



VOLLEYBALL MARKETPLACE

ADVERTISING & SPONSORSHIP OPPORTUNITIES

December 16-19, 2026
Gonzalez Convention Center
San Antonio, TX



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 08/07/2026



VOLLEYBALL MARKETPLACE

Exhibitor Information

SCHEDULE

Registration & Move-In (All times tentative)

Wednesday, December 16, 2 - 9 pm

Thursday, December 17, 9 - 11:30 am

Show Hours

Thursday, December 17, 11:30 am - 4:30 pm

Friday, December 18, 10:30 am - 7:30 pm

Saturday, December 19, 8:30 am - 2 pm

Move-Out

Saturday, December 19, 2 - 6:30 pm

HOTEL INFORMATION

Visit avcaconvention.org/hotels for convention hotel information. Room blocks will open September 18.

San Antonio Marriott Rivercenter/Riverwalk (Headquarters Hotel) - \$169/night

101 Bowie St.

San Antonio, TX 78205

210.233.1000

Westin San Antonio Riverwalk Hotel- \$167/night

420 W. Market St.

San Antonio, TX 78205

210.224.6500

The Menger Hotel - \$139/night

204 Alama Plaza

San Antonio, TX 78205

210.223.4361

SpringHill Suites by Marriott Alamo Plaza - \$144/night

411 Bowie St.

San Antonio, TX 78205

210.222.2121

Fairfield Inn & Suites by Marriott Alama Plaza - \$139/night

422 Bonham St.

San Antonio, TX 78205

210.212.6262

CONTACT

Toby Bishop

Chief Partnerships Officer, AVCA

2365 Harrodsburg Rd., Suite A325

Lexington, KY 40504

859.219.3560

toby.bishop@avca.org

Heritage Customer Service

Phone: 800.360.4323

Email: exhibitor.services@heritagesvs.com



VOLLEYBALL MARKETPLACE

Exhibitor Information

Why should your company attend the 2026 AVCA Volleyball Marketplace?

89% of all coaches and club directors attending **visit the sponsor/exhibitor booths.**

55% 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.

33% of all coaches attending **made on-site purchases** from exhibitors at the 2025 AVCA Convention in Kansas City.

AVCA Member Package

\$1,200 *if received by Oct. 2, 2026*

\$1,300 *if received after Oct. 2, 2026*

\$1,100 *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, 2027.)
- After-hours exhibit hall security
- Additional booths - \$1,200 each
- Complimentary Convention App Listing

Non-Member Package

\$1,500 *if received by Oct. 2, 2026*

\$1,600 *if received after Oct. 2, 2026*

\$1,400 *Non-Profit*

If you DID NOT attend the AVCA Convention as an exhibitor in 2025, please choose this option.

Package Includes:

- All benefits of the AVCA Member Package not including the one year AVCA membership
- Additional booths - \$1,200 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 2, 2026**
- Ad copy deadline to AVCA office: **October 9, 2026**
- Ad changes will not be accepted after **October 23, 2026**
- 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

2026 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 the Alamodome
- **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 Post:** \$500
- **Instagram Post:** \$250
- **One Facebook Post + One Instagram Post:** \$625



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2026 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.

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 4 - 6 pm on Wednesday, December 16 at Court 2. 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 18 appointments during the exchange. A maximum of 18 exhibitors will be eligible to participate on a first-come, first-served basis. Cost to participate is \$300.

Semifinal Matches Watch Party

Don't want to attend the NCAA semifinal matches in person this year? Meet up with your friends at [Smoke Skybar](#) for a watch party! Smoke Skybar offers multiple large screens for viewing as well as private indoor/outdoor rooftop space for AVCA coaches overlooking the city. The party will include games, music, prize giveaways and fun. Food and beverages will be available for purchase.

Smoke Skybar is located at 1100 E. Houston St. which is a 6-minute walk from the Marriott Rivercenter/Riverwalk and Henry B. Gonzalez Convention Center.

As an exhibitor, you'll have the opportunity to purchase a package of drink tickets for your team or customers. Package includes 10 drinks for \$150. Drinks include beer and wine.

Convention Closeout Day

On the final day of Volleyball Marketplace (**Saturday, December 18**) AVCA will spotlight participating exhibitors through a special **Convention Closeout Day** promotion designed to help drive attendee traffic directly to your booth.

Have a special offer, exclusive discount, giveaway, or other incentive you'd like to feature? Let us know, and AVCA will help promote your participation to attendees through a variety of communication channels. To build anticipation and maximize impact, your offer will be revealed to attendees on **Friday evening** via push notifications through the convention app, e-blasts, and other event communications.* P

participation is completely voluntary, but if you'd like to be part of the fun and take advantage of this added exposure, please include your offer when submitting your exhibitor application.

**Communication methods subject to change.*



VOLLEYBALL MARKETPLACE

AVCA Silent Auction

Put Your Brand in Front of Thousands of Volleyball Coaches and Decision-Makers

The **2026 AVCA Silent Auction** is a simple, affordable way to showcase your products and services to thousands of volleyball coaches, club directors, and decision-makers attending the AVCA Convention in **San Antonio, December 16-20**. **[DONATE TODAY!](#)**

The AVCA is seeking donations with a minimum retail value of **\$100**. Popular items include volleyball equipment and apparel, coach and player gifts, electronics, gift cards, themed gift baskets, travel packages, event tickets, spa products, and sports memorabilia.

Donating multiple items? Bundle multiple products or services into a single item package on one [donation form](#), or complete a separate [form](#) for each item you would like auctioned individually.

Donate by Giving Tuesday – December 1

To ensure your item is displayed in the Silent Auction display area at convention, please:

- **Ship by Dec. 1** to AVCA, Attn: Tara Swan, 2365 Harrodsburg Rd., Suite A325, Lexington, KY 40504
- **Hand-deliver** to AVCA Convention registration staff in San Antonio **by 8:00 a.m. CT on December 17**

How Much Exposure can your AVCA Auction Donation Generate?

- **39,000+ Social Media Reach** – Auction items are promoted across AVCA channels, reaching users within our 315,000+ follower base
- **13,500+ Volleyball Coaches Open AVCA eNewsletters** featuring auction items
- **3,350+ Marketing Email Opens** – Dedicated auction emails spotlight your company and donation
- **3,000+ Convention Attendees** – Auction items are displayed in a high-traffic area near registration, with signage to help drive visitors to your booth
- **1,100+ Auction Catalog Views** – Your logo, website, product information and booth number are featured in our catalog online
- **AVCA Convention Website Exposure** – Recognition and links on the AVCA Convention website

**Analytics are based on the 2025 AVCA Silent Auction.*

Supporting a Great Cause

100% of proceeds benefit the AVCA T.E.A.M. Awards, supporting Togetherness, Empowerment, Accessibility, and Mentoring within the volleyball coaching community.

The AVCA is a **501(c)(3) charitable organization**. Your donation may be tax deductible. Please consult your tax professional for additional information.

Questions? Contact Tara Swan at tara.swan@avca.org or visit avcaconvention/auction.

DONATE TO THE AUCTION





2026 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.):

Please include special offer if participating in the Convention Closeout Day:

Exhibitor Packages:

- | | |
|---|----------|
| ☐ AVCA Member Package | \$ _____ |
| ☐ Non-Member Package | \$ _____ |
| ☐ Additional Booth(s) (\$1,200 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) | \$ _____ |

Add-Ons:

- | | |
|---|----------|
| ☐ Social Media Package (\$625) | \$ _____ |
| ☐ Bag Insert (\$600) | \$ _____ |
| ☐ Volleyball Business Exchange (\$300) | \$ _____ |
| ☐ AVCA Website Exhibitor List (Link name to URL) (\$200) | \$ _____ |
| ☐ Semifinal Matches Watch Party - Drink Ticket Package (\$150) | \$ _____ |

TOTAL AMOUNT DUE

\$ _____

Payment

- ☐ **Check** (Make payable to The American Volleyball Coaches Association)

Send checks to: Toby Bishop, Chief Partnerships Officer
American Volleyball Coaches Association
2365 Harrodsburg Road, Suite A325
Lexington, KY 40504

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

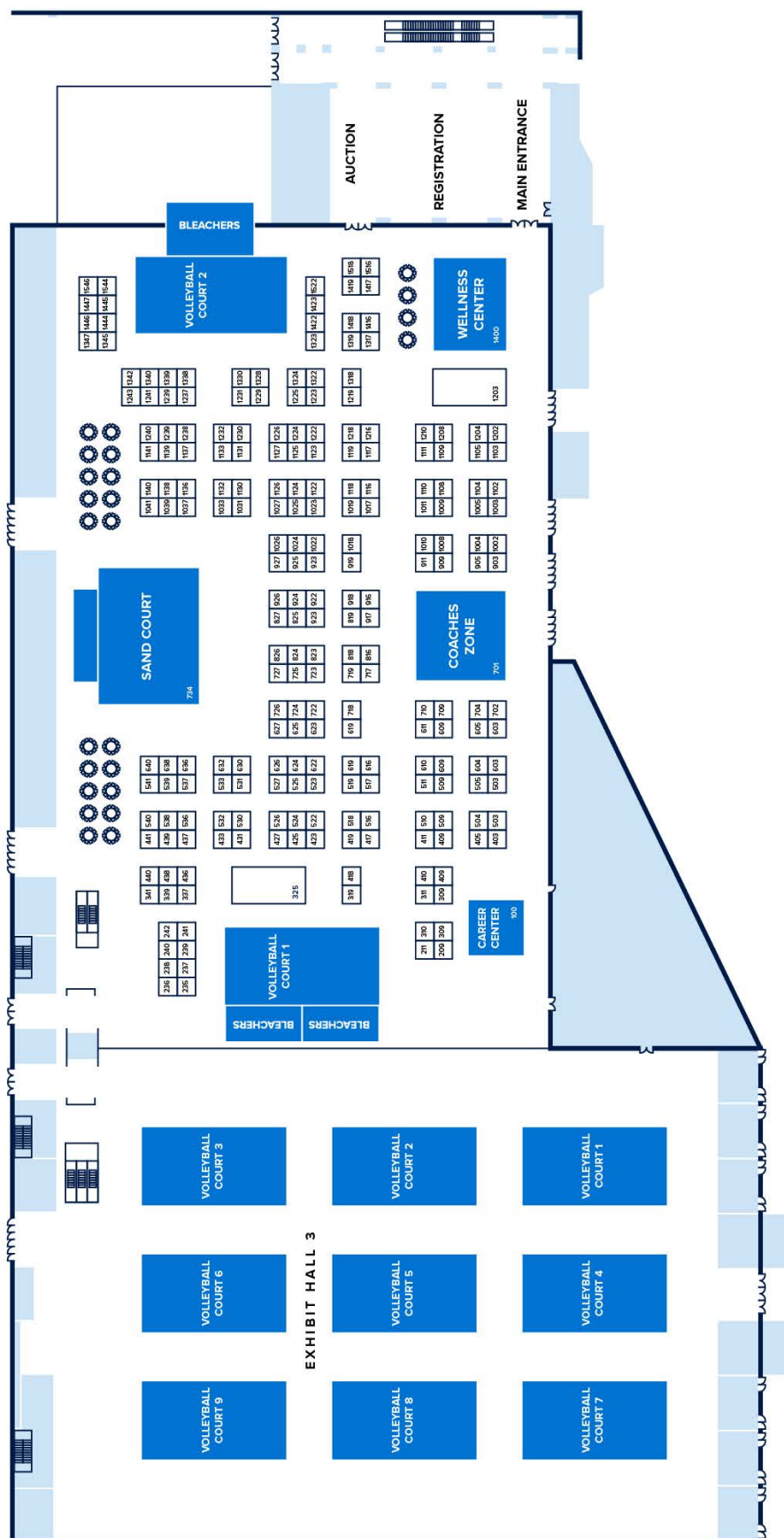
Card Number: _____ Exp: _____

Name on Card: _____



VOLLEYBALL MARKETPLACE

2026 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 Heritage Exposition Services, 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 Heritage Exposition Services 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 or 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.