Vision 2020
Equity, Diversity and Inclusion for Every Student

Presented with SHAPE America Southern District and KAHPERD

AUGUST 3—5, 2020
THE GALT HOUSE
LOUISVILLE, KY

SPONSOR ● EXHIBIT ● ADVERTISE
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ABOUT THE PROFESSIONAL LEARNING INSTITUTE

This annual summer event attracts and engages up to 500 health and physical education professionals seeking further opportunities for professional development, networking and solutions. Each year, the conference is themed around a specific topic (e.g., The Mind-Body Connection: Exploring Social and Emotional Learning in HPE in 2019). Make a splash with affordable marketing options that deliver maximum visibility associated with the conference.

EVENT HIGHLIGHTS

- Over 70 program presentations and industry experts in health, physical education, recreation and dance
- Focused general session keynote, setting the tone for the overall conference experience
- Networking opportunities
- Tabletop displays showcasing innovative solutions to support student learning
Become a partner today and experience the power of brand association with our community of 200K+ HPE professionals.

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 and discounted registrations
- Attendee mailing list

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<tr>
<th>DESCRIPTION</th>
<th>CHAMPION $10,000</th>
<th>ADVOCATE $5,000</th>
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<tr>
<td>Logo/link on homepage of conference website</td>
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<tr>
<td>Full Conference registrations</td>
<td>3</td>
<td>2</td>
<td>1</td>
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<tr>
<td>25% discount on up to 2 additional Full Conference registrations</td>
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<tr>
<td>Pre- and post-conference attendee mailing list (email NOT provided)</td>
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<td>✓</td>
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<tr>
<td>Recognition on the Exhibitors &amp; Sponsors page of the conference website</td>
<td>Logo/link</td>
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<td>Recognition in the conference mobile app</td>
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<tr>
<td>Recognition on signage displayed onsite</td>
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<td>Logo</td>
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<td>Sponsor ribbon for all registered staff</td>
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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. This brief refresher presents an exclusive and fun opportunity to showcase how your program supports 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 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

MORNING FITNESS/WELLNESS ACTIVITY
$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, or wellness initiatives.

Generally starting at 6:45 am, sponsoring organization’s are responsible for instructing and leading the session. SHAPE America will provide standard A/V set-up (LCD projector-laptop not included, screen, microphone). 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 session

SPONSORSHIP SALES CONTACT

Vice President, Strategic Partnerships
PHONE: (800) 213-7193 x. 1468
EMAIL: sponsors@shapeamerica.org
GENERAL SESSION
$5,000 (1 available)

This inspirational keynote presentation, held on the first day of the conference, 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

EDUCATION TRACKS
$3,000 (multiple available)

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:

- Logo ID on session title slide displayed as attendees arrive for the Track session (only applicable for sessions using PowerPoint)
- Logo ID on signage displayed before and during each Track session
- One (1) Tote Bag Insert
- One (1) tabletop display space
- All Partner Sponsor benefits and recognition
PARTNER SESSION
$2,500 (10 available)

These 60-minute sessions offer organizations the opportunity to showcase their products/services to learning in the health and physical education classroom setting. Highlight new products and services coming to market; feature successful customer case studies and best practices; share proprietary research 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) tabletop display space
- One (1) Tote Bag Insert
- All Partner Sponsor benefits and recognition (see chart on page 3)

REGISTRATION SPONSOR
$7,500 (1 available)

Make a splash before, during and after the conference. Prior to the conference, gain visibility through a Box Ad on the conference website. Throughout the conference, your brand will be featured on registration signage, as well as the lanyards attendees receive with their name badge. Your visibility extends beyond the conference with branding on the tote bags distributed to attendees when they check-in onsite and continue to use back at home.

Package includes:
- Logo ID on registration signage onsite
- Logo ID on the name badge lanyards

SPONSORSHIP SALES CONTACT

Vice President, Strategic Partnerships
PHONE: (800) 213-7193 x. 1468
EMAIL: sponsors@shapeamerica.org
MOBILE APP
$2,500 (1 available)

Make a strong first impression. Put your brand in attendees hands! Incorporate your name and logo into the 2020 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) Mobile App Push Notification
- Logo ID on the conference website promoting the mobile app
- Logo ID in any email promotions for the mobile app
- One (1) tabletop display space
- All Partner Sponsor benefits and recognition (see chart on page 3)
EXHIBIT BOOTH RATES

SHAPE America offers tabletop displays only for the Professional Learning Institute. A nonprofit rate is available for registered 501(c)3 organizations.

Nonprofit Rate: $275.00
Standard Rate: $350.00

RESERVE ONLINE TODAY!

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

WHAT IS INCLUDED?

- One (1) 8-ft skirted table, two (2) side chairs, and a wastebasket
- One (1) Full Conference registration and a 25% discount on up to two (2) additional registrations
- One (1) Exhibit Hall Only pass
- Listing in the spring 2020 issue of Momentum (May), if reserved prior to April 1
- Pre-conference Web-based promotion of exclusive discount offers, giveaways, etc. redeemable before, during or following the event
- Listing on the 2020 SHAPE America Professional Learning Institute event website and mobile app
- Pre- and post-conference attendee mailing list; email addresses NOT provided

EXHIBIT SCHEDULE

Exhibit Dates: August 3-4, 2020
Final schedule is subject to change.

MOVE-IN
August 2, 2020 12:00—5:00 pm
August 3, 2020 8:00—9:00 am
(touch up only)

OPEN
August 3, 2020 9:15 am—4:30 pm
(hall closed for Opening Keynote)
August 4, 2020 9:00 am—3:00 pm

MOVE-OUT
August 4, 2020 3:00—5:00 pm
August 5, 2020 8:00 am—12:00 pm

Teardown NOT permitted prior to 3:00 pm, August 4.

EXHIBIT SALES CONTACT

Senior Manager, Business Development
PHONE: (800) 213-7193 x. 1457
EMAIL: exhibits@shapeamerica.org
ELIGIBLE EXHIBITS: Society of Health and Physical Educators (SHAPE America) reserves the right to determine the eligibility of any company or product to exhibit in the exposition and further reserves the right to reject any application and/or limit space assigned to any one company. The acceptance of a booth for the exhibition does not carry SHAPE America’s endorsement of the equipment, supply or service. It is understood that the SHAPE America Exhibitor Terms, Conditions, Rules and Regulations (Terms) for exhibitors are part of a contract between the exhibitor and SHAPE America and that submission of the application for exhibit space constitutes the exhibitor’s agreement to abide by these Terms. In addition, exhibitors must follow the exhibitor policies of the The Galt House.

LIMITATION OF LIABILITY/INDEMNIFICATION: The exhibitor agrees to make no claim for any reason whatsoever against SHAPE America, The Galt House, or the city and/or state wherein the exposition is held for loss, theft, damage, or destruction of goods, any injury to oneself or employees while the exhibition is in progress, being set up, or being taken down.

Exhibitor expressly agrees, and hereby does, indemnify, defend and hold harmless SHAPE America, and The Galt House, including their agents and representatives, shareholders, officers, directors, employees, and contractors, from and against all claims, loss or expense, including reasonable attorney fees and liabilities arising out of, or in any way related to, the acts, omissions or negligence of exhibitor, exhibitor’s agents, invitees, employees or representatives.

Exhibitor agrees to keep harmless SHAPE America from any and all costs arising from fees incurred under the copyright law regarding the liabilities of playing recorded and/or live music in the exhibit area at any time during the SHAPE America Professional Learning Institute.

It is understood and agreed that full compliance with the insurance requirements stated below does not relieve Exhibitor or its contractor of the indemnification obligations required herein.

In addition, exhibitor acknowledges that the City of Louisville, The Galt House, and its agents do not maintain insurance covering exhibitor’s property, and that it is the sole responsibility of exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor.

LIMITATION OF EXHIBITS: SHAPE America reserves the right to stop or remove from the exhibition any exhibitor, or its representative, performing an act or practice which in the sole opinion of SHAPE America is considered detrimental to its business, professional or ethical interests, or which originates from any organization whose displayed products do not meet the professional standards of SHAPE America. SHAPE America may review the exhibit floor activities of exhibitors at any time. SHAPE America may deny an exhibitor access to or expel an exhibitor from the event without refund of any fees if, as determined solely by SHAPE America, such exhibitor has not complied in all material respects with policies, legal requirements, the terms and conditions of the Exhibitors Terms, Conditions, Rules and Regulations. SHAPE America may also seek other remedies in law or equity and limit the exhibitor’s access to SHAPE America resources. SHAPE America reserves the right to restrict exhibits that are objectionable because of noise, glaring or flashing lights, method of operation, or any other reason, and prohibit or evict any exhibit that, in the opinion of SHAPE America, detracts from the general character of the exhibit hall. All booth activities and content must be professional in nature and provide educational information related to the fields of health and physical education. This reservation includes persons, things, conduct, printed material, or anything SHAPE America judges to be objectionable. In the event of such restriction or eviction, SHAPE America is not liable for any refund to the exhibitor.

Exhibitors are prohibited from promoting any content-based school fundraising programs, with the exception of those are managed by SHAPE America.

ASSIGNMENT OF SPACE/RELOCATION OF EXHIBITS: Booth assignments are made on a first-come, first-served basis, taking into consideration the frequency and prior level of participation, the date a request is received, the amount of space requested, special needs and compatibility of adjacent exhibitors.

SHAPE America retains the exclusive right to revise the exhibit hall floor plan(s) and/or relocate any assigned exhibitors as necessary for the betterment of the Professional Learning Institute as determined solely by SHAPE America. Exhibitors who change the size of their exhibit space are not guaranteed the originally assigned location and may be subject to relocation. Due to the volume of participating companies, SHAPE America cannot guarantee that a company will not be relocated near a competitor. SHAPE America shall notify affected exhibitors in advance of installation.

SUBLEASING OF EXHIBIT SPACE/BOOTH SHARING: An exhibitor may not sublet, share, or apportion its contracted exhibit space to another organization or business unless prior written consent has been obtained by SHAPE America. An exception may be granted only on the condition that the number of tabletop display units is equal to or greater than the number of organizations sharing the exhibit space. Each organization occupying the space will be required to submit a signed exhibit space contract. Only those companies and organizations that are authorized occupants of an exhibit space will be entitled to exhibitor badges and/or a listing in the exhibitor directory published on the convention website, mobile app, and other related resources.
EARLY DEPARTURE: No part of an exhibit shall be dismantled, no materials removed, before the official closing, on Wednesday, August 5, 2020 without special permission from SHAPE America. All space must be vacated by 7:00 p.m., the same day. If spaces are not vacated by that time, SHAPE America reserves the right to remove materials from the exhibit hall floor and charge the expense to the exhibitor. SHAPE America will not be liable if such removal causes damage to the materials.

USE OF EXHIBIT FLOOR PLAN: The exhibit floor plan and exhibitor list are the property of SHAPE America. Use or publication for any purpose without SHAPE America’s written consent is prohibited.

PAYMENTS AND COLLECTION POLICY: A 15% non-refundable deposit per tabletop display is due with application or within two weeks of invoice date. Exhibit space reserved after March 31, 2020 is subject to a deposit of fifty percent (50%) at time of reservation. Fifty percent (50%) of the exhibit booth rental is due no later than March 31, 2020. The remaining balance is due no later than May 31, 2020. In addition, non-exhibit invoices that are past due to SHAPE America must be paid in full before being allowed to exhibit. No installation shall be permitted unless payment has been received in full.

CANCELLATION OR WITHDRAWAL: All cancellations must be received in writing by SHAPE America to be valid. A fee of twenty-five percent (25%) of the total exhibit space cost will be assessed for cancellations received on or before May 31, 2020. Cancellations received after May 31, 2020 will result in a full forfeiture or an obligation to pay the entire exhibit rental fee.

CANCELLATION OF EXHIBITION: It is mutually agreed that, in the event of cancellation of the convention and exhibition as a result of strikes, acts of God, war, terrorism, disaster, declaration of a national emergency by the President, curtailment of transportation facilities, governmental regulations, or other causes that would prevent its scheduled opening or continuance, this agreement may be terminated by SHAPE America. SHAPE America shall refund the portion of the exhibit fees remaining after deduction of expenditures made before cancellation and non-cancellable commitments.

EXHIBITOR INSURANCE: The exhibitor shall, at its sole cost and expense, procure and maintain through the term of this contract, the following:

Commercial General Liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased. Such insurance shall include contractual liability and product/completed operations liability coverage, with combined single limits of liability of not less than minimum $1,000,000 per occurrence/$2,000,000 aggregate coverage.

Automobile Liability of not less than $1,000,000 Combined Single Limit for all owned, hired and non-owned vehicles.

Excess Liability (Umbrella Form): $1,000,000 each occurrence limit and $1,000 aggregate.

Such insurance shall name SHAPE America and The Galt House, including their employees, agents and assigns of each as additional insured and contain the severability of interest provision.

During the term hereof, the exhibitor shall maintain Workers’ Compensation insurance in full compliance with all federal and state laws, in the jurisdiction where services are performed, covering all of exhibitor’s employees engaged in the performance of any work for exhibitor.

All carriers providing coverage must have a minimum current A.M. Best’s Rating of A VIII. All coverage to apply as primary and non-contributory. All exhibitor insurance policies shall contain ISO standard waiver of subrogation provision. All exhibitor insurance policies shall be endorsed to provide SHAPE America not less than thirty (30) days written notice of cancellation. Exhibitor hereby warrants and agrees to disclose within thirty (30) days knowledge of a claim which has or may reasonably be expected to result in diminution of policy limits to a level beneath that required in this agreement.

All property of the exhibitor is understood to remain under its custody and control at all times. It is understood and agreed that all third-party contractors and subcontractors of Exhibitor shall maintain the same insurance, in every respect, as required of Exhibitor and, further, it shall be the responsi-
EXHIBITOR TERMS, CONDITIONS, RULES AND REGULATIONS

THE SAFETY OF ALL OCCUPANTS OF THE GALT HOUSE IS OF PRIMARY CONCERN. ANY UNSAFE CONDITION AND SUPERVISORY PERSONNEL OF THE RESPONSIBLE PARTY FOR CORRECTIVE MEASURES.

Those provisions of the NFPA 101 Life Safety Code 1994 edition and the 2000 International Fire Code for public assembly facilities have been established as a standard for review of occupancies and events in The Galt House. The information contained in this outline is a summary of relevant provisions contained in these Codes as well as standard operating procedures established in cooperation with the Fire Marshal of Louisville. Reference copies of these codes are available in the Event Management Department.

HAZARDOUS MATERIALS LABELING: For the safety of the public and all employees, OSHA requires that all containers of hazardous materials be labeled with the identity of hazardous materials contained therein and appropriate hazard warnings. Exhibitors displaying or using hazardous chemicals must submit material Safety Data Sheets and manifests to The Galt House. The information contained in this outline is a summary of relevant provisions contained in these Codes as well as standard operating procedures established in cooperation with the Fire Marshal of Louisville. Reference copies of these codes are available in the Event Management Department.

SAMPLING: Exhibitors must follow the Food and Beverage Sampling Guidelines of The Galt House, as illustrated below in items XXII.A-XXII.I.

Exhibitors cannot sell their sample food and beverage products on the floor as a cash and carry item. The serving of food/snack/novelty products (ice cream, pizza, chicken, sausage, popcorn, cookies, jerky, etc.) are permitted only when the product is the brand name of the exhibitor or distributed by the exhibitor. Otherwise for drawing attention to your booth you must purchase food and beverage items through the hotel. Contact your event service manager to place an order directly with the hotel.

Senior Manager, Business Development
PHONE: (800) 213-7193 x. 1457
EMAIL: exhibits@shapeamerica.org
Bite Size food samples are three (3) ounces or less.

All food must be dispensed in single service quantities. Samples must be served in single portions using such items as napkins, a single service cup or toothpicks.

Samples of non-alcoholic beverages (bottled water, sodas, energy drinks, coffee, tea, etc.) may be distributed onsite only when the product is the brand name of the exhibitor or is distributed by the exhibitor:

Samples are served for “on the spot consumption,” unless it is an unopened container (water, energy drinks, and sodas).

Samples are three (3) ounces or less (open containers).

Service of any alcoholic beverage must be arranged first through your event service manager. If it is your product or distributed by you, your event service manager will advise on the conditions that must be met.

The serving of generic products by an exhibitor for drawing attention/attract attendees to their booth is permitted only when the products are purchased from the hotel (popcorn, popcorn machine, cookies, appetizers, beverages).

For public health reasons, restrooms, and/or facility kitchens may not be used as exhibitor clean-up areas. Costs associated with the disposal of trash, waste, grease, etc. from exhibitor sampling are the responsibility of the exhibitor. Securing of all necessary licenses, permits, etc. is the responsibility of the exhibitor. The hotel does not provide janitorial services of any kind.

No food, food containers, utensils, napkins, straws or single service materials may be stored directly on the floor. Personal items such as purses, coats, etc. must not be in the food service area of the booth.

Potentially hazardous foods must be maintained at below 41 F or above 140 F at all times including storage, transportation, and service. Proper equipment to maintain food temperatures must be provided. This includes mechanical refrigeration and/or hot holding units on site. Foods that don’t meet these requirements may not be served. The hotel does not provide any of the said services.

Displays that have open food on display for an extended period are required to have sneeze guards. Food that is placed on a tabletop for immediate pick-up by attendees will not require a sneeze guard but must be limited to small quantities designed to serve 10-15 portions at a time.

STORAGE: All cartons, crates, containers, and packing materials that are necessary for re-packing shall be removed from the show floor. The Galt House inspects all exhibits to ensure compliance. Crates, packing materials, wooden boxes and other highly combustible materials may not be stored in The Galt House. Items such as brochures, literature, giveaways, etc., within the booths are limited to a one-day supply.

GENERAL EXHIBITION POLICIES: Noisy or offensive exhibits are prohibited. Distribution of literature or samples must be related to exhibit and distributed within exhibitor’s space. No food products or beverages may be distributed from exhibitor’s space without approval from SHAPE America. Exhibitor must comply with all local laws, rules, regulations and ordinances in force. The exhibitor may not display signs that are not professionally prepared or which, in the opinion of SHAPE America, detract from the appearance of the exhibition in any manner whatsoever. SHAPE America shall have sole control over all admission policies at all times.

EXHIBIT SPACE EQUIPMENT: Standard booth equipment consists of skirted tables and chairs. The exhibitor must pay for costs incurred in the operation of its booth. This provision specifically covers expenditures incurred for lights, power, water or other utilities or services in connection with its own exhibit space.

EXHIBIT SPACE CONSTRUCTION AND ARRANGEMENT: Exposed parts of the display must be finished so as not to be objectionable to other exhibitors or to SHAPE America or such parts will be ordered draped by SHAPE America and billed to the exhibitor. Maximum exhibit height is eight feet (8’). Side walls of exhibit space are limited to three fee (3’), out to within 4 feet (4’) of the front line and from that point to the aisle—42 inches (42”).

No display equipment over 42 inches (42”) in height is to be placed in the front 2 feet (2’) of exhibit space. In all single tabletop corner locations, the backwall is considered the same as the backwall of other booths in the same continuous row except for those firms which have reserved the two end corner booths adjoining each other.

CARE OF EXHIBIT SPACE: The exhibitor shall keep in good order space occupied. An exhibitor may not place anything in the aisles during open hours of the exhibition. The exhibitor assumes responsibility of returning the exhibit space to the exhibit facility in the condition in which it is found; clean, undamaged and unmarred.

EXHIBITOR SERVICES: The Galt House offers the following services for exhibitors; order forms will be available through the Exhibitor Packet.

EXHIBIT SALES CONTACT

Senior Manager, Business Development
PHONE: (800) 213-7193 x. 1457
EMAIL: exhibits@shapeamerica.org
EXHIBITOR TERMS, CONDITIONS, RULES AND REGULATIONS

Furniture (6’ x 19” or 8’ x 30” tables, cocktail tables, chairs, waste-baskets)
Electrical (AVMS is the in-house audio-visual services company for The Galt House)
Telecommunications (orders are handled through AVMS)
Audio Visual (orders are handled through AVMS)
Booth Catering Services (orders must be submitted through The Galt House and a credit card authorization form is required for all orders. Any alcohol served within a display space requires a bartender - at an additional fee. Banquet orders are due five (5) business days before the event.

SPECIAL VISUAL AND SOUND EFFECTS: Audio-visual and other sound devices and effects will be permitted only in those locations and in such intensity as, in the opinion of SHAPE America, does not interfere with the activities of neighboring exhibitors. Audio-visual effects of purely entertainment character, without informative value, will not be permitted.

No electric flashing signs or signs involving the use of neon or similar gases will be permitted, unless approved for SHAPE America in writing. Should the wording on any sign or area in an exhibitor's space be deemed by SHAPE America to be contrary to the best interests of the exhibition, the exhibitor shall make such changes in wording as are requested by SHAPE America. In no event shall a sign contain a merchandise or service sale price.

The use of devices for mechanical reproduction of sound or music is prohibited unless an exhibitor shall have received written approval from exhibit management and the exhibitor provides documentation of obtaining an appropriate license. Sound of any kind must not be projected outside the confines of an assigned exhibit and shall not adversely impact the business dialogue of a neighboring exhibitor.

SELLING ON THE EXHIBIT FLOOR: Cash and credit card sales are permitted. Licenses, taxes to sale, payment of sales tax, and other legal business requirements are the responsibility of the exhibitor. Purchases of goods must be furnished with a bill of sale or receipt.

BOOTH ATTENDANTS: Each exhibitor is expected to have an attendant in the display booth during the open hours of the exhibit. Attendants must be bona fide employees or representatives of the exhibiting firm. There is no restriction on the number of attendants per booth; however, attendants must wear exhibitor badges and be registered as exhibitors. We recommend a maximum of two attendants per standard tabletop display at any particular time.

REGISTRATION AND BADGES: SHAPE America shall have sole control over attendance policies at all times. Exhibitor personnel must be properly registered in order to staff a display and must wear either a “worker’s” badge or a (non-transferrable) registration badge during move-in and exhibit hours. Registration options for attending the entire SHAPE America Professional Learning Institute will be circulated with an Exhibitor Bulletin. One (1) complimentary full conference registration badge and two (2) exhibit hall only badges per tabletop display is available.

CHILDREN’S ADMITTANCE REGULATIONS: For safety and liability reasons, children under sixteen (16) years of age must be accompanied by an adult at all times in the exhibit areas and throughout The Galt House. Children under sixteen (16) years of age are not permitted in areas scheduled for move-in or move-out activities.

CANVASSING BY NON-EXHIBITORS: The exhibition is limited to business firms, professional organizations, educational institutions, government agencies and individuals who have contracted and paid for exhibit space. No other persons or concerns will be permitted to demonstrate their products, solicit orders or distribute advertising materials in the exhibition.

ACCESS CONTROL/SECURITY: General 24-hour access control will be provided by SHAPE America for the convention period including move-in and move-out. SHAPE America is not responsible for the loss of any material or for any cause and urges the exhibitor to exercise normal precautions to discourage pilferage. Exhibitors will be afforded specific time periods, prior to each day's show opening and subsequent to each day's show closing, to prepare, adjust and alter their exhibit area.

IRREGULAR ACTIVITIES: Business activities of the exhibitor must be within the exhibitor’s allocated exhibit space. Samples, catalogs, pamphlets, souvenirs and publications may be distributed by exhibitors only from within their own booths or in areas designated by exhibit management. Scantily clad models are prohibited. Throwing of souvenirs, loud shouting and the making of unnecessary noise, whether by human or mechanical means to attract attention, puppet shows, canes, yardsticks and similar devices or side show tactics will not be permitted. Aisle space belongs to SHAPE America. No exhibits or advertising matter will be allowed to extend beyond the assigned booth space.

Undignified methods and materials considered by SHAPE America to be objectionable, are expressly prohibited. Questions concerning the legality of distributing specific promotional materials should be presented to SHAPE America for approval. Exhibitors may distribute samples. Use of glass containers for this purpose is dangerous and plastic or other unbreakable containers are recommended.

PROPERTY DAMAGE: The exhibitor is responsible for all damages, except normal wear and tear. For accuracy in billing, The Galt House representatives and show management should inspect all leased

EXHIBIT SALES CONTACT

Senior Manager, Business Development
PHONE: (800) 213-7193 x. 1457
EMAIL: exhibits@shapeamerica.org
space prior to move-in and during move-out to determine existing conditions. Exhibitors will be informed of all damages, which occur, after your event with written reports and photographs as soon as they are documented. A final walk-through will take place at the conclusion of your event.

**AMENDMENT TO RULES:** Matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of SHAPE America. These rules and regulations may be amended at any time by SHAPE America and amendments shall be binding on exhibitors equally with the foregoing rules and regulations.

**INCORPORATION BY REFERENCE/LAWS APPLICABLE:** Terms set forth herein are expressly incorporated by reference into the original application and contract for exhibit space and are to be treated as having full legal efficacy for enforcement of same. The agreement for rental of exhibit space shall be governed by the laws of the state of Virginia wherein the SHAPE America headquarters offices are located.
TOTE BAG INSERTS
$250 (up to 25 available)

Remind attendees to participate in your sponsored event/activity, visit your tabletop display, or just gain additional exposure for your brand, products and/or services. Inserts may be single- or double-sided and must not exceed 8.5” x 11” in size. A PDF proof must be provided to SHAPE America for review and approval prior to printing (advertiser to provide 500 inserts).

MOBILE APP PLACEMENTS

BANNER AD | $250 (up to 10 available)
PUSH NOTIFICATION | $100 (max. of 6)

SHAPE America’s mobile app is an attendee favorite and helps them keep up with everything at the conference.

Gain additional visibility and drive traffic to your tabletop display or website with a Banner Ad. All banner ads are placed as received and post from June—August 2020. Banners should be 640 x 150 pixels (mobile phone) AND 552 x 150 pixels (tablet/online); both sizes required. PNG, JPEG or GIF; no transparent background.

Push Notifications allow you to send a short, customized announcement to all Convention mobile app users. Limited to one alert per day, per organization, messages may be scheduled on one or both days of the conference. Includes a 5-word Subject and up to 20-word Message.

WEBSITE BOX ADS AND BANNERS

BOX AD, RIGHT SIDE | $500 (max. of 2)
BANNER, BOTTOM OF PAGE | $250 (1 available)

The conference website is the home to all of the information attendees need—registration, hotels, the event calendar, tabletop display vendors, program sessions and more. Ad blocks on the conference website are posted for ninety (90) days—June 1—August 31, 2020. Placements run on numerous pages across the conference site. Box ads should be 380W x 320H; Banners are 1000W x 150H.

ADVERTISING SALES CONTACT

Senior Manager, Business Development
PHONE: (800) 213-7193 x. 1457
EMAIL: advertising@shapeamerica.org
EMAIL BANNERS
“NEWS YOU CAN USE” | $500 (1 available)
DAILY SESSION SAMPLER, TOP | $500 (1 available per day)
DAILY SESSION SAMPLER, MIDDLE | $350 (1 available per day)
DAILY SESSION SAMPLER, BOTTOM | $200 (1 available per day)

All email banners are 650W x 75H.

Stand out ahead of the conference with a banner ad in the “News You Can Use” email sent to all confirmed conference registrants. Sent approximately one week prior to the conference, this e-communication highlights select program sessions, useful information about the conference destination, special events, and more. Capitalize on this opportunity to promote your sponsored event/activity, drive traffic to your tabletop display, or just gain additional visibility for your brand, programs or services.

Daily Session Sampler emails are sent on both days of the conference week to all confirmed conference attendees. Each email features highlighted program sessions for the day, information about tabletop display vendors, social events, and more. Three placement locations are available each day. And, you can save 20% when you purchase a placement in both Daily Session Sampler emails!

RESERVE ONLINE TODAY!

ADVERTISING SALES CONTACT
Senior Manager, Business Development
PHONE: (800) 213-7193 x. 1457
EMAIL: advertising@shapeamerica.org
SHAPE AMERICA ADVERTISING POLICY

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 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
SHAPE AMERICA ADVERTISING POLICY

authorized to publish the last prepared ad of 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 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.