



Exhibitor Prospectus

45th Annual Home Team Marketing-THSADA State Conference

Sunday, April 3rd-Wednesday, April 6th, 2016

Embassy Suites Convention Center-1001 E. McCarty Lane –San Marcos, Texas

Phone - 512-392-6450

EXHIBITOR APPLICATION IS AT THE BOTTOM OF THE PAGE - WILL GO LIVE-NOVEMBER 2nd

The Texas High School Athletic Directors 45th annual HTM-THSADA State Conference will be held at the Embassy Suites Convention Center-1001 E. McCarty Lane-San Marcos, Texas on April 3rd -April 6th, 2016. Exhibitor Registration/Booth selection are currently underway. Floor Plan is at www.thsada.com under Conferences. Exhibitors can select their booth(s) in the order that their payment in full is received. We are allowing three hours on Monday Night and three hours on Tuesday Night for a total of 6 uninterrupted hours of maximum attendee-exhibitor contact over the two-day period. This will allow our exhibitors to be in their booth and establish quality contact time, over food and beverage, with our attendees. We are expecting a sold-out exhibit hall and we anticipate over 350 athletic administrators.

2016 Exhibit Information/Schedule

Sunday, April 3rd, 2016:

4:00 p.m.-6:00 p.m.-Exhibitors can pick up their packet if they arrive early.

6:00 p.m. – State Conference Kickoff Reception

Monday, April 4th 2016:

8:00 a.m.-Exhibitor Registration Begins

11:00 a.m.-Exhibit Setup Begins

5:00 p.m.-8:00 p.m.-Tradeshow Hours.

- Food/Beverages/Drawings served during Tradeshow

Tuesday, April 5th 2016:

9:00 a.m. Hellas Construction-Benny Carter Golf Tournament-Bandit Golf Course

Exhibitors interested in playing contact: Tournament Director: John Crawford-coachcrawford9@gmail.com

5:00 p.m.-8:00 p.m.-Tradeshow Hours.

- Food/Beverages/Drawings served during Tradeshow

Wednesday, April 6th 2016:

7:30 a.m.-12:00 noon - Tradeshow Breakdown

Exhibiting Benefits

- Exhibit Hall open for 6 uninterrupted hours-maximum attendance.
- Exhibit Hall security.
- Door prize contribution recognized over the public address system.
- Listing in Conference program if application is received by March 12th, 2016
- Food and Beverage will be located strategically within the Tradeshow to allow for maximum exposure and attendee flow for the Exhibitors. See Exhibit Floor plan.
- Drawings from every aisle.
- Exhibitors can select their own booth and/or booth type based on availability.
- Exhibitor list posted on the THSADA web site as a THSADA Buyers Guide.
- Pre-Conference attendee list provided to all Exhibitors. Final list 30 days after Conference

Exhibitor/Tradeshow Guidelines:

Badges must be worn by Exhibitors and Attendees.

No alcohol or food brought in from the outside.

Exhibitors may attend any Professional Development session and communicate with attendees throughout the day.

Exhibitor badges will only be issued to those Exhibitors who are listed on the application.

Exhibitors will have the opportunity to entertain or schedule events after 8:00 p.m. on Sunday/Monday and/or Tuesday evening as all THSADA events will conclude each evening at that time

Information regarding Exhibitor Load-in, etc., will be sent to you later.

If you have any questions, please contact:

On-Site Exhibitor contact: Leslie Slovak (214-957-8467) – Richardson ISD

Leslie.Slovak@risd.org

Cancellations

Exhibitor's fee will be refunded, less a 20% service charge prior to March 1st, 2016. No refunds will be granted after March 1st, 2016.

Booth Assignment

Spaces are reserved by the Exhibitor once payment has been received and confirmed by the THSADA.

I.D. badges

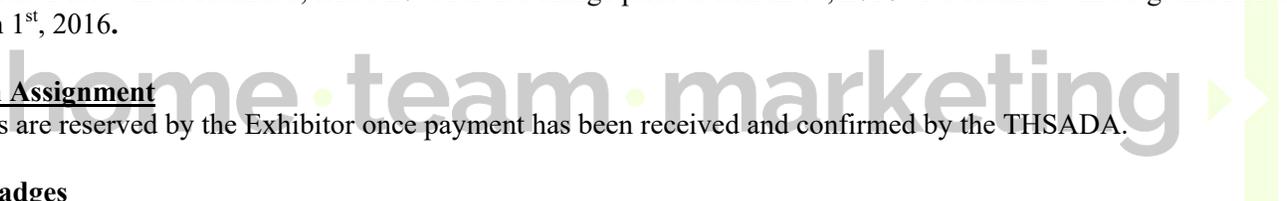
Identification badges must be worn by all company booth attendants. Names of representatives should be submitted on contract, typed or printed legibly.

Exhibitor registration

Report upon arrival for your packet containing name badges, conference program and schedule.

Display limitations

Exhibitors are not permitted to erect displays or other materials on their booth that would obscure the view of adjoining booths. The front area of each booth must remain clear of obstructions. Traffic aisle must be kept clear in conformance with fire code.



Texas High School Athletic Directors Association

THSADA Quick Facts

Number of coaches represented by Athletic Directors attending the 2015 State Conference - 15,000
2015 Attendees: 350
2015 Exhibit Spaces: 120

Number of ISD campuses represented at the 2015 State Conference - JH/HS - 660

Total purchasing power of Athletic Directors that attended the 2015 State Conference - \$400 million

Percentage of Athletic Directors who authorize all Athletic Department Purchase Orders – 95%

Athletic Administrative responsibility for over One Million Student-Athletes

**The THSADA is one of the largest athletic administrator associations in the United States.
The purpose of the THSADA is to facilitate the professional needs of all athletic administrators as well as be an advocate for all issues that directly affect athletics in the State of Texas.**

Members include:

High School Athletic Administrators

Junior High Athletic Administrators

Head Sport Coaches

College/University Athletic Administrators

*Home Team Marketing-THSADA State Conference
Sunday, April 3rd, 2016-Wednesday, April 6th, 2016
Embassy Suites-San Marcos Convention Center*

Welcome to Embassy Suites San Marcos/Hotel, Convention Center & Spa, located at 1001 E. McCarty Lane-San Marcos, Texas.



Embassy Suites – San Marcos, Texas

A Room Reservation link will be made available at www.thsada.com starting on November 2nd, 2015.

Set just a short drive from the bustling center of downtown San Marcos, the Embassy Suites San Marcos - Hotel, Spa & Conference Center is a contemporary and spacious hotel that offers more space and flexibility during your stay. Each of the San Marcos hotel's 283 two-room suites provides a superb range of modern hotel amenities, including two flat-screen TVs and wired and wireless internet access. Whether you want to dine on a complimentary cooked-to-order breakfast or prepare one yourself using the suite's mini refrigerator, microwave and coffeemaker, our hotel in San Marcos, TX is designed to give you more freedom.

Offering a stunning 78,000 sq. ft. of meeting space, this hotel in San Marcos, TX is one of the best places to host large conferences and events in San Marcos and the Central Texas area. The 28,800 sq. ft. Veramendi Ballroom accommodates up to 3,000 guests in various seating arrangements. Utilize our A/V equipment and technical support for a successful conference or event.

After a long day, plunge into the heated outdoor swimming pool or stay active in the fitness center, fully equipped with weights and cardio machines. Sip a drink and meet with colleagues at the complimentary Evening Reception*, or enjoy delicious dishes at this San Marcos hotel's restaurant, the Rocky River Grille.

*Service of alcohol subject to state and local laws. Must be of legal drinking age.

Highlights

- Located between San Antonio and Austin, Texas on I-35 South
- 283 stunning two-room [San Marcos suites](#)
- 78,000 sq. ft. of [San Marcos conference space](#)
- Spa Botanica, fitness center and heated outdoor swimming pool
- Delicious cuisine at Rocky River Grille, which features two private dining rooms
- Complimentary cooked-to-order breakfast and complimentary Evening Reception
- What to do around here
- Located just a short drive from downtown San Marcos, the Embassy Suites San Marcos - Hotel, Spa & Conference Center offers everything you need from a hotel in San Marcos, TX while being near some of the city's greatest attractions. Indulge in some retail therapy at the Premium & Tangier Outlets, or discover fun activities at the Wonder World Park. Play a round of golf at the Quail Creek Country Club, or visit the Aquarena Center, an education center dedicated to the preservation of Spring Lake's biological resources.

- **Directions**

- From Austin, Texas:

Take I-35 South toward San Marcos, Texas. Exit at the McCarty Lane Exit (Exit 201). Take a left on McCarty Lane.

From San Antonio, Texas:

Take I-35 North toward San Marcos, Texas. Exit at the McCarty Lane Exit (Exit 201). Take a right on McCarty Lane.

From Houston: I-10 West to U.S. 183 North to SR-80. Take I-35 South to McCarty Lane Exit.

- **How to Get Here**
- **FROM THE Austin-Bergstrom International Airport**
- **Directions**

- From Austin Bergstrom International Airport: Exit airport and take Hwy 71 west. Turn left at IH-35 and head south toward San Marcos, Texas. Exit at exit #201 McCarty Lane. Take a left at McCarty Lane.
- Distance from Hotel: 27 mi.
- Drive Time: 30 min.
- TRANSPORTATION TO AND FROM AIRPORT :

Type Typical Minimum Charge

Limousine Individually reserved

Rental Car Varies

Taxi 75.00 USD

- **FROM THE San Antonio International Airport**

- **Directions**

- Head NW on Airport Blvd. to Airport exit. Stay left on Airport Blvd., left at NE I410 Loop. Take ramp on left onto I410 East. Exit to North I35 to Austin. Stay on I35 until you reach Exit #201 McCarty Ln.

- Distance from Hotel: 40 mi.

- Drive Time: 40 min.

- TRANSPORTATION TO AND FROM AIRPORT :

Type	Typical Minimum Charge
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Limousine	Individually reserved
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Super Shuttle	Varies
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Rental Car	Varies
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Taxi	Varies
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