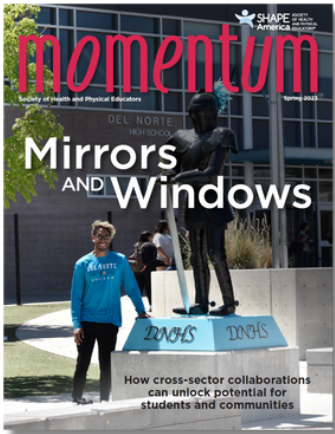
Fall 2024 Issue
Reservations: July 8, 2024
Artwork: August 5, 2024

BUNDLE & SAVE 15%!

RESERVE AN AD IN BOTH THE SPRING 2024 AND FALL 2024 ISSUES AND RECEIVE A 15% DISCOUNT OFF THE LISTED RATES.

Advertiser may mix-and-match placement types (e.g., Spring 2024 Full-page and Fall 2024 Half-page)

PLACEMENT TYPE	RATE
Quarter-Page Ad (choose Square or Horizontal Strip) <ul style="list-style-type: none"> • Square: 3.5" W x 4.625" H • Horizontal Strip: 7.375" W x 2.375" H) 	\$375.00
Half-Page Ad (choose Horizontal or Vertical) <ul style="list-style-type: none"> • Horizontal: 7.375" W x 4.5" H • Vertical: 3.5" W x 9.5" H 	\$750.00
Full-Page Ad <ul style="list-style-type: none"> • 8.375" W x 10.875" H 	\$1,500.00



SAMPLE SPRING ISSUE



SAMPLE FALL ISSUE



SPONSORSHIP PACKAGES

Reach your target audience, build brand loyalty, and maximize your market share! SHAPE America Summer Institute sponsorship packages have been carefully crafted to provide a robust opportunity for sponsors. All packages include a Tabletop Display and select advertising opportunities, in addition to exclusive perks related to each specific opportunity. Opportunities range from leading Morning Wellness Sessions and sponsoring educational sessions to branding and visibility.

MORNING WELLNESS SESSION

MONDAY MORNING: \$750 | 1 AVAILABLE

TUESDAY MORNING: \$750 | 1 AVAILABLE

Help attendees keep up with their exercise regimen or kick-start their day by leading a 30-minute session featuring your organization's physical education curriculum and/or physical activity programming. One session will be featured each morning — Monday and Tuesday.

SPONSOR BENEFITS

- Lead and facilitate one (1) 30-minute Morning Wellness Session on Monday or Tuesday.
- Distribution of promotional materials or resources to participating attendees during the Morning Wellness Session.
- Logo identification on signage displayed outside of the Morning Wellness Session room.
- Logo identification in the Morning Wellness Session listing in the mobile-responsive online program Session Directory.
- One (1) Tabletop Display in the Exhibit Hall.
- Spotlight listing in one (1) Product Spotlight e-Blast.

RESERVE NOW!

PROMOTED CONTENT SESSION

\$1,200 | 6 OF 9 AVAILABLE OF 9 AVAILABLE

PROPOSAL AND SPONSORSHIP COMMITMENT REQUIRED BY MAY 17, 2024.

Submission of a session proposal is required. Upon approval, SHAPE America will provide an invoice for the sponsorship fee.

The 2024 SHAPE America Summer Institute is a specially designed, thematic professional development experience that will equip health and physical educators with the skills and strategies needed to teach students in a rapidly changing world. Play a critical role in shaping a program that will prepare, motivate and reinforce the HPE profession to meet the demands of an ever-changing world.

SHAPE America is looking for exceptional proposals that will be presented through a diversity, equity, and inclusion lens on the following **topics**: educational technology, emerging topics in HPE, and student-centered learning and engagement.

SPONSOR BENEFITS

- Lead and facilitate one (1) 60-minute Promoted Concurrent Session on Monday or Tuesday.
- Distribution of promotional materials or resources to participating attendees during your Promoted Concurrent Session.
- Logo identification on signage displayed outside of the meeting room for your Promoted Concurrent Session.
- Logo identification included on the listing for your Promoted Concurrent Session in the mobile-responsive online program Session Directory.
- One (1) Tabletop Display in the Exhibit Hall.
- Spotlight listing in one (1) Product Spotlight e-Blast.
- One (1) Tote Bag Insert.

SUBMIT A
PROPOSAL



INSTITUTE TOTE BAG

SOLD OUT | CO-SPONSORED BY GOPHER AND SPARK
SPONSORSHIP COMMITMENT REQUIRED BY JUNE 14, 2024.

Gain valuable branding and visibility throughout the SHAPE America Summer Institute and when attendees return home by sponsoring the Institute Tote Bags, distributed to each attendee during registration check-in. The bag allows for attendees to carry their Institute essentials for the entirety of the event, and they continue to use the bag as an everyday lunch tote upon returning home, providing lasting impressions for your brand. The bag is foil-lined with a gusset and snap closure, and folds flat for storage. An Institute Tote Bag sponsorship features both branding on the outside of the bag, as well as an included insert inside.

SPONSOR BENEFITS

- Sponsorship includes the cost of production and distribution of the Institute Tote Bags.
- Logo branding on the front of each bag.
- One (1) promotional item, flyer or postcard included inside of each bag.
- One (1) Tabletop Display in the Exhibit Hall.
- Spotlight listing in one (1) Product Spotlight e-Blast.



RESERVE NOW!

HOTEL FITNESS CENTER PACKAGE

\$2,500 | 1 AVAILABLE
SPONSORSHIP COMMITMENT REQUIRED BY JUNE 14, 2024.

Keep your brand top-of-mind outside of the SHAPE America Summer Institute as attendees get in a workout at the Hyatt Regency Minneapolis Fitness Center. Supply them with a fun and useful branded takeaway to use at the event or when they get back home.

SPONSOR BENEFITS

- Your one-color logo featured on cooling towels that you can distribute from your included Tabletop Display
- One (1) Tabletop Display in the Exhibit Hall.
- Spotlight listing in one (1) Product Spotlight e-Blast.
- One (1) Tote Bag Insert.
- One (1) Above Footer Banner Ad on the SHAPE America Summer Institute microsite.

RESERVE NOW!





LIMITED EDITION T-SHIRT GIVEAWAY

T-SHIRT SLEEVE: \$3,000 | 2 AVAILABLE

T-SHIRT BACK: \$5,000 | 1 AVAILABLE

SPONSORSHIP COMMITMENT REQUIRED BY JUNE 7, 2024.

Approximately 350 health and physical education professionals will participate in the 2024 SHAPE America Summer Institute. Surprise and delight them by co-sponsoring the commemorative T-shirt that each attendee will receive when they arrive onsite in Minneapolis. With your logo prominently displayed on the sleeve or back of the T-shirt, your brand will be on constant display every time an attendee wears their T-shirt.

Please note: Up to three (3) total sponsors may be recognized on the T-shirts.

SPONSOR BENEFITS | T-SHIRT SLEEVE SPONSOR

- Sponsorship includes the cost of production and distribution of the T-shirts.
- Logo branding included on the sleeve of the T-shirts.
- One (1) Tabletop Display in the Exhibit Hall.
- Spotlight listing in one (1) Product Spotlight e-Blast.
- One (1) Tote Bag Insert.
- One (1) Above Footer Banner Ad on the SHAPE America Summer Institute microsite.

SPONSOR BENEFITS | T-SHIRT BACK SPONSOR

- Sponsorship includes the cost of production and distribution of the T-shirts.
- Logo branding and 1-line message or tagline included on the back of the T-shirts.
- One (1) Tabletop Display in the Exhibit Hall.
- Highlighted Spotlight listing in one (1) Product Spotlight e-Blast.
- One (1) Quarter-page Ad in Momentum digital magazine (Spring 2024 or Fall 2024 issue)
- One (1) Medium Rectangle Ad on the SHAPE America Summer Institute microsite.

RESERVE NOW!



EXAMPLE — Front and Sleeve of T-shirt
Up to two (2) sponsor logos on sleeve



EXAMPLE — Back of T-shirt
One (1) sponsor logo on back of shirt



LUNCH & LEARN

MONDAY: \$4,500 | 1 AVAILABLE

TUESDAY: \$4,500 | 1 AVAILABLE

Attendees will enjoy the convenience of a provided lunch on Monday and Tuesday, offering attendees the opportunity to network with their peers and engage with exhibitors. Your brand will be on display during the sponsored lunch event, with the additional benefit of showing a brief presentation during the sponsored lunch.

SPONSOR BENEFITS

- Opportunity to deliver a brief welcome/presentation during the sponsored lunch (up to 30 minutes).
- One (1) promotional flyer or brochure to be distributed on the seats in the Exhibit Hall/lunch room.
- Logo identification on signage displayed outside of the Exhibit Hall/lunch room.
- Logo identification in the sponsored lunch listing in the mobile-responsive online program Session Directory.
- One (1) Tabletop Display in the Exhibit Hall.
- Highlighted Spotlight listing in one (1) Product Spotlight e-Blast.
- One (1) Quarter-page Ad in *Momentum* digital magazine (Spring 2024 or Fall 2024 issue)
- One (1) Medium Rectangle Ad on the SHAPE America Summer Institute microsite.

RESERVE NOW!



ATTENDEE WIFI

\$5,000 | 1 AVAILABLE

SPONSORSHIP COMMITMENT REQUIRED BY JULY 5, 2024.

Fast, free WiFi is a highly valued and prized service by attendees to keep connected when away from their workplace. As the sponsor of the Attendee WiFi, you will receive the ultimate branding to all attendees connecting to the network, and your organization will be viewed as forward-thinking, innovative, sensitive to customer's needs and high tech.

SPONSOR BENEFITS

- Customized WiFi password branded to your company.
- Logo identification on the Attendee WiFi Splash Page.
- Attendees will be automatically directed to a URL of the sponsor's choice upon login to the Attendee WiFi.
- Logo identification on Attendee WiFi signage displayed in the registration area and Exhibit Hall, including login instructions..
- Logo identification on an Attendee WiFi login instructions section of the mobile-responsive online program.
- Text recognition in the Attendee WiFi section of the "News You Can Use" email, sent approximately one (1) week prior to the event.
- One (1) Tabletop Display in the Exhibit Hall.
- Highlighted Spotlight listing in one (1) Product Spotlight e-Blast.
- One (1) Quarter-page Ad in *Momentum* digital magazine (Spring 2024 or Fall 2024 issue)
- One (1) Medium Rectangle Ad on the SHAPE America Summer Institute microsite.

RESERVE NOW!



INSTITUTE REGISTRATION

\$5,000 | 1 AVAILABLE

SPONSORSHIP COMMITMENT REQUIRED BY JUNE 14, 2024.

Make a splash before and during the Institute. Prior to the Institute, gain visibility through advertising on the microsite and sponsor ID on the registration page of the microsite. Throughout the Institute, your brand will be featured on signage staged in the registration area, as well as on a hard-cover notepad with accompanying pen provided to each attendee in the Institute Tote Bag.

SPONSOR BENEFITS

- Acknowledgement in Prospective Attendee Emails promoting registration for the SHAPE America Summer Institute registration.
- Acknowledgement in the registration confirmation email sent to each registered attendee.
- Banner Ad (650px W x 75px H; JPEG format) included in the “News You Can Use” e-Blast sent to all registered attendees; sent approximately one week prior to the Institute.
- Logo included on a notepad/pen combo inserted in the Institute Tote Bag.
- Logo identification on signage displayed in the registration area.
- One (1) Tabletop Display in the Exhibit Hall.
- Highlighted Spotlight listing in one (1) Product Spotlight e-Blast.
- One (1) Quarter-page Ad in *Momentum* digital magazine (Spring 2024 or Fall 2024 issue)
- One (1) Medium Rectangle Ad on the SHAPE America Summer Institute microsite.

RESERVE NOW!



EVENING SOCIAL

\$6,500 | 1 AVAILABLE

After a full day of education sessions, attendees will gather for informal networking and relaxation at a nearby venue. As the sponsor, you'll be the talk of the party by delighting attendees with a complimentary beverage! The event will be held at an off-site location.

SPONSOR BENEFITS

- Acknowledgement in promotional announcements about the Evening Social.
- Logo identification in the Evening Social listing in the mobile-responsive online program Session Directory.
- Logo included on drink tickets provided to each attendee as they arrive for the Evening Social.
- Logo identification on signage displayed during the Evening Social.
- One (1) Tabletop Display in the Exhibit Hall.
- Featured Spotlight listing in one (1) Product Spotlight e-Blast.
- One (1) Below Main Menu Bar Banner ad on the SHAPE America Summer Institute microsite.
- One (1) Quarter-page Ad in *Momentum* digital magazine (Spring 2024 or Fall 2024 issue)

RESERVE NOW!





RESERVE NOW!

SPONSORSHIP LEVELS

Overall sponsorship level is determined by the total sponsorship contribution. Please refer to the chart below to compare opportunities at each level.

SPONSOR BENEFITS	SUPPORTER \$1,000-\$4,499	ADVOCATE \$4,500 AND ABOVE
Complimentary SHAPE America Summer Institute registration(s)	1	2
Pre- and/or post-Institute attendee mailing list ; email addresses not included	Post-event	Pre- and Post-event
Listing in mobile-responsive online program Exhibitor Directory	✓	✓
Identification in the mobile-responsive online program Sponsor Listing	Hyperlinked Logo	Hyperlinked Logo
Listing in the spring 2024 issue of <i>Momentum</i> Digital Magazine (if reserved by April 1)	✓	✓
Listing in the fall 2024 issue of <i>Momentum</i> Digital Magazine	✗	✓
Institute Marketing Toolkit including social media, email and web graphics, as well as suggested messaging.	✓	✓
Customer Promo Code - use the SHAPE America-provided email template to offer your customers and clients a special discount off of registration with your unique, branded code.	\$25 discount	\$50 discount
Complimentary 12-month listing in the HPE Marketplace Guide (September 1, 2024 - August 31, 2025)	Standard Listing	Premium Listing
One (1) Single Image Ad posted on SHAPE America's Twitter or Facebook feed at an agreed upon time prior to the SHAPE America Summer Institute	✗	✓



TERMS AND CONDITIONS

JURISDICTION

SHAPE America is a 501(c)(3) non-profit corporation incorporated in the District of Columbia. SHAPE America requires contracts to be governed by the laws of the Commonwealth of Virginia. Any proceedings brought pursuant to an agreement must be brought in the Commonwealth of Virginia, in the state or federal court with jurisdiction over SHAPE America, and in no other place. This agreement shall be construed and enforced in accord with Virginia laws.

INTELLECTUAL PROPERTY

Advertiser/Sponsor has the right to use SHAPE America's name and logo on ads or other materials related to the sponsored event(s)/activity(ies), and can showcase this relationship in all its consumer efforts, provided the use of such logos does not state or imply an endorsement of any product or service. Use of name and logo in all such materials are subject to SHAPE America's prior written approval. SHAPE America will provide official logos with color breaks.

SHAPE America has the right to use the Advertiser/Sponsor's name and logo on ads or other materials related to the associated event(s)/activity(ies), and can showcase this relationship in all its consumer efforts, provided the use of such logos does not state or imply an endorsement of any product or service. Use of name and logo in all such materials are subject to the Advertiser/Sponsor's prior written approval. Sponsor will provide official logos with color breaks.

FINANCIAL TERMS

The fees associated with an agreement shall be due within thirty (30) days of execution of the agreement or upon receipt of invoice from SHAPE America.

TERM AND DURATION

The Agreement shall commence on the Effective Date and shall remain in effect until the Termination Date unless earlier terminated in accordance with the Agreement.

TERMINATION

The agreement shall be subject to termination upon the occurrence of the following events: If either party hereto defaults on any of its material obligations, representations or warranties under this agreement, the non-defaulting party shall notify the other party in writing, specifying in sufficient details the nature and extent of such breach and, unless within thirty (30) calendar days after written notice of such default the defaulting party remedies the default, the Agreement will terminate. If (a) either party files a petition for bankruptcy or is adjudicated a bankrupt; (b) a petition in bankruptcy is filed against either party; (c) either party becomes insolvent or makes an assignment for the benefit of its creditors or an arrangement for its creditors pursuant to any bankruptcy law; (d) either party discontinues its business, then the other party shall have the right to terminate the Agreement immediately upon written notice.

INDEMNITY

While executing the agreement each party hereby agrees to defend, indemnify and save harmless the other party from and against any and all actions claims and demands whatsoever, including costs, expenses and reasonable attorney's fees, related to resulting from or claimed to have resulted from any acts or omissions of the indemnifying party, its employees or agents while executing the Agreement.

INDEPENDENT CONTRACTOR

None of the provisions of the Agreement are intended to create, nor shall any provision in the Agreement be deemed or construed to create, any relationship between the said entities other than that of independent entities contracting with each other under the Agreement solely for the purpose of effecting the provisions of the Agreement. Neither of the parties, nor any of their employees, shall be construed to be the agent, the employer or the representative of the other.

WAIVER

The failure of either party to enforce at any time any provisions hereof shall not be construed to be a waiver of such provisions or of the right of such party thereafter to enforce any such provisions.

ASSIGNMENT

Neither party shall assign, or transfer any rights or obligations, under the Agreement either in whole or in part, without the prior written consent of the other party.

FORCE MAJEURE

Neither party shall be liable for any loss or damage sustained by the other party because of any delay in performance or noncompliance with any provision of the Agreement that results from an act, event, omission, or cause beyond its reasonable control and without its fault or negligence, including but not limited to failure of suppliers, shortage of raw materials, or other industrial disturbances, civil commotion, riots, war, fires, explosions, floods, earthquakes, volcanic eruptions, or acts of civil or military authority.

CONFIDENTIALITY OF TERMS

Each party will maintain in strict confidence, and shall not disclose, divulge or otherwise communicate any confidential information of either entity, including the terms of the Agreement, and specially to its compensatory pricing and financial terms. The parties hereby agree to exercise reasonable precautions to prevent and restrain the unauthorized disclosure of such confidential information by any of its directors, officers, employees, consultants, advisors or agents.



ADVERTISING POLICIES

ACCEPTANCE OF ADVERTISING

- Acceptance of all advertising is subject to review and approval by SHAPE America.
- No advertising shall be permitted that may injure the good name or reputation of SHAPE America.
- SHAPE America prohibits discrimination on the basis of race, religion, creed, sex, age, marital status, sexual orientation, national origin, disability, or veteran status in the treatment of participants in, access to, or content of its programs and activities.
- Advertising will not be accepted if it promotes any of the following: alcohol, firearms, ammunition, fireworks, gambling, pornography, tobacco, vaping products, marijuana, opioids, partisan causes or the simulation of news or is directed at children.
- Promotion of products, meetings, and services that compete directly with those offered by SHAPE America is generally prohibited.
- Membership solicitation by organizations other than SHAPE America is prohibited. Fundraising by organizations or individuals other than SHAPE America is strictly prohibited.
- The following online advertising formats are prohibited:
 - Pop-ups and floating advertisements.
 - Advertisements that collect personally identifiable information from visitors without their knowledge or permission.
 - Advertisements that extend across or down the page without the visitor having clicked or rolled over the ad.
 - Advertisements that send visitors to another site without the visitor having clicked the ad.
- The use of the SHAPE America and health. moves. minds. names, seals and/or logos are prohibited without SHAPE America's prior written approval.
- Advertisements may not imply endorsement by SHAPE America, its publications or websites except as may be provided for under a separate agreement, in which as advertising must be pre-approved to ensure adherence to the letter and spirit of that separate agreement.

- SHAPE America strictly prohibits false, deceptive, misleading and unfair methods of competitive advertising. Any advertising that casts a negative light on its competitors is not acceptable; therefore, SHAPE America has the right to reject any advertising copy that does so.
- SHAPE America reserves the right, at its absolute discretion and at any time before publication, to reject any advertising copy, whether or not the same has already been acknowledged and/or previously published. The rejection of copy by SHAPE America, for any reason whatsoever, shall not be considered a breach of contract, but shall require Advertiser and/or Agency to supply new copy acceptable to SHAPE America.
- Advertisements that simulate editorial content must be clearly labeled "ADVERTISEMENT" and SHAPE America may, in its sole discretion, so label such copy. Such advertisements must appear in a different typeface than that used for SHAPE America's editorial material.
- SHAPE America does not vouch for or assume any responsibility for any material contained on web sites to which it links. The following statement will appear on each SHAPE America website --- "The appearance of an advertisement on a SHAPE America site is neither a SHAPE America guarantee nor endorsement of the product or service or the claims for the product or service made by the advertiser."
- SHAPE America will not link to web sites that frame SHAPE America sites content without express permission of SHAPE America; prevent the viewer from returning to the SHAPE America website or other previously viewed screens, such as by disabling the viewer's "back" button; redirect the viewer to a website the viewer did not intend to visit; or that do not otherwise follow SHAPE America policies with respect to the use of SHAPE America logos and trademarks. SHAPE America reserves the right to not link to or to remove links to other websites.
- Advertising rates are subject to change without notice.

GENERAL GUIDELINES

- Advertiser and/or Agency agree that all material necessary for the placement must arrive at SHAPE America no later than the published closing dates. Advertiser and/or Agency agrees that in the event that such materials are not sent in time, that SHAPE America will not have any responsibility to Advertiser and/or Agency for failure to publish the proposed ad and hereby agrees that SHAPE America is authorized to publish the last prepared ad of the Advertiser, if any and that Advertiser will pay the contracted amount for the ad.
- In the event that the Advertiser and/or Agency pulls an ad after the space reservation deadline, therefore breaching the Advertising Contract, SHAPE America will not refund monies to the Advertiser or Agency.
- In the event a volume of advertising less than that agreed is used and paid for or the Advertiser or Agency otherwise breaches the terms of the Advertising Contract, or if at any time, SHAPE America in its reasonable judgment determines that Advertiser is not likely to have utilized the amount of space specified in the Advertising Contract, any rate discount will be nullified and Advertiser and Agency will be charged the difference between the rates charged and the rates applicable for the volume of space actually used, in accordance with the applicable rates schedules ("short-rate"). In such event, Advertiser and Agency must reimburse SHAPE America for the short-rate within ten (10) days of SHAPE America's invoice therefore and Advertiser will thereafter pay for advertising at the open rate (defined as the base rate for a single placement) or at the newly-determined rate(s) (as applicable).
- The Advertiser or Agency may not use any space for the advertisement either directly or indirectly of any business organization, enterprise, product, or service other than that for which the advertising space is provided by SHAPE America, nor may Advertiser or Agency authorize any others to use any advertising space.



- Orders containing restrictions, or specifying position, facing, editorial adjacency, or other requirements may be accepted and inserted but such restrictions or specifications are at SHAPE America's sole discretion.
- It is the responsibility of the advertiser to comply with all applicable domestic and foreign laws and regulations. If SHAPE America becomes aware of any breach or potential breach of any applicable law or regulation, or of this Advertising Policy, SHAPE America may remove the advertising.
- SHAPE America prefers to work with advertisers who share our mission of helping students, schools, and families achieve their physical and health educational goals and who provide education-seeking members a broad array of choices for the future.
- SHAPE America's published Advertising Policy is not exhaustive and is subject to change at any time without notice.

LIMITATIONS OF LIABILITY

- Advertiser and Agency represent and warrant that they are authorized to publish the entire contents and subject matter of the advertisements, and that publication by SHAPE America will not violate the personal or proprietary rights of any third party or any law or regulation. Advertiser and Agency will indemnify and hold SHAPE America harmless from and against any loss, expense, or liability (including attorney's fees) resulting from claims or suits based upon such advertising, without limitation.
- As a not-for-profit, tax-exempt organization that publishes various publications, some of which contain advertising, SHAPE America does not verify or substantiate the claims of Advertisers. As a matter of law, it is the responsibility of an Advertiser and/or Agency, not SHAPE America, to substantiate its claims. Advertisers agree to indemnify and defend SHAPE America from any and all liability for all advertising content.
- Advertiser and Agency shall be jointly and severally liable for the payment of all bills and charges made. Advertiser authorizes SHAPE America, at its election, to tender any bill to Agency, and such tender shall constitute due notice to Advertiser of the bill and such manner of billing shall in no way impair or limit the joint and several liability of Advertiser and Agency. Payment by Advertiser to Agency shall not discharge Advertiser's liability to SHAPE America. The rights of SHAPE America shall in no way be affected by any dispute or claims as between Advertiser and Agency.
- SHAPE America's liability for failure to publish an advertisement shall not exceed a refund of or credit for SHAPE America's charge for such advertisement.



TEACHING HPE IN A CHANGING WORLD

Minneapolis, MN | July 29-30, 2024

PAYMENT INFORMATION

SECURE CREDIT CARD PAYMENTS

A secure credit card payment (American Express, MasterCard or Visa) may be processed at the time of reservation.

CREDIT CARD PROCESSING FEE NOTICE

A 3.5% Credit Card Processing Fee will be added for all payments made via credit card. The processing fee will be reflected on your invoice and receipt. This fee will not be applied to payments via ACH/Direct Deposit. If you prefer payment via ACH/Direct Deposit, you may select that option in the Payment section of the reservation form.

ACH/DIRECT DEPOSIT

Secure ACH/Direct Deposit payment may be processed at the time of reservation. ACH/Direct Deposit is SHAPE America's preferred method of receiving payments. This paperless solution adds convenience and flexibility for our customers and means no more paper, no more stamps, and no lost checks in the mail.

Below is the information you will need to provide on the reservation form when selecting this payment option.

- Bank Name
- Bank Account Type: Checking or Savings Account
- Bank Routing Number (9-digits)
- Bank Account Number

CONTACT US

EXHIBIT SALES, ADVERTISING & SPONSORSHIP

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Visit the **2024 SHAPE America Summer Institute** [microsite](#).

RESERVE NOW!



SHAPE America®

