



# Virtual Volleyball Marketplace

## Advertising & Sponsorship Opportunities

**December 16 – 19, 2020**

*Held in conjunction with the American Volleyball Coaches Association Annual Convention  
Partners, sponsors and advertisers will be given first choice of booth space.  
The remaining booth space will be given to exhibitors in the order in which the applications are received.*



## Exhibitor Information

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### SCHEDULE

#### Exhibitor Meet & Greet

Wednesday, Dec. 16th, Noon–1 p.m., 4:45-5:45 p.m.

Thursday, Dec. 17th, 1-2 p.m., 6-7 p.m.

Friday, Dec. 18th, 1-2 p.m., 4:30-5:30 p.m.

Saturday, Dec. 19th, 1-2 p.m., 4:30-5:30 p.m.

*\*AVCA's Virtual Volleyball Marketplace will be available 24 hours a day for attendees to search for vendors, get product information, receive show specials and schedule appointments.*

### CONTACT

**Toby Bishop**, Sr. Sales Director

AVCA, 2365 Harrodsburg Rd., Suite A325

Lexington, KY 40504 | 859.219.3560 | toby.bishop@avca.org

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## WHY SHOULD YOUR COMPANY PARTICIPATE IN THE 2020 AVCA VIRTUAL VOLLEYBALL MARKETPLACE?

- 91% of all coaches and club directors attending visit the sponsor/exhibitor booths.
- 49% of all coaches and club directors attending indicated that they will make a purchase as a result of the contact they made at Volleyball Marketplace.
- 42% of all coaches attending made on-site purchases from exhibitors at the 2019 AVCA Convention.

### VIRTUAL EXHIBITOR PACKAGE

*\$500 if received by Nov. 6, 2020 | \$600 if received after Nov. 6, 2020*

#### Package Includes:

- Logo in virtual platform
- Listing in virtual platform
- Opportunity to provide URL to link to
- Opportunity to upload promotional material
- Opportunity to upload video
- List of attendees that visit your virtual booth or request to be contacted during the event
- Opportunity to communicate and set up appointments
- Convention program publication listing
- AVCA Website – Convention page listing (Activate listing to your website for an additional \$100. Link will stay active until June 30, 2021).

[www.avcaconvention.org/exhibitor-listing](http://www.avcaconvention.org/exhibitor-listing)



## AVCA Virtual Convention Resources & Social Events

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COVID-19 might keep us from getting together in-person this year but it won't stop the AVCA Convention tradition of bringing the volleyball community together. Volleyball coaches and companies need each other now more than ever as we search for ways to move the sport forward and overcome unprecedented challenges. The virtual convention offers several resources and opportunities to connect and learn from each other.

- **Social/Networking Opportunities** – The virtual convention schedule will include music, games, giveaways, and other social events each day to give coaches/companies more opportunities to connect. In addition, the virtual platform allows all to contact each other through a chat, video call, or scheduling feature so you can reach out to your friends when they are using the platform.
- **Awards Ceremonies** – Even though most teams aren't playing until the spring that doesn't mean there aren't volleyball coaches and players that deserve to be recognized. The 2020 AVCA Hall of Fame inductees will be honored as well as club and high school award winners, ThirtyUnder30, Diversity and Coaches4Coaches scholarship winners, and a few surprise categories. Don't miss the opportunity to honor the best performers in our sport.
- **Volleyball Marketplace** – The virtual Volleyball Marketplace brings the exhibit show right to your home or office. Coaches can search for vendors, get product information, receive attendee product show specials, and schedule appointments directly. Coaches can visit exhibitor booths anytime to schedule an appointment. Have a team member available for live chats during "Exhibitor Meet & Greet" hours each day.
- **Career Center** – Visit the Virtual Career Center to search job openings, post resumes, review salary survey information by division/conference, and schedule appointments with career counselors including resume, sports industry, and legal experts. The Career Center booth in the Expo is the place to connect with others seeking to fill job openings or find a new coaching opportunity.
- **Research Center** – Stop by the Research Center booth in the Expo to review some of the most recent data and analytics from our sport. Several coaches and researchers have shared their work to benefit the volleyball community.
- **Podcast Center** – Visit the Podcast Center booth inside the Expo to access audio of some of your favorite volleyball and sports related podcasts. The podcasts will cover a variety of topics that will both educate and entertain coaches from every level.
- **College Open Dates & Tournament Scheduling Center** – The AVCA College Open Dates & Tournament Scheduling Center will provide college coaches an opportunity to review open dates submitted to the scheduling database as well as post your own open dates or tournaments. Coaches can visit the Scheduling Center booth inside the Expo to help complete their future competition schedule.

*\*More details including benefits and pricing in regards to The Virtual package option are located on the previous page, "Exhibitor Information".*

VOLLEYBALL MARKETPLACE



## AVCA Virtual Convention Platform Information

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### Virtual Convention Platform & Information

The AVCA Virtual Convention platform (Accelevents) is easy to use and navigate. Through the virtual platform attendees will enter through the event "Lobby" and can proceed to the "Main Stage" for events and keynotes, move to "Sessions" for presentations, visit the "Expo" to connect with exhibitors in Volleyball Marketplace, and much more. As a vendor, you'll have access to upload promotional materials, video, chat and set-up meetings.

Please see the information below for details on how the process will work:

- After you register and reserve your space for the event, AVCA staff will confirm receipt, review your application, get back with any questions and/or process payment.
- During the first week of November, you'll receive an e-mail from Accelevents that will provide you username and password information to begin to set-up your virtual booth. Attendees will not have access until December 16, 2020.
- Contact [toby.bishop@avca.org](mailto:toby.bishop@avca.org) or 859-219-3560 at any time with questions.

### Rules & Regulations

#### Space Rental

AVCA Corporate Partners and sponsors will receive top placement in the virtual platform. All other exhibitors will be listed in alphabetical order.

#### Cancellation of Contract

If the applicant cancels space within 30 days prior to the opening of the show, no refund will be made. Cancellations must be in writing and postmarks will be controlling. Exhibitors canceling prior to 30 days from the opening of the show will be refunded 50%.



## 2020 Convention Program Advertising Information

**The** AVCA Annual Convention is the largest gathering of volleyball coaches and club directors in the United States. Promoting your products and services at the convention is one of the most cost-effective ways to reach volleyball coaches and club directors from around the country who are the key purchasing decision makers for their teams and clubs. Several advertising opportunities are available that will work within almost any budget. **This year the AVCA Convention Program will be mailed out to all AVCA members.** Please contact Toby Bishop at 859-219-3560 for more details.

### Convention Advertising Options

#### 4-Color COVER Positions

BACK COVER	4-color, full page	\$3,000 SOLD
INSIDE FRONT COVER	4-color, full page	\$2,500 SOLD
INSIDE BACK COVER	4-color, full page	\$2,000

#### Advertisements

FULL PAGE color	\$1,500
HALF PAGE (horizontal) color	\$ 850
1/8 PAGE (credit card size)	\$ 300

#### Mechanical Requirements

Ad Size	Bleed (cover positions only)	Trim Size
Full Page	8 5/8 x 11 1/8	8 1/2 x 11
Half Horizontal	7 7/8 x 5 1/8	

#### Advertisement Submission Specifications

Advertisement sent in a hi-resolution PDF.

#### Deadline/Regulations

- Space deadline for advertising: October 9, 2020.
- Ad copy deadline to AVCA office: October 20, 2020.
- Ad changes will not be accepted after October 30, 2020.
- Must include a hard copy proof and contact name with file.
- Advertisements not provided in required formats will be subject to additional charges.
- All materials not requested to be returned will be discarded after one year.



VOLLEYBALL MARKETPLACE

## 2020 Convention Add-Ons & Sponsorships

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### **Social Media Package**

Add on to your convention experience with Social Media! The AVCA will be offering Social Media options for companies who want to gain exposure from December 8 –15. There will be Facebook and Twitter posts available for exhibitors who attend the convention. The AVCA will work with each exhibitor to maximize reach. Availability is on a First Come First Serve basis. Pricing will be as follows. Facebook Posts - \$500, Tweets - \$125 or one Facebook Post and one Tweet for \$575.

### **Volleyball Business Exchange**

Speed dating meets volleyball in the Volleyball Business Exchange. The exchange will consist of 5-minute appointments between volleyball club directors and convention exhibitors and will be broken up into 2 days (Wednesday, December 16 from 11 a.m.- noon and Thursday, December 17 from noon -1 p.m.). Each exhibitor will have 5 minutes to discuss how his or her product or service can benefit the club director. After one appointment is completed, the club director will immediately have another 5-minute appointment with a different exhibitor. Each club director will meet with each participating exhibitor for one 5-minute appointment. Exhibitors will have up to 24 appointments during the exchange. A maximum of 24 exhibitors will be eligible to participate on a first-come, first-served basis. Login instructions will be sent to sign-up list. Cost to participate is \$300.

### **AVCA Website Exhibitor List (Link name to URL)**

Have your company name linked to your website on AVCA's Convention page. The exhibitor listing is updated every Friday and includes new exhibitors for the week. Attendees can access the page from AVCA's Main Convention page ([www.avcaconvention.org](http://www.avcaconvention.org)) scrolling over the word "Marketplace" and clicking on "Exhibitor Listing". Cost is \$100.

### **Exhibitor Showcase Session**

This sponsorship provides you with the opportunity to record up to an hour presentation that can be accessed by registered convention attendees during the event. The presentation will also be available on-demand for viewing until mid-January. Submitted file should be MP4. Cost is \$1,000

### **Seminar Sponsorship**

Here's your opportunity to record up to a 2-3 minute message that will be played before a Convention session. You record the message, send to AVCA, pick a session that may have coaches you're interested in getting that message to and AVCA will do the rest. If you choose, you will have the opportunity to introduce the Keynote Speaker of the session. Script will be provided by AVCA. Submitted file should be MP4. Cost is \$100. This option is not available to competitors of AVCA Corporate Partners. For more information please contact **Toby Bishop** at [toby.bishop@avca.org](mailto:toby.bishop@avca.org) or 859.219.3560.



## Product Giveaway & Silent Auction

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### Product Giveaway

How can you get more volleyball coaches to visit your virtual booth during the convention? One of the most effective ways is to participate in a product giveaway! For any convention attendee that schedules an appointment or visits your booth, you can have a drawing and choose a winner. The AVCA will help promote your giveaway before and during the convention.

This is sure to drive traffic to your booth and leave you with more contacts than ever before. Don't miss out on this opportunity to stand out at this year's virtual show!

***Product Giveaway participation is FREE to all exhibitors that would like to take part. The AVCA will be sending information to attendees in the coming weeks regarding product discounts, show specials, or giveaways exhibitors will be offering during the convention.***

Contact **Toby Bishop** at [toby.bishop@avca.org](mailto:toby.bishop@avca.org) or 859-219-3560 for more information.

### AVCA Silent Auction

Are you looking for a way to get your company name and product or service in front of AVCA member coaches? Participation in the AVCA Silent Auction is sure to do just that. The Silent Auction will be all virtual this year and be open during the AVCA Virtual Convention dates (Wednesday, December 16 – Saturday, December 19 at noon).

The AVCA is seeking items with a minimum retail value of \$100. Some ideas include gift certificates, actual products, gift baskets, game tickets, trips, autographed items, sports memorabilia, etc. Click here to access the form and participate. The short description on the form and your company name will be featured on the AVCA Convention site.

The deadline for donating Silent Auction items is Friday, November 20. AVCA will communicate winning bids to all vendors. All auction items should be sent directly to the winning bidder. Please contact Joia Pollard at [joia.pollard@avca.org](mailto:joia.pollard@avca.org) for additional information.

The AVCA is a 501 (c) (3) charitable organization. Your donation may be tax deductible. Contact your tax professional for further information. All proceeds generated from the Silent Auction will go to support the AVCA Diversity Awards. This award provides promising minority volleyball coaches funding for professional development at the AVCA Convention. To donate please click the link above or complete form inside this kit and send it to Joia Pollard at [joia.pollard@avca.org](mailto:joia.pollard@avca.org).



## 2020 AVCA Convention | Silent Auction Donation Form

Click [here](#) for link to online application.

Contact Name: \_\_\_\_\_

School/Organization/Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Web site: \_\_\_\_\_

Short Description of Item: \_\_\_\_\_

Long Description: Your description can be up to 100 words in length. Please send pictures of items to [joia.pollard@avca.org](mailto:joia.pollard@avca.org).

Retail Value of the Item: \$\_\_\_\_\_

Auction items should be shipped directly to the winning bidder.

I acknowledge that by submitting and signing this form that I have read the AVCA Auction Guidelines and will abide by the requirements set therein.

Signed \_\_\_\_\_ Date \_\_\_\_\_





# 2020 AVCA Convention Marketplace Exhibitor Application

Please complete hard copy if sending by mail. Click [here](#) for link to online application.

Company Name (as it should appear on sign): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Web site: \_\_\_\_\_

For the convention program, give a BRIEF description of your product (100 word maximum): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Packages:** AVCA Virtual Package: ..... \$ \_\_\_\_\_

**Advertising:**

• Convention Program preferred color position: (first come, first serve)	BACK COVER .....	\$3,000 SOLD	\$ _____
	INSIDE FRONT COVER .....	\$2,500 SOLD	\$ _____
	INSIDE BACK COVER .....	\$2,500	\$ _____

• Convention Program color advertisements: (first come, first serve)	FULL PAGE .....	\$1,500	\$ _____
	HALF PAGE .....	\$850	\$ _____
	1/8 PAGE (credit card size) .....	\$300	\$ _____

• Coaching Volleyball Dec./Jan. issue 1/4 page color ad (exhibitors only) ..... \$750 \$ \_\_\_\_\_

**Add Ons:** Social Media Package: \$575 ..... \$ \_\_\_\_\_

Volleyball Business Exchange: \$300 ..... \$ \_\_\_\_\_

AVCA Website Exhibitor List (Link name to URL): \$100 ..... \$ \_\_\_\_\_

Exhibitor Showcase Session: \$1,000 ..... \$ \_\_\_\_\_

Seminar Sponsorship: \$1,000 ..... \$ \_\_\_\_\_

**TOTAL AMOUNT DUE** \$ \_\_\_\_\_

**Payment:**

Check (Make check payable to The American Volleyball Coaches Association)

Card (Visa, MasterCard, American Express, Discover)

Card Number: \_\_\_\_\_ Exp.: \_\_\_\_\_

Name on card: \_\_\_\_\_

**Send checks to:**

Toby Bishop, Sr. Sales Director  
American Volleyball Coaches Association  
2365 Harrodsburg Road, Suite A325  
Lexington, KY 40504

**Contact:**

Toby Bishop, toby.bishop@avca.org