Co-hosted by SHAPE America’s Western District and Central District

Reach health and physical education decision makers.

MAXIMIZE YOUR Exposure
GENERATE High-Value Leads
EXPAND YOUR Network

Join SHAPE America this summer as we explore social and emotional learning competencies and identify ways to teach and assess SEL skills in the health, physical education and physical activity settings. The Every Student Succeeds Act (ESSA) opened new opportunities for schools to emphasize these important skills, including a student’s ability to make good decisions, recognize and respond to their own emotions, form effective peer relationships, and persevere through difficulty.

Topic areas will include skills-based health education as well as alignment to SHAPE America’s National Standards & Grade-Level Outcomes for K-12 Physical Education.

The SHAPE America Professional Learning Institute (PLI) is ideal for educators looking to refine and advance in their profession. SHAPE America’s PLI covers a variety of topics and concentrations and is designed for health and physical education professionals, including program administrators, teacher educators, trainers, teachers, and researchers.
WHO WE ARE...

SHAPE America—Society of Health and Physical Educators® sets the standard for professional excellence in health and physical education.

With a collective reach of over 70,000 health and physical education professionals through SHAPE America’s community of members, advocates, and supporters, as well as 5 SHAPE America districts and 51 state affiliate organizations (including the District of Columbia), we provide the leadership, professional development and advocacy that support health and physical educators at every level.

From preschool to university graduate programs, SHAPE America reaches educators who empower millions of children to stay healthy and strong.

**OUR MEMBERS ARE**

- Adapted physical activity instructors and specialists
- Athletic directors and trainers
- Coaches and sports officials
- College and university faculty
- Dance and fitness instructors
- Education administrators
- Future professionals
- Intramural directors
- K-12 health and physical education teachers
- Researchers

The Leading Authority for Health and Physical Education

SHAPE America’s *National Standards for K-12 Physical Education and Grade-Level Outcomes and Appropriate Practices in School-based Health Education* serve as the foundation for well-designed health and physical education programs across the country.
## AN ACTIVE AUDIENCE

**SHAPE America Member Profile:**

### EMPLOYMENT

<table>
<thead>
<tr>
<th>Employment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elementary School</td>
<td>26%</td>
</tr>
<tr>
<td>College/University</td>
<td>24%</td>
</tr>
<tr>
<td>PK-12</td>
<td>15%</td>
</tr>
<tr>
<td>Other*</td>
<td>13%</td>
</tr>
<tr>
<td>High School</td>
<td>13%</td>
</tr>
<tr>
<td>Middle School</td>
<td>9%</td>
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</table>

*early childhood, government, non-profit, parks/recreation facilities

### RESPONSIBILITY

<table>
<thead>
<tr>
<th>Responsibility</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>PK-12 Teacher</td>
<td>50%</td>
</tr>
<tr>
<td>Other*</td>
<td>27%</td>
</tr>
<tr>
<td>College Professor</td>
<td>18%</td>
</tr>
<tr>
<td>Administrator</td>
<td>5%</td>
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</tbody>
</table>

*Includes pre-service professional, exercise/fitness instructor, athletic trainer

### INTERESTS

<table>
<thead>
<tr>
<th>Interest</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Physical Education</td>
<td>63%</td>
</tr>
<tr>
<td>Other*</td>
<td>12%</td>
</tr>
<tr>
<td>Teacher Education</td>
<td>10%</td>
</tr>
<tr>
<td>Physical Activity and Fitness, Adopted Physical Activity</td>
<td>8%</td>
</tr>
<tr>
<td>Health Education</td>
<td>7%</td>
</tr>
</tbody>
</table>

*Includes research, sport science, coaching
**WHY EXHIBIT**

- Generate new prospects, sales and on-site revenue
- Boost your organization’s image and increase visibility
- Establish and enhance your market presence
- Introduce new products or services
- Educate your target audience
- Increase product awareness through sampling and brand presence

**Booth Inclusions (per 10’ x 10’)**

- One (1) 8-ft table with linens/skirt, two (2) side chairs, one (1) wastebasket, one (1) 110v electrical outlet, 8-foot backdrop, 3-foot siderails, booth ID sign, and perimeter security
- One (1) Full Conference registration and a 25% discount on up to two (2) additional registrations
- Two (2) Exhibit Hall Only passes
- Opportunity to apply for a 20-minute presentation in the open-air “Collaboration Theater” in the exhibit hall. Offered to exhibitors on a first-come, first-served basis; limit one per exhibitor.
- Listing in the spring 2019 issue of *Momentum*, mailed in May 2019, if reserved prior to April 1, 2019
- Listing on the 2019 SHAPE America Professional Learning Institute interactive floor plan and searchable exhibitor directory
- Recognition in Institute marketing materials, as appropriate
- Pre- and post-Institute attendee mailing list; email addresses NOT provided

**EXHIBIT BOOTH RATES**

**BEFORE MARCH 31, 2019**

- 10’ x 10’ Inline Booth: $352.50
- 10’ x 10’ Corner Booth: $375.00

**AFTER MARCH 31, 2019**

- 10’ x 10’ Inline Booth: $382.50
- 10’ x 10’ Corner Booth: $412.50

**SCHEDULE**

*Exhibit Dates: July 31—August 1, 2019*

*Final schedule is subject to change.*

**MOVE-IN**

- Tues., July 30: 12:00—6:00 pm
- Wed., July 31: 8:00—9:00 am
  *(touch up only)*

**OPEN**

- Wed., July 31: 10:30 am—4:00 pm
- 6:00—7:00 pm
- Thurs., August 1: 8:30 am—4:00 pm

**MOVE-OUT**

- Thurs., August 1: 4:00—8:00 pm

*No teardown permitted prior to 4:00 pm, Thursday, August 1.*

**EXHIBIT SALES CONTACT**

*Senior Manager, Business Development*

**PHONE:** (800) 213-7193 x. 1457

**EMAIL:** exhibits@shapeamerica.org
Exploring the Mind-Body Connection: Social Emotional Learning in HPE

Concessions

Entrance

Exhibit Dates: July 31–August 1, 2019
Sioux Falls Convention Center at the Denny Sanford PREMIER Center
Exhibit Hall 1
SPONSORSHIP

Become a partner today and experience the power of brand association with our expanding membership.

Reach your target audience, build brand loyalty, and maximize your market share! Sponsor’s enjoy these exclusive perks:

- Enhance corporate image by supporting our members and mission
- Build brand loyalty by engaging your target audience with personal, face-to-face interaction
- Priority access to Partner Session presentation opportunities
- Speaking opportunities
- Print and web recognition
- Complimentary registration
- Institute attendee mailing list

Review the full range of recognition and benefits in the chart below.

<table>
<thead>
<tr>
<th>Recognition and Benefits</th>
<th>Champion</th>
<th>Advocate</th>
<th>Partner</th>
<th>Supporter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hyperlinked Logo on Conference website homepage</td>
<td>$10,000.00</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary Full Conference Registrations</td>
<td></td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>25% Discount on up to 2 Additional Full Conference Registrations</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Pre- and Post-Conference Attendee Mailing List</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Recognition on Exhibitors &amp; Sponsors page</td>
<td>Hyperlinked Logo</td>
<td>Hyperlinked Logo</td>
<td>Logo</td>
<td>Text</td>
</tr>
<tr>
<td>Recognition in the Conference mobile app</td>
<td>Hyperlinked Logo</td>
<td>Hyperlinked Logo</td>
<td>Logo</td>
<td>Text</td>
</tr>
<tr>
<td>Recognition on signage recognizing all sponsors</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Text</td>
</tr>
<tr>
<td>Acknowledgement in the spring 2019 issue of Momentum (if reserved prior to April 1, 2019)</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Text</td>
</tr>
<tr>
<td>Acknowledgement in fall 2019 issue of Momentum</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Text</td>
</tr>
<tr>
<td>Sponsor ribbon for all registered staff</td>
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<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

OPPORTUNITIES RANGE FROM:

Activity-based Sessions | Educational Sessions | Hospitality and Networking Events | Onsite Branding
GENERAL SESSION WELLNESS BREAK
$1,500 (1 available)

Give attendees a wellness “recharge” by leading a 3-5 minute mindfulness or activity break from the stage during the General Session on Wednesday, July 31. This brief refresher presents an exclusive and fun opportunity to showcase how your program supports social emotional learning in the health and physical education classroom. SHAPE America will provide appropriate A/V equipment to support both audio and/or video during the General Session.

Package includes:
- Verbal recognition/introduction during the General Session
- Opportunity to lead a physical activity or mindfulness break from the stage during the General Session (max. 5 minutes)
- Logo ID on signage displayed before and during the General Session
- Opportunity to display one (1) branded pop-up banner during the General Session
- One (1) Mobile App Banner Ad
- 10’ x 10’ Inline Booth
- All Supporter Sponsor benefits and recognition (see chart on page 4)

AM FITNESS/WELLNESS ACTIVITIES
$750 (2 available)

Help attendees keep up their exercise and wellness regimens by leading a one-hour session on Wednesday or Thursday morning featuring your organization’s physical education curriculum, physical activity programming, and/or wellness initiatives. Generally starting between 6:15 am and 6:30 am, these sessions will be held in a designated room at the Sioux Falls Convention Center at the Denny Sanford PREMIER Center. The sponsoring organization is responsible for instructing and leading the session. SHAPE America will provide standard A/V set-up (LCD projector—laptop not included, screen, podium mic, and wireless mic). Upon request, SHAPE America will also provide an iPod hookup and a flip chart with markers; any additional equipment will be at the sponsor’s expense.

Package includes:
- Opportunity to lead a fitness or wellness activity (max. 60 minutes)
- Opportunity to distribute promotional materials/free resources during the Fitness/Wellness Activity
- Logo ID on signage displayed before and during the Fitness/Wellness Activity
- One (1) Mobile App Banner Ad
- All Supporter Sponsor benefits and recognition (see chart on page 4)
**GENERAL SESSION**
$5,000 (1 available)

This inspirational keynote presentation held on Wednesday, July 31 offers maximum exposure. As the sponsor, you will have the opportunity to make brief remarks and/or show a short video during the General Session.

**Package includes:**
- Verbal recognition during the General Session
- Opportunity to deliver a brief welcome and/or show a video during the General Session (max. 5 minutes)
- Seat drop during the General Session (sponsor to provide 500 pieces of collateral)
- Logo ID on signage displayed before and during the General Session
- Opportunity to display up to two (2) branded pop-up banners during the General Session
- Recognition in at least two (2) e-blasts promoting the General Session
- Reserved seating for two (2) during the General Session
- One (1) 60-minute Partner Session, to be scheduled by SHAPE America on Tuesday or Wed.
- One (1) Banner Ad in the Daily Session Sampler email (above "General Session" section)
- One (1) Conference Tote Bag Insert
- 10’ x 10’ Corner Booth
- All Advocate Sponsor benefits and recognition (see chart on page 4)

**EDUCATION TRACKS**
$3,000 (7 available)

Choose from: Advocacy & Leadership; Relationship Skills; Decision-Making; Self-Management & Awareness; Social Awareness; Physical Education; or Health Education

Sponsorship of Education Tracks allows SHAPE America to provide exceptional quality professional development to its attendees at very affordable rates. As the sponsor, you will have the opportunity to choose a Track that aligns with your business and you will be recognized in association with each session included with the selected Track.

**Package includes:**
- Verbal recognition as the Track sponsor at the beginning of each Track session
- Logo ID on the session title slide displayed as attendees arrive for the Track session (only applicable for those sessions using PowerPoint)
- Logo ID on signage displayed before and during each Track session
- One (1) Conference Tote Bag Insert
- 10’ x 10’ Inline Booth
- All Partner Sponsor benefits and recognition (see chart on page 4)
PARTNER SESSION
$2,500 (10 available)

These 60-minute sessions offer organizations the opportunity to showcase their products/services to support social emotional learning in health and physical education settings. Highlight new products and services coming to market; feature successful customer case studies and best practices; share proprietary research that may be of interest to health and physical educators; and more. Rooms may be set theater style for a lecture presentation or may be configured for an activity, with limited seating, to encourage active, hands-on participation by attendees.

Package includes:
- Logo ID on signage displayed before and during the Partner Session
- Opportunity to display one (1) branded pop-up banner during the Partner Session
- One (1) Game Space and Half-page Ad in the Exhibit Hall Game Booklet
- 10' x 10' Inline Booth
- All Partner Sponsor benefits and recognition (see chart on page 4)
OPENING PARTY IN THE EXHIBIT HALL
$10,000 (1 available)

Delight attendees during this welcome and kick-off reception held in the exhibit hall. You’ll gain extra favor by delighting each attendee with a complimentary beverage, compliments of you! The event will provide significant networking with health and physical education professionals and opportunities to visit with SHAPE America exhibitors. The evening will feature hors d’oeuvres and cash bar.

Package includes:
• Verbal recognition at the end of the Wednesday General Session
• Opportunity to deliver a brief invitation to the Opening Party at the end of the Wednesday General Session (not to exceed 5 minutes)
• Logo ID on signage displayed in the Exhibit Hall during the Opening Party
• Opportunity to provide up to four (4) branded pop-up banners to be displayed during the Opening Party
• Branded cocktail or mocktail to be featured at the Opening Party bars
• Opportunity to provide branded cocktail napkins to be used during the Opening Party (provided at sponsor’s expense)
• Logo ID on "have a drink on us" tickets provided to each attendee (one ticket per attendee; cash bar after ticket is used)
• One (1) Conference Tote Bag Insert
• One (1) Banner Ad in the Daily Session Sampler email (below "Exhibit Hall" section)

• 10’ x 10’ Corner Booth (pending availability; inline will be provided if corner is not available)
• All Champion Sponsor benefits and recognition (see chart on page 4)

BOXED LUNCH IN THE EXHIBIT HALL
$6,000 (2 available)

Attendees will enjoy the convenience of these boxed lunches, distributed from the exhibit hall. Your brand will be displayed on the lunch boxes and you will have the opportunity to provide a small branded giveaway for each attendee.

Package includes:
• Logo ID sticker or opportunity to provide a branded postcard to be affixed to the boxed lunches
• Opportunity to provide a small giveaway item in each boxed lunch (to be provided at sponsor's expense)
• Opportunity to provide branded napkins to be used during the Boxed Lunch (to be provided at sponsor’s expense)
• Logo ID on signage displayed at Boxed Lunch stations throughout the Exhibit Hall
• Opportunity to display collateral material on designated tables during the Boxed Lunch
• Push Notification with text ID reminding attendees about the Boxed Lunch
• 10’ x 10’ Corner Booth (pending availability; inline will be provided if corner is not available)
• All Advocate Sponsor benefits and recognition (see chart on page 4)
PARFAIT SOCIAL IN THE EXHIBIT HALL
$5,000 (1 available)

Treat attendees to an afternoon refreshment of yogurt parfaits in the Exhibit Hall featuring strawberry and vanilla yogurt, granola, whipped topping, dried fruit, and mixed nuts.

Package includes:
• Logo ID on signage displayed at Yogurt Parfait stations throughout the Exhibit Hall
• Opportunity to provide branded cocktail napkins to be used during the Parfait Social (to be provided at sponsor's expense)
• One (1) Conference Tote Bag Insert
• Push Notification with text ID reminding attendees about the Parfait Social
• 10' x 10' Inline Booth
• All Advocate Sponsor benefits and recognition (see chart on page 4)

ENERGY BOOST IN THE EXHIBIT HALL
$5,000 (1 available)

Treat attendees to a mid-morning Energy Boost in the Exhibit Hall featuring bananas, granola and trail mix bars, mixed nuts, Kickstart Energy Drinks, Starbucks Frappuccino, sodas, and bottled water.

Package includes:
• Logo ID on signage displayed at Energy Boost stations throughout the Exhibit Hall
• Opportunity to provide branded cocktail napkins to be used during the Energy Boost (to be provided at sponsor's expense)
• One (1) Conference Tote Bag Insert
• Push Notification with text ID reminding attendees about the Energy Boost
• 10' x 10' Inline Booth
• All Advocate Sponsor benefits and recognition (see chart on page 4)
REGISTRATION SPONSOR
$7,500 (1 available)
RESERVED

Make a splash before, during and after the Institute. Prior to the Institute, gain visibility through box advertising on the registration and housing page of the Institute microsite. Throughout the Institute, your brand will be featured on signage throughout the registration area, as well as on the lanyards they receive for their attendee name badge. Your visibility extends beyond the Institute, with branding on the tote bags that each attendee will receive and continue to use back at home.

Package includes:
- Logo ID on signage placed in the registration area
- Logo ID on registration directional signage placed throughout the convention center
- Logo ID on the name badge lanyards provided to all attendees
- Logo ID on the Conference Tote Bag distributed to each attendee
- One (1) Conference Tote Bag Insert
- One (1) Box Ad on the Conference microsite - registration and housing page
- Text ID in the registration confirmation email
- 10' x 10' Corner Booth
- All Advocate Sponsor benefits and recognition (see chart on page 4)

MOBILE APP
$2,500 (1 AVAILABLE)

Make a strong first impression. Put your brand in attendees hands! Incorporate your name and logo into the 2019 Professional Learning Institute mobile app splash screen, displayed every time the app is opened.

Package includes:
- Logo ID on a splash screen that appears each time the app is launched
- One (1) Mobile App Banner Ad
- One (1) Push Notification
- Logo ID on the Conference website promoting the mobile app
- Logo ID in any onsite materials promoting the mobile app
- Logo ID in any email promotions for the mobile app
- 10’ x 10’ Inline Booth
- All Partner Sponsor benefits and recognition (see chart on page 4)

SPONSORSHIP SALES CONTACT
Vice President, Business Development, Strategic Partnerships & Philanthropy
PHONE: (800) 213-7193 x. 1468
EMAIL: sponsor@shapeamerica.org
Purchase a Booth and SAVE 20% on Exclusive Exhibitor-Only Ad Bundles!

Increase your exposure before and during the 2019 SHAPE America Professional Learning Institute with one of these special advertising bundles, designed to enhance brand visibility and drive traffic to your exhibit booth. Listed prices represent a 20% savings off standard rates; advertising bundle rates are exclusively available to confirmed 2019 Professional Learning Institute exhibitors.

**BUNDLE A**
$840 (a $210 savings)

*Package includes:*
- Quarter-page ad in the spring 2019 issue of *Momentum*
- Game Space in the Exhibit Hall Game Booklet

**BUNDLE B**
$1,380 (a $345 savings)

*Package includes:*
- Half-page ad in the spring 2019 issue of *Momentum*
- Half-page ad + Game Space in the Exhibit Hall Game Booklet

**BUNDLE C**
$2,420 (a $605 savings)

*Package includes:*
- Full-page ad in the spring 2019 issue of *Momentum*
- Half-page ad + Game Space in the Exhibit Hall Game Booklet
- Tote Bag Insert (8.5” x 11”; single- or double-sided)
PRINT ADVERTISING

Tote Bag Inserts
$250 (15 available)

Remind attendees to participate in your sponsored event/activity or visit your exhibit booth and gain additional branding exposure with a limited opportunity 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 and approval prior to printing. All inserts (500 per advertiser) must be shipped to SHAPE America no later than (date TBD).

Exhibit Hall Game Booklet
Rates vary (see chart below)

Each attendee will receive a game booklet in the Tote Bag they receive at registration. Game booklets will include the participating exhibitor names/logos, booth numbers, and a provided question or activity. Attendees will visit each booth and ask or perform the provided question or activity to obtain a stamp from each participating exhibitor. Once all stamps have been collected, game booklets may be deposited in a drop-box located in the SHAPE America booth. Game booklets must be turned in by Noon on Wednesday, August 1, 2019 in order to be eligible for the prize drawing. The prize drawing will be held on Thursday, August 1, 2019 at 3:00 p.m.

<table>
<thead>
<tr>
<th>Placement Type</th>
<th>Ad Size</th>
<th># Available</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Game Space Only</td>
<td>N/A</td>
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<td>$100</td>
</tr>
<tr>
<td>Game Space + Half-page Ad</td>
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<td>5</td>
<td>$150</td>
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<td>Game Space + Full-page Ad Inside Front Cover (C2)</td>
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<td>$200</td>
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<tr>
<td>Game Space + Full-page Ad Inside Back Cover (C3)</td>
<td>Bleed: 4” w x 5.5” h Nonbleed: 3” w x 4.5” h</td>
<td>1</td>
<td>$250</td>
</tr>
</tbody>
</table>
EMAIL ADVERTISING

Professional Learning Institute “News You Can Use” Email
$500 (1 available)

Stand out ahead of the Institute with a banner ad, with hyperlink, in this “News Your Can Use” email sent to all confirmed registrants. The email is sent approximately one week prior to the Institute. This opportunity is a great way to promote your sponsored event/activity, as well as an exclusive vehicle to drive traffic to your exhibit booth.

Professional Learning Institute “Daily Session Sampler” Emails
Rates vary (see chart below)

Reach event Institute attendee through banner advertising in one or both of the “Daily Session Sampler” emails sent to all registered attendees during the week of the Institute. Three daily placement locations are available on Tuesday and Wednesday. This is a great way to remind attendees to visit your exhibit booth or to attend a session or event that you are sponsoring. Save 20% when you purchase a placement in both “Daily Session Sampler” emails!

<table>
<thead>
<tr>
<th>Placement Location</th>
<th>Ad Size</th>
<th># Available</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Above “General Session”</td>
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<td>$500</td>
</tr>
<tr>
<td>Below “Exhibit Hall”</td>
<td>650w x 75h</td>
<td>2</td>
<td>$350</td>
</tr>
<tr>
<td>Bottom Banner</td>
<td>650w x 75h</td>
<td>2</td>
<td>$200</td>
</tr>
</tbody>
</table>

ADVERTISING SALES CONTACT

Senior Manager, Business Development
PHONE: (800) 213-7193 x. 1457
EMAIL: advertising@shapeamerica.org
MOBILE APP ADVERTISING

Banner Ads
$250 (10 available)

SHAPE America’s mobile app is an attendee favorite and helps them keep up with everything at the Professional Learning Institute. Reserve your limited opportunity banner ad to gain additional visibility and encourage attendees to visit your exhibit booth. Mobile app banner ads will be placed as received and posted from May-August. Both sizes must be provided and will rotate in random order throughout the event app.

Smartphone: 480x x 50h
Tablet: 800w x 66h

Push Notifications
$100 (10 available)

Send a short, customized announcement to all Institute mobile app users. Limited to one alert per day per organization, messages may be scheduled for Tuesday, July 31, 2019 or Wednesday, August 1, 2019. Push Notifications include a 35-character Subject and up to 150-character Message.

WEBSITE ADVERTISING

Box Ads
Rates vary (see chart below)

The Professional Learning Institute microsite is home to all of the information attendees need: registration, hotels, the event calendar, exhibitors, program sessions and more. Ad blocks on the Institute website will run on selected pages.

<table>
<thead>
<tr>
<th>Placement Type</th>
<th>Ad Size</th>
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<tbody>
<tr>
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<tr>
<td>Bottom Banner</td>
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<td>$250</td>
</tr>
</tbody>
</table>

ADVERTISING SALES CONTACT

Senior Manager, Business Development
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EMAIL: advertising@shapeamerica.org