



VOLLEYBALL MARKETPLACE

ADVERTISING & SPONSORSHIP OPPORTUNITIES

December 18 –21, 2024

Kentucky International Convention Center
Louisville, KY

*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.*



VOLLEYBALL MARKETPLACE

Exhibitor Information

SCHEDULE

Registration & Move-In (All times tentative)

Wednesday, Dec. 18th, 2–9 p.m.

Thursday, Dec. 19th, 9 a.m.–1 p.m.

Show Hours

Thursday, Dec. 19th, 1 p.m.–5:30 p.m.

Friday, Dec. 20th, 10:30 a.m.–7:30 p.m.

Saturday, Dec. 21st, 8:30 a.m.–3:15 p.m.

Move-Out

Saturday, Dec. 21st, 3:15–7:45 p.m.

HOTEL INFORMATION

Visit avcaconvention.org/hotels/ for convention hotel information. Room blocks will open September 20.

Marriott Louisville Downtown (Headquarters Hotel) - \$143/night

280 West Jefferson Street

Louisville, KY 40202

502.627.5045

Hyatt Regency Louisville - \$136/night

320 West Jefferson Street

Louisville, KY 40202

502.581.1234

Galt House - \$135/night

140 North Fourth Street

Louisville, KY 40202

502.589.5200

SpringHill Suites by Marriott Louisville Downtown - \$111/night (single), \$121/night (double)

132 East Jefferson Street

Louisville, KY 40202

502.569.7373

Omni Louisville Hotel - \$164/night

400 South 2nd Street

Louisville, KY 4002

502.313.6664

CONTACT

Toby Bishop

Sr. Sales Director, AVCA

2365 Harrodsburg Rd., Suite A325

Lexington, KY 40504

859.219.3560

toby.bishop@avca.org

AVCA Customer Service Rep.

Contact: Dallas Henson

Phone: 502.367.0254

Email: dhenson@fernexpo.com



Exhibitor Information

Why should your company attend the 2024 AVCA Volleyball Marketplace?

- 94% of all coaches and club directors attending visit the sponsor/exhibitor booths.
- 63% 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.
- 32% of all coaches attending made on-site purchases from exhibitors at the 2023 AVCA Convention in Tampa.

AVCA Member Package	Non Member Package
\$1,000 if received by Oct. 4, 2024	\$1,300 if received by Oct. 4, 2024
\$1,100 if received after Oct. 4, 2024	\$1,400 if received after Oct. 4, 2024
\$900 non-profit	\$1,200 non-profit
Package includes: <ul style="list-style-type: none"> • 10' deep x 10' wide booth, 8' high back wall, 3' high side wall • Company ID sign, booth number • 6' skirted table, two chairs, waste basket • Two (2) exhibitor badges - First Booth, One (1) exhibitor Badge each additional booth • Convention program publication listing • AVCA Web site - Convention page listing (Activate listing link to your Web site for an additional \$200. Link will stay active until June 30, 2025) • After-hours exhibit hall security • This package includes a one year membership to the AVCA. For new members the membership start date will begin when the exhibitor application is received at AVCA headquarters. Current members will have their membership extended one year from the original start date. • Additional booths - \$1,000 each • Complimentary Convention App Listing 	If you DID NOT attend the AVCA Convention as an exhibitor in 2023, please choose this option. Package includes: <ul style="list-style-type: none"> • All benefits of the AVCA Member Package not including the one year AVCA membership • Additional booths - \$1,000 each * For advertising information please contact Toby Bishop at 859.219.3560 or see the following convention advertising information page.

VOLLEYBALL MARKETPLACE



Advertising Information

The AVCA Annual Convention is the largest gathering of volleyball coaches and club directors in the United States. With over 3,000 attendees, 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. 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 SOLD

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 or upload your artwork to our FTP site.

Deadline/Regulations

- Space deadline for advertising: October 4, 2024.
- Ad copy deadline to AVCA office: October 11, 2024.
- Ad changes will not be accepted after October 25, 2024.
- Must include a hard copy proof and contact name with file.
- Advertisements not provided in required formats will be subject to additional charges.



2024 Convention Add-Ons

Session Sponsorship

How can you increase your exposure at the AVCA Convention? Convention session sponsors are given an opportunity to deliver a sales message during the first 3-4 minutes of the session as well as provide promotional materials to coaches who attend the session. This sponsorship is a budget friendly way to make your product or service stand out from the rest.

Meeting Space Rental

Looking for a place to do demos or have extended meetings with clients in a quiet location? The AVCA will have rooms set up for rent to meet your needs. Rooms can include A/V if needed. For more information regarding availability, etc. please contact Toby Bishop at toby.bishop@avca.org or 859-218-3560.

Premium Registration

Enhance your convention experience by adding a premium upgrade to your convention registration package. Take advantage of these added benefits to broaden your knowledge, expand your networking base, and make the most of your time in Louisville.

- **Bourbon Tasting Experience** – enjoy a private bourbon tasting on Friday evening as part of your registration upgrade and experience why Kentucky is known as the bourbon capital of the world
- **Preferred NCAA Ticket** – get closer to the action with premier tickets in the AVCA 100 level sections of the KFC Yum! Center
- **Preferred Banquet Seating** – enjoy a reserved prime seating location at both The AVCA USMC Honors and AVCA All-American/Players of the Year Banquets
- **Invitation Only Education Session** – learn from one of the top coaches in the sport in this session only for coaches with the premium registration upgrade
- **Early Sign-Up Access for Small Group Education (Learning Labs and Coaching Camps)** – receive the first opportunity to sign-up for the always popular Learning Lab and Coaching Camp sessions with limited capacities
- **Early Access to Convention Video Recordings** – be the first to receive access to convention education session recordings after the convention
- **Priority Line at AVCA Registration** – skip the wait and pick-up your convention credential or get your questions answered quickly in a priority line only for coaches with premium upgrade registrations
- **Private Meeting Room** – take advantage of a private meeting space available to schedule in 30-minute blocks for any onsite business meetings

Exhibitors can also benefit by purchasing premium convention registrations for their best coach clients. This investment shows coaches they are valued resulting in stronger relationships and brand loyalty.

The premium registration upgrade is \$225 available as an add-on to any convention registration package. Exhibitors purchasing the upgrade for clients may purchase (5) premium upgrades for \$1,000. AVCA is limiting the number of premium upgrade packages to (50) on a first-come, first-served basis. Please contact Lauren Miller at members@avca.org or 859-226-4315 if you have any questions.



2024 Convention Add-Ons

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 11–18. 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 - \$550, Tweets - \$150 or one Facebook Post and one Tweet for \$625.

Bag Insert

Here's your opportunity to include an 8 1/2 x 11 "one-sheeter" in all AVCA Convention attendee registration bags. Your company will develop the piece and send it to the convention center (address to be given once item is purchased) and the AVCA will place each "one-sheeter" into attendee registration bags to be picked up by convention attendees prior to entering the exhibit hall. This opportunity has been one of the most popular add-ons each year at the convention. Cost for an insert is \$600.

Phenom Exhibit Show

For the first time, the AVCA will have a marketplace in conjunction with its Girls Talent Showcase. This Showcase is a recruiting events developed for college coaches attending the AVCA Convention. The event is open to uncommitted and unsigned high school girls' volleyball players. AVCA expects approximately 600 student-athletes to participate over 3 waves with 200 kids per wave. Since the Phenom Program started in 2012, 80% of athletes participating in the Talent Showcase end up on college rosters. The event will take place in North Hall D & E of the Kentucky International Convention Center.

SCHEDULE

Move-In

Thursday, Dec. 19th, 2:30 – 5:30 pm
Friday, Dec. 20th, 8 – 9 am

SHOW HOURS

Friday, Dec. 20th, 9 am – 3:30 pm
Saturday, Dec. 21st, Noon – 5:30 pm

Move-Out

Saturday, Dec. 21st, 5:30 – 7:45 pm

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 from 5:30 –7:30 p.m. on Wednesday, December 18. 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. Cost to participate is \$300.



2024 Convention Add-Ons

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 open during Volleyball Marketplace hours and will be located near registration.

The AVCA is seeking items with a minimum retail value of \$100. Some ideas include sports equipment or gear, electronics, gift certificates, gift baskets, game tickets, trips, autographed items, sports memorabilia, etc. [CLICK HERE](#) or scan the code to donate a product or service using the online Silent Auction Donation Form, and get your company featured on the AVCA Convention site.



All donations will be displayed in the AVCA Silent Auction area near registration. The deadline for donating Silent Auction items is Tuesday, December 2. Auction items may be shipped to AVCA Headquarters with items arriving by December 2, or brought to the AVCA Convention in Louisville and dropped off at AVCA registration on December 18, or by 8:00 a.m. EST on December 19. To maximize your exposure, view the [Silent Auction Donation Guidelines](#) for tips and types of donations that have been popular in the past. Don't miss the opportunity to stand out at this year's show!

Please contact Tara McGuire at tara.mcguire@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. These awards provides promising minority volleyball coaches funding for professional development at the AVCA Convention.

To donate, please [CLICK HERE](#) to complete the online form.

VOLLEYBALL MARKETPLACE



2024 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 Member Package: \$ _____

Non-Member Package: \$ _____

Additional Booth(s): @ \$1,000 each \$ _____

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 SOLD \$ _____

• Convention Program color advertisements: (first come, first serve) FULL PAGE \$1,500 \$ _____

HALF PAGE \$850 \$ _____

1/8 PAGE (credit card size) \$300 \$ _____

• Listing on the AVCA Member Scavenger Hunt form (FREE - for those who spend a minimum of \$2,000 in convention sponsorship)

Add Ons: Social Media Package: \$625 \$ _____

Bag Insert: \$600 \$ _____

Volleyball Business Exchange: \$300 \$ _____

AVCA Website Exhibitor List (Link name to URL): \$200 \$ _____

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:

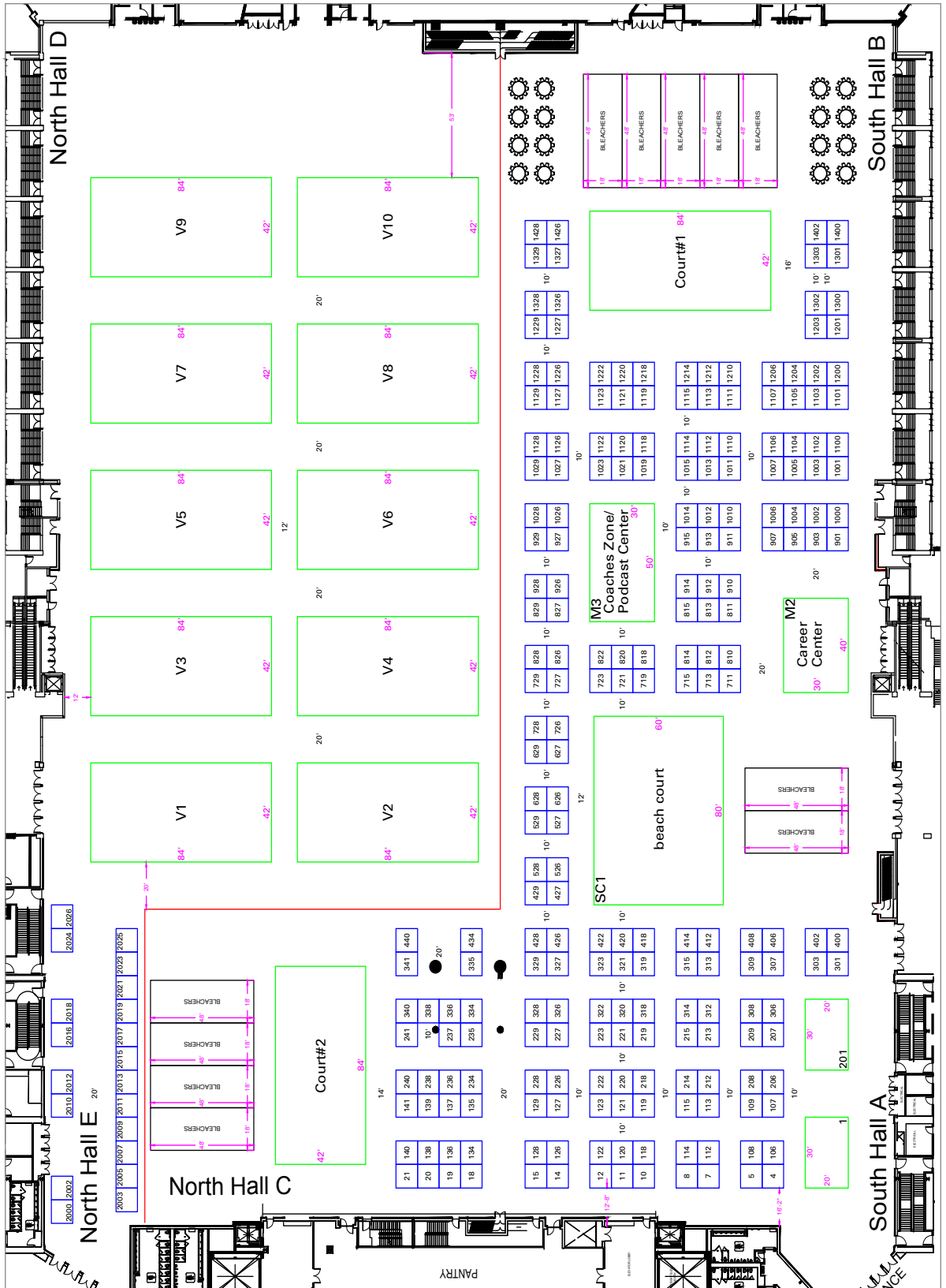
Toby Bishop, Sr. Sales Director
American Volleyball Coaches Association
2365 Harrodsburg Road, Suite A325
Lexington, KY 40504

Toby Bishop, toby.bishop@avca.org



2024 AVCA Convention | Volleyball Marketplace

VOLLEYBALL MARKETPLACE





Rules and Regulations | 2024 AVCA Volleyball Marketplace

Limitations

- No exhibitor shall be permitted to distribute lanyards or promotional bags at Volleyball Marketplace. For more information please contact Toby Bishop at 859-219-3560.

Space Rental

- **Floor Plan**—All dimensions and locations shown on the official floor are believed, but not warranted, to be accurate. The American Volleyball Coaches Association reserves the right to make such changes as may be necessary to meet the needs of the exhibitors and the Marketplace program. Exhibitors will be given space in the order in which their applications are received. AVCA corporate partners, sponsors, and advertisers will receive first choice of booth space.

- **Cancellation of Show**—In the event of fire, strikes or other uncontrollable circumstances rendering the exhibit area unfit or unavailable for use, or causing the exhibition to be cancelled 15 days or more prior to the opening date of such event, this contract will not be binding and payments will be refunded.

- **Electricity**—Electricity is the responsibility of the exhibitor. A form will be sent with the exhibitor kit from George Fern Co., the official decorator of Volleyball Marketplace.

Cancellation of Contract

- **Late Cancellation**—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 80 percent. No refund will be made for NCAA match tickets purchased.

Construction, Installation and Use of Exhibit Facilities

- **Acceptability of Exhibits**— All exhibits shall be used to serve the interest of the members of the AVCA and shall be operated in such a way. The AVCA reserves the right to require the immediate withdrawal or modification of any exhibit that is believed to be injurious to the purpose of the membership. In the event of such restriction or eviction, the AVCA is not liable for any refund of rental fees or any other exhibit-related expense.

- **Restrictions on Use of Space**—No exhibitor shall sublet, assign or share any part of the space allocated in the exhibit hall. Aisle space shall not be used for exhibit purposes, display signs, solicitation or distribution of promotional material. Exhibits, signs and displays are also prohibited in any public space or elsewhere on the premises of the meeting facilities or in the guestrooms or hallways of the hotel. Operation of sound amplification devices is not allowed.

- **Construction of Exhibits**—Exhibits shall be constructed and arranged so that they do not obstruct the general view, nor hide the exhibits of others. Nothing shall be displayed above the back of the booth.

- **Drayage**—Advance shipments of exhibit material must be made to a George Fern Co. representative as indicated in the exhibitor kit forthcoming. No supplies, inserts or materials are to be sent to AVCA hotels.

- **Damage to Exhibit Facility**—The exhibitor must surrender rented space in the same condition it was at commencement of occupation. The exhibitor or agent shall not injure or deface the walls, columns, or floors of the exhibit facilities, the booths or the equipment or furniture of the booth. When such damage appears, the exhibitor shall be liable for all cost incurred to the owners of the property so damaged. The management agent reserves the right to select contractors for such repairs.

VOLLEYBALL MARKETPLACE



Rules and Regulations | 2024 AVCA Volleyball Marketplace

Liability and Insurance

- **Security**—The protection of the property of exhibitors shall at all times remain in the sole responsibility and custody of each exhibitor. The Exhibit Management will provide watchpersons during the hours the exhibition is not operating, but furnishing of such services shall not be construed to be any assumption of obligation or duty with respect to the property protection of the exhibitor.
- **Responsibility of the AVCA**—The exhibitor assumes the entire responsibility for losses, damages, and claims arising out of injury or damage to exhibitor’s displays, equipment and other property brought upon the premises of the convention center, its agents, servants and employees from any and all such losses, damages and claims. Insurance and liability are the full and sole responsibility of the exhibitor.
- **Show Management Responsibility**—AVCA’s contract with the facility supercedes the contract it has with exhibitors.

VOLLEYBALL MARKETPLACE



2024 AVCA Convention Sponsorship Opportunities

VOLLEYBALL MARKETPLACE

	PLATINUM \$20,000+	GOLD \$10,000 - \$19,999	SILVER \$5,000 - \$9,999	BRONZE \$1,000 - \$4,999
Right to display two company banners within the exhibit hall	•			
Access to electronic version of AVCA membership attendee lists per request	•			
Tickets to all banquets, receptions, and NCAA semi-final/ final Championship Matches	4	2	1	
Complimentary exhibit booth spaces (10'x10')	4	2	1	
Full color advertisement in Convention Program	full page	full page	1/2-page	
Insert one 8½ x11 single sheet promotional piece in registration bags	•	•	•	
Sponsor listing in Convention Program	•	•	•	•
Link on AVCA.org exhibitor Page	•	•	•	•

*Level of sponsorship is determined by sponsorship fee plus cost of essential convention items - not including promotional giveaways, travel, registration, etc.
Please note that all AVCA promotional opportunities are sold on a first come, first serve basis.

For advertising information or to secure a contract, please contact Toby Bishop at 866.544.2822 x3560, toby.bishop@avca.org