



VOLLEYBALL MARKETPLACE

ADVERTISING & SPONSORSHIP OPPORTUNITIES

December 17-20, 2025

Kansas City Convention Center

Kansas City, MO



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.

Updated 08/28/2025



VOLLEYBALL MARKETPLACE

Exhibitor Information

SCHEDULE

Registration & Move-In (All times tentative)

Wednesday, December 17, 2 - 9 pm

Thursday, December 18, 9 am - 1 pm

Show Hours

Thursday, December 18, 1 - 5:30 pm

Friday, December 19, 10:30 am - 7:30 pm

Saturday, December 20, 8:30 am - 2 pm

Move-Out

Saturday, December 20, 2 - 6:30 pm

HOTEL INFORMATION

Visit avcaconvention.org/hotels for convention hotel information. Room blocks will open September 19.

Kansas City Marriott Downtown (Co-Headquarters Hotel) - \$155/night

200 West 12th St.

Kansas City, MO 64105

816.421.6800

Loews Kansas City Hotel (Co-Headquarters Hotel) - \$169/night

1515 Wyandotte St.

Kansas City, MO 64108

816.897.7070

Crowne Plaza Kansas City Downtown - \$149/night

1301 Wyandotte St.

Kansas City, MO 64105

816.474.6644

Hotel Phillips Kansas City - \$165/night

106 W. 12th St

Kansas City, MO 64105

816.221.7000

Holiday Inn Express Kansas City Downtown - \$145/night

417 E. 13th St.

Kansas City, MO 64106

816.474.1000

Hotel KC - \$165/night

1228 Baltimore Ave.

Kansas City, MO 64105

816.685.1228

CONTACT

Toby Bishop

Senior 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



VOLLEYBALL MARKETPLACE

Exhibitor Information

Why should your company attend the 2025 AVCA Volleyball Marketplace?

92% of all coaches and club directors attending **visit the sponsor/exhibitor booths.**

58% 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.

37% of all coaches attending **made on-site purchases** from exhibitors at the 2024 AVCA Convention in Louisville.

AVCA Member Package

\$1,000 *if received by Oct. 3, 2025*

\$1,100 *if received after Oct. 3, 2025*

\$900 *Non-Profit*

Package Includes:

- 10' deep x 10' wide booth, 8' high back wall, 3' high side wall
- Company ID sign, booth number
- 6' skirted table, two (2) chairs, waste basket
- Two (2) exhibitor badges for the first booth; One (1) exhibitor badge for each additional booth
- Convention program publication listing
- AVCA website Convention page listing (Activate listing link to your website for an additional \$200. Link will stay active until June 30, 2026.)
- After-hours exhibit hall security
- 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

Non-Member Package

\$1,300 *if received by Oct. 3, 2025*

\$1,400 *if received after Oct. 3, 2025*

\$1,200 *Non-Profit*

If you DID NOT attend the AVCA Convention as an exhibitor in 2024, please choose this option.

Package Includes:

- 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 **more than 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 859.219.2560 for more details.

CONVENTION ADVERTISING OPTIONS

4-Color COVER Positions

BACK COVER	full color, 8.5" x 11"	\$3,000
INSIDE FRONT COVER	full color, 8.5" x 11"	\$2,500
INSIDE BACK COVER	full color, 8.5" x 11"	\$2,000

Advertisements

FULL PAGE	full color, 8.5" x 11"	\$1,500
HALF PAGE (Horizontal)	full color, 7.875" x 5.125"	\$850
1/8 PAGE (Credit Card Size)	full color, 1/8 page	\$300

Mechanical Requirements

Ad Size	Bleed (cover positions only)	Trim Size
Full Page	8.625" x 11.125"	8.5" x 11"
Half Horizontal	no bleed	7.875" x 5.125"
1/8 Page	no bleed	3.5" x 2.5"

Advertisement Submission Specifications

Advertisement sent in a high-resolution print-ready PDF.

Deadlines/Regulations

- Space deadline for advertising: **October 3, 2025**
- Ad copy deadline to AVCA office: **October 10, 2025**
- Ad changes will not be accepted after **October 24, 2025**
- Must include a hard copy proof and contact name with file.
- Advertisements not provided in required formats will be subject to additional charges.



VOLLEYBALL MARKETPLACE

2025 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 859.219.3560.

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 Kansas City.

- **Preferred NCAA Ticket** – get closer to the action with premier tickets in the AVCA lower level sections of T-Mobile Arena
- **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
- **Exclusive Gift** – enjoy an exclusive, deluxe gift as a thank you for supporting the AVCA Convention

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 \$199 available as an add-on to any convention registration package. Exhibitors purchasing the upgrade for coaches may purchase (5) premium upgrades for \$799. 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.

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 10-17. 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-served basis. Pricing will be as follows:

- **Facebook Posts:** \$550
- **Tweets:** \$150
- **One Facebook Post + One Tweet:** \$625



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2025 Convention Add-Ons

Bag Insert

Here's your opportunity to include an 8.5" 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

The AVCA will have a marketplace in conjunction with its Girls Talent Showcase. This Showcase is a recruiting event 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 Hall E of the Kansas City Convention Center.

SCHEDULE

Move-in:

Thursday, December 18, 2:30 - 5:30 pm

Friday, December 19, 8 - 9 am

Show Hours

Friday, December 19, 9 am - 4 pm

Saturday, December 20, Noon - 5:30 pm

Move-Out

Saturday, December 20, 5:30 - 7:30 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 8:30 - 10:30 am on Friday, December 19 at Mateflex Court 1. 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.



VOLLEYBALL MARKETPLACE

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 Giving Tuesday, December 2. Auction items may be shipped to AVCA Headquarters with items arriving by December 2, or brought to the AVCA Convention in Kansas City and dropped off at AVCA registration on December 17, or by 8:00 a.m. CT on December 18. 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 T.E.A.M. Awards. These awards demonstrate the AVCA's commitment to the coaching profession by providing coach development opportunities and professional development programming at the AVCA Convention.

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

How much exposure can you expect through your donation to the AVCA Silent Auction?

- **118,000+ Social Media Reach** – Items donated to the auction are promoted on the AVCA's social media with nearly 300,000 cumulative total followers (Facebook + Instagram + X). Auction posts reached over 118,000 last year!
- **11,450+ AVCA eNewsletter Subscribers** – Our auction is promoted to AVCA members nationwide via AVCA eNewsletter with 11,450 subscribers. 4,400 coaches opened AVCA eNewsletters promoting the auction last year.
- **3,350 AVCA Members and Connected Coaches Open Auction Promo Emails.** Companies who support the auction plus products and services donated are featured.
- **2,800+ AVCA Convention Attendees** - Products and services donated to the auction are displayed in a high traffic area at convention next to registration, and items featured in the Silent Auction will direct traffic to your company's booth at convention.
- **AVCA Convention Website Links to Companies that Support the Auction** and is seen by thousands of volleyball coaches and club directors!

Analytics are based on the 2024 AVCA Silent Auction.

DONATE TO THE AUCTION





2025 AVCA Convention Marketplace Exhibitor Application

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

Company Name (as it should appear on sign): _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____ Title: _____

Phone: _____

Email: _____ Website: _____

For the convention program, give a BRIEF description of your product (100 words max.):

Exhibitor Packages:

- | | |
|---|----------|
| ☐ AVCA Member Package | \$ _____ |
| ☐ Non-Member Package | \$ _____ |
| ☐ Additional Booth(s) (\$1,000 each) | \$ _____ |

Advertising:

Convention program preferred position
(first come, first served)

- | | |
|---|----------|
| ☐ Back Cover (\$3,000) | \$ _____ |
| ☐ Inside Front Cover (\$2,500) | \$ _____ |
| ☐ Inside Back Cover (\$2,500) | \$ _____ |

Convention program advertisements
(first come, first served)

- | | |
|--|----------|
| ☐ Full Page (\$1,500) | \$ _____ |
| ☐ Half Page (\$850) | \$ _____ |
| ☐ 1/8 Page (\$300) | \$ _____ |

- | | |
|---|----------|
| ☐ Listing on the AVCA Member Scavenger Hunt Form
<i>(FREE for those who spend a minimum of \$2,000 in convention sponsorship)</i> | \$ _____ |
|---|----------|

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 payable to The American Volleyball Coaches Association)

Send checks to: Toby Bishop, Senior Sales Director
American Volleyball Coaches Association
2365 Harrodsburg Road, Suite A325
Lexington, KY 40504

- ☐ **Card** (Visa, MasterCard, American Express, Discover)

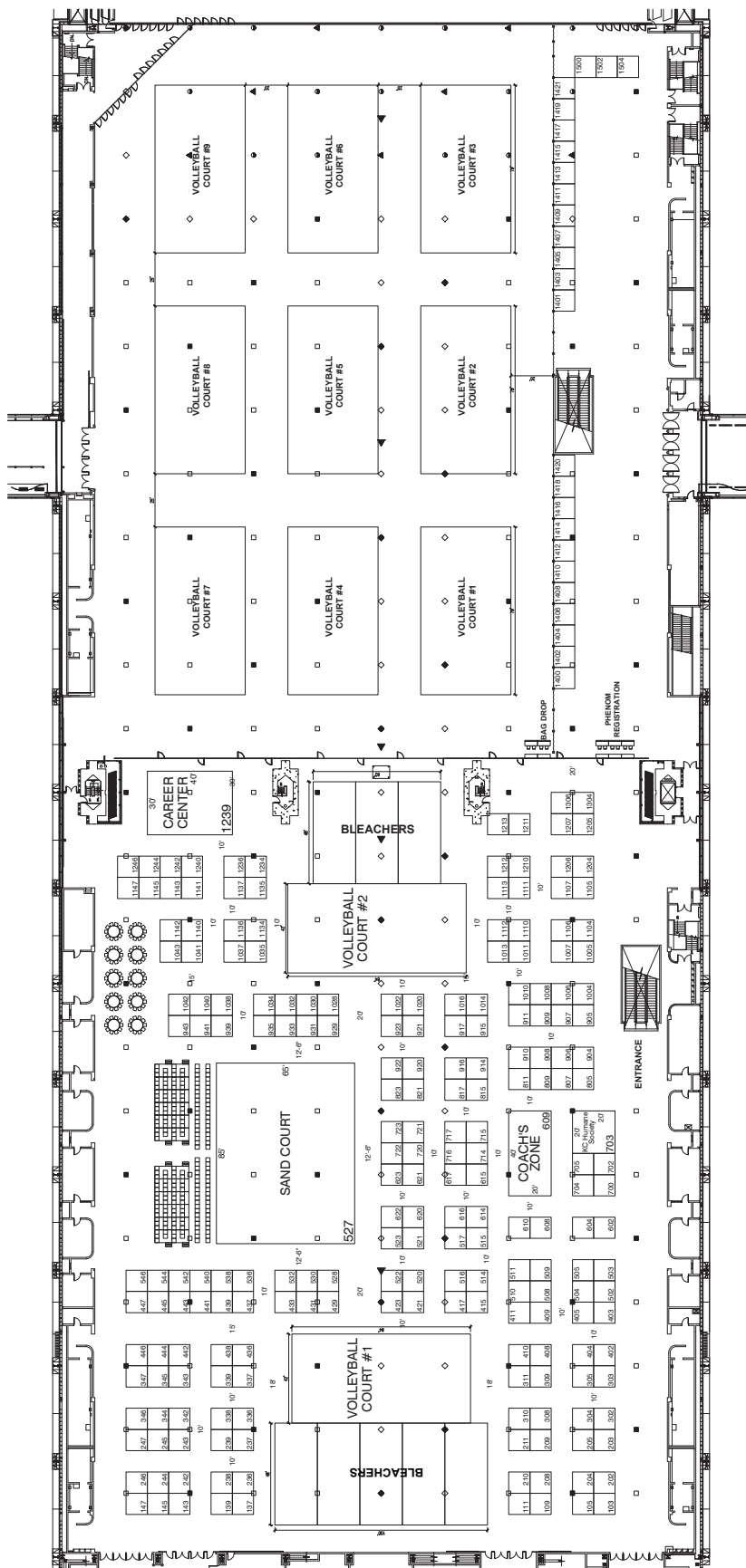
Card Number: _____ Exp: _____

Name on Card: _____



VOLLEYBALL MARKETPLACE

2025 AVCA Convention Floor Plan





VOLLEYBALL MARKETPLACE

Rules & Regulations

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 location 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 canceled 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 or 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 hid 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 the 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 costs incurred to the owners of the property so damaged. The management agent reserves the right to select contractors for such repairs.



VOLLEYBALL MARKETPLACE

Rules & Regulations

Liability and Insurance

- **Security** – The protection of the property of exhibitors shall at all times remain the sole responsibility and custody of each exhibitor. The Exhibit Management will provide watch persons 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 supersedes the contract it has with exhibitors.