



2021 NSCA TACTICAL **ANNUAL TRAINING**

EXHIBITOR PROSPECTUS

AUGUST 3-6, 2021 | NORFOLK, VA

2021 NSCA TACTICAL ANNUAL TRAINING

AUGUST 3-6 | NORFOLK, VA

Hilton Norfolk The Main

Return signed contract and payment to: NSCA / Attn: Conference Department

1885 Bob Johnson Dr. / Colorado Springs, CO 80906

Fax: 412-774-0309/ Email: exhibitors@nsca.com

COMPANY INFORMATION *(List your company information below EXACTLY as it should appear in the Program Book.)*

Company Name _____

Exhibit as (if different from the above) _____

Address _____ City _____

State/Province _____ Zip/Postal Code _____ Country _____

Toll-Free Telephone (_____) _____ Local Telephone (_____) _____

Fax (_____) _____ Website _____

Company Email _____

Brief company description to be included in the conference digital app. (3 sentences, this can be emailed for accuracy)

BOOTH POINT OF CONTACT *(if different than above)*

Contact Name _____

Contact Telephone (_____) _____

Contact Email _____

By signing below, our company agrees to abide by NSCA's rules and regulations as noted on the next page of this contract.

Authorized Signature _____ Date _____

Name (please print) _____ Title _____

| EXHIBITOR BOOTH FEES | Thru July 1 | After July 1 |
|--|-----------------------|------------------------|
| 1 Booth | \$995 | \$1095 |
| 2 Booths | \$1490 | \$1690 |
| 3 Booths | \$2010 | \$2310 |
| Each Additional Booth (4+) | \$725 | \$825 |
| Additional Charge for Each Corner Booth | \$200 | \$200 |

Total cost for order (from pg.4) + \$ _____

Total booth amount enclosed* + \$ _____

***Before July 1, 50% deposit required, after July 1 full payment due. *Full Amount Due \$ _____**

**Select your
top (3) booth
choices from
the exhibitor
floorplan.**

1st choice: _____

2nd choice: _____

3rd choice: _____

PAYMENT INFORMATION ☐ Check (pay to "NSCA")

☐ VISA ☐ MasterCard ☐ AMEX ☐ Discover

NOTE: All checks must be received no later than two weeks prior to the conference, otherwise space will be released.

Name on Card _____

Card/Check # _____

Exp. Date _____

Auth. Signature _____

☐ NSCA Sponsor

☐ Make payments easier, save credit card number on file

NOTE: A 50% deposit is due with this signed contract to hold space at NSCA. Payment must be made to "NSCA".

Final payment is due by 7/2/21. NSCA will not hold space without a contract and full payment after this date. See cancellation policy on next page.

FOR THE MOST UPDATED FLOOR PLAN PLEASE CONTACT THE CONFERENCES DEPARTMENT

Email: exhibitors@nsca.com | **Phone:** 941-371-4523

NSCA USE ONLY

Booth # Assigned _____ Total Cost of Space _____ Deposit Received _____ Date _____

Balance Due _____ Date _____ Balance Paid _____ Date _____

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HILTON NORFOLK, THE MAIN - NORFOLK, VA

These rules and regulations are a part of the contract between NSCA and the Exhibitor. NSCA reserves the right to render all interpretations and decisions, should questions arise, and to establish further regulations as may be deemed necessary to the general success and well-being of the exposition. NSCA's decisions and interpretations shall be accepted as final in all cases.

- 1. Contract for Payment and Space:** All applications must be accompanied by a deposit amount of 50% of the total booth cost, payable to the National Strength and Conditioning Association (NSCA), which will be applied to the full cost of space. The balance of the booth rental cost is payable no later than July 1, 2021 and is a condition to the continued reservation of space.
- 2. Cancellation:** Space assigned shall be deemed acceptable by the Exhibitor unless rejected in writing within twenty (20) days from the date of space assignment notification. Cancellations must be made in writing, and postmarked on or before July 1, 2021 for a 50% refund. For cancellations after July 1, 2021 the deposit will be forfeited.
- 3. Restriction on Use of Space:** No Exhibitor shall, without the written consent of the NSCA, assign, sublet or apportion the space assigned to it to any other Exhibitor or person. Exhibitor must keep exhibit open and staffed at all times during show hours. The NSCA reserves the right to restrict exhibit to a minimum noise level and to suitable methods of operation and display material. Exhibits, signs and displays are also prohibited in any of the public space or elsewhere on the premises of the meeting facilities or in the guest rooms or hallways of the hotels.
- 4. Service Contractors:** The Official Service Contractor will furnish all participating Exhibitors with a Service Manual which will contain exhibit instructions and order forms for all booth accessories and services required. Orders not processed in advance for furniture, carpeting, labor and other requirements must be procured at the Official Exhibit Contractor's Service Desk in the exhibit hall and are subject to on-site rates. Exhibitors requiring the services of independent contractors must have prior approval of NSCA, and no exceptions will be made that will interfere with the orderly function or security of the exposition, or with obligations or commitment of NSCA. Exhibitors using ground or air freight carriers are requested to ship directly to the designated NSCA freight contractor in ample time prior to the exposition to allow effective and timely handling of materials.
- 5. Order-Taking and Distribution of Materials:** Exhibitors will be allowed to accept credit card, check, cash, or purchase order payment for their product and may distribute said product on site. Distribution of all products sold must be made by the end of tear down of the event. Exceptions must be approved by the NSCA and show facility. Long-term storage of exhibitor goods at the show facility is prohibited. Exhibitors will be re-sponsible for any state or local taxes that are required. Raffles or lotteries may be conducted within the confines of the exhibit booth, but exhibitors may not erect signage outside of the exhibit booth or use the central P.A. system to announce winners or make remarks.
- 6. Floor plans:** All dimensions and locations shown on the official floor plan are believed, but not warranted, to be accurate. The NSCA reserves the right to make such modifications as may be necessary to meet the needs of the Exhibitors and the exhibit program. Exhibits shall be so arranged as not to obstruct the general view nor hide the exhibits of others. Avoid putting demonstration areas on the aisle line that will result in traffic congestion in the aisle. Any part of the exhibit which does not lend itself to an attractive appearance, such as unfinished side or end panels, must be draped at the Exhibitor's expense. NSCA reserves the right to have such finishing done, billing the Exhibitor for charges incurred. The Exhibitor expressly agrees to do all installation and dismantling of exhibits during the time specified. No exhibit may be dismantled before the official closing time. It is the responsibility of the Exhibitor to arrange for materials to be delivered to the exhibit hall and to be removed from the exhibit hall by the specified deadlines. Should the Exhibitor fail to remove the exhibit, removal will be arranged by NSCA at the expense of the Exhibitor. The Exhibitor must surrender rental space in the same condition it was at commencement of occupation. The Exhibitor or his agents shall not injure or deface the walls, columns, or floors of the exhibit facilities, the booths or the equipment or furniture of the booths. When such damage appears, the Exhibitor shall be liable to the owners of the property so damaged.
- 7. Fire, Safety, Health and Regulations:** The Exhibitor agrees to comply with local, city and state laws, ordinances and regulations and the regulations of the owner covering fire, safety, health and all other matters. All exhibit equipment and materials must be fireproofed and reasonably located within the booth. Affidavits attesting to flameproof compliance with Fire Department regulations must be submitted when requested. No combustible materials shall be stored in or around the exhibit booths.
- 8. Acceptability of Exhibits:** All exhibits shall be designed to address and serve the interests of the members of the NSCA, and shall be operated in a manner that will not detract from other exhibits, the exhibition, the conference as a whole, or be contrary to or detrimental to the purposes of the NSCA and the conference. The determination as to unacceptability includes matters pertaining to persons, things, conduct, dress, printed matter, or anything of a character which the NSCA determines, in its sole discretion, to be objectionable. NSCA reserves the right in advance of the exhibition to restrict or disallow any exhibit, or during the exhibition to restrict or require the immediate withdrawal of any exhibit, which it determines to be unacceptable. In the event of such restriction or removal, NSCA is not liable for any refund of rental fees, any other exhibit-related expense, or any loss to the exhibitor, including but not limited to, lost profits.
- 9. Security:** The NSCA will provide security personnel during the hours the exhibition is not operating, but the furnishing of such services shall not be construed to be any assumption of obligation nor duty with respect to the protection of the property of Exhibitors, which shall at all times remain in the sole possession and custody of each Exhibitor and shall be the sole responsibility of each Exhibitor.
- 10. Services:** It is mutually understood and agreed that the NSCA will provide each Exhibitor with the following services free of charge: erection of necessary flame-retardant draped backgrounds of uniform style, an identification sign, aisle carpeting, program listing, general hall cleaning and hall guard services.

In addition to all other payments provided in this contract, Exhibitor agrees to pay for the following services at rates approved by the NSCA: handling of incoming or outgoing freight; labor and material to assist in erection, dismantling and maintenance of exhibit; electrical service including outlets; cleaning service; telephone service; furniture and accessories.
- 11. Non-Liability:** It is expressed, understood and agreed by each and every contracting Exhibitor, his agents and his guests that neither the NSCA, or its employees, nor its contractors shall be liable for loss or damage to the goods or properties of Exhibitors. At all times such goods and properties remain in the sole possession and custody of each Exhibitor. On signing the Application-Contract, Exhibitor releases and agrees to indemnify the NSCA, its managers, officers, members, sponsors, employees and agents, and save them harmless from any suit or claim for property damage or personal injury by whomsoever sustained, including Exhibitor and its agents or employees, on or about the Exhibitor's display space or arising out of Exhibitor's participation in the exposition, including such damage or injury resulting in part from the negligence of one or more of the aforementioned indemnities.
- 12. Insurance:** The Exhibitor agrees to obtain and provide evidence of coverage via a Certificate of Insurance naming the National Strength and Conditioning Association (except for Workers' Compensation) as an additional insured. The insurance must be provided by an insurer with an AM Best Rating of AVII or higher: (1) Commercial General Liability with limits no less than \$1,000,000 per occurrence Bodily Injury and Property Damage (2) The policy must be placed on an "Occurrence Liability" basis; Claims made will be considered with evidence that the General Aggregate has not been impaired for the current policy term (3) Commercial Auto Liability with limits no less than \$1,000,000 per occurrence Bodily Injury and Property Damage (4) Workers' Compensation Insurance, including Employers' Liability limits with no less than \$500,000 per occurrence (5) 30 Day Notice of Cancellation included on the Certificate of Insurance (6) Primary and Non-Contributory language in favor of the NSCA with regard to General Liability (7) Waiver of Subrogation in favor of the NSCA with regard to General Liability

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EXHIBITOR PROMOTIONAL OPPORTUNITIES ORDER FORM

Improve your show visibility and heighten your exposure above and beyond your booth presence with our exhibitor promotional opportunities. The NSCA Tactical Annual Training offers a selection of high-profile promotional possibilities for exhibitors to capture the attention of attendees and build booth traffic.

Opportunities are limited, so act now.



Return signed contract and payment to:

NSCA / Attn: Conference Department
1885 Bob Johnson Dr.
Colorado Springs, CO 80906

Fax: 412-774-0309/ Phone: 941-371-4523
Email: exhibitors@nsca.com

**Reserve your space
today!**

941-371-4523

☐ **Exhibitor Highlight / \$300**

Help customers find your booth with a Featured Exhibitor description in the mobile app, plus your logo prominently displayed on directional signage. Limited to (4) Exhibitors.

☐ **Online Button / \$500**

Logo on the NSCA Tactical Annual Training webpage with link to company website. Limited to (5) exhibitors.

☐ **Pre-Conference E-blast / \$1,000**

Limited to (1) Exhibitor. Your selling product placed in text, video, words in an HTML file sent to all registered attendees.

☐ **Conference Lanyards / \$2,000**

Badge lanyards co-branded with NSCA logo and your company name will be given to all attendees at registration. Provide your own lanyards and save \$400! Exclusive for 1 exhibitor. (Deadline is June 1st. Call for details).

☐ **Exhibitor Reception Sponsor / \$10,000**

Become the presenting sponsor of one of the most popular features of the Exhibitor Reception—2 hours of free food & drink for all attendees. Welcome attendees with a short speech and offer a closing message during the reception. Prominent signage with sponsor logo to be placed at each food & beverage station.

The NSCA is willing to work with you for any marketing ideas you may have to reach out to our attendees. Contact us to discuss other opportunities you might be interested in.

EXHIBITOR HOURS

| | | |
|-----------------|--|---|
| August 3 | Exhibitor Move-In (Pick-up Badges BEFORE Entering) Kick-off Party (All Exhibitors & Attendees Welcome) | 12:00 pm – 5:00 pm 6:00 pm – 8:00 pm |
| August 4 | Exhibit Hall Hours (Exhibitors take breaks as needed) Exhibitor Reception (All Exhibitors & Attendees Welcome) All Exhibitors & Attendees Must Vacate the Exhibit Hall | 8:00 am – 5:00 pm 5:00 pm – 6:30 pm 6:30 pm |
| August 5 | Exhibit Hall Hours (Exhibitors take breaks as needed) All Exhibitors & Attendees Must Vacate the Exhibit Hall | 8:00 am – 5:00 pm 5:00 pm |
| August 6 | Exhibit Hall Hours Exhibitor Move-Out | 8:00 am – 12:00 pm 12:00 pm - 3:00 pm |