



2011 CoSIDA Workshop Exhibits

June 26 - June 29 • Marco Island, Fla.

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Nov. 15, 2010

Dear CoSIDA Exhibitor:

It's that time of year again...time to start thinking about the annual CoSIDA Convention, and it is a pleasure to extend an invitation to this year's upcoming affair in Marco Island, Fla.

We will be meeting at the **Marco Island Marriott Beach Resort** from June 26-29th. We've scheduled the exhibit area to open for set-up at 8:30 a.m. Sunday, June 26th, with a hard opening at 1:00 p.m. The exhibit area will run through Wednesday afternoon, June 29th, with teardown late that afternoon/early evening.

This will be the first time in CoSIDA history that we will be holding our annual convention at a resort site and hotel. The resort island of Marco Island, about 45 minutes south of Ft. Myers, is a spectacular setting and the Marco Island Marriott Beach Resort is an exceptional hotel. This is the third time our Convention has visited "The Sunshine State" since 1999 (Orlando in '99 and Tampa in 2008) and we're expecting a large turnout of attendees based on those two previous Florida conventions which both drew over 850 attendees. Exhibiting at the annual Convention will give you the opportunity to meet and greet sports information/communications professionals from across the country representing major universities, small colleges and conferences.

Based on the space allocated to CoSIDA for the convention, we are pleased to announce a major change in the setup for our exhibitors. Instead of a stand-alone room reserved for the "exhibitor hall" the exhibitor area will be included within the main convention ballroom space that will also host all of the major membership wide seminars and presentations during the convention. This area will be setup in a manner that all attendees will have to walk into the exhibitor area to get to the general session conference area. Exit from the general conference area will be the same manner. In addition, the room will be setup in a manner that will force attendee traffic to pass by each and every exhibitor booth before getting to the general conference session area. In short, this design will drive CoSIDA attendee traffic to and thru the exhibitor/vendor area multiple times on each of the four days of the convention (Sunday June 26- Wednesday June 29th). This will result in a tremendous increase in the amount of attendee traffic over the course of the convention compared to the normal stand-alone exhibitor room. We believe you will really like and appreciate this effort by CoSIDA's leadership to make your experience more beneficial. If you would like to see a schematic layout of this area to fully understand it, please let me know and I will forward along to you.

As in the past, exhibitors will also be listed in the official convention program that is provided to all attendees, listed in the official convention registration badge program, be listed on a signage board that will appear at the entrance of the exhibitors area, be listed as a part of a blast email that will be sent to over 2,600 CoSIDA members prior to the convention, be listed in our online directory (including your website address) and be included in CoSIDA's E-Directory that is emailed out each year to all CoSIDA members as well as media representatives throughout the nation.

To facilitate shipping and the exhibit area set-up we will again contract with a company as a drayage and exhibition-set up firm. They will provide pipe and drape booths (8x10) with a table and chairs and will assist us in electrical and telephone hookup where needed.

Additional information on setting up your booth will be provided upon receipt of your exhibits registration check.

You are entitled to the convention rate of \$149.50 at the Marco Island Marriott Beach Resort, which is located right on the pristine beach of Marco Island. The hotel reservation system information will be listed on the CoSIDA website (cosida.com) beginning in late January.

In the event you would like to contribute something for the goodie/gift bag that each attendee receives at registration, please contact **Dave Wohlhueter** (CoSIDA treasurer) at dpw5@cornell.edu. For marketing/corporate partner questions and opportunities, please contact **John Humenik** at jhumenik@bellsouth.net.

I look forward to hearing from you soon, please feel free to give me a shout if you have any questions.

See you in beautiful Marco Island !!

A handwritten signature in black ink, appearing to read "Paul Allan", with a stylized flourish at the end.

Paul Allan
CoSIDA Exhibits Chair



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Company Name: _____

Please Print Name of Signee: _____

Nature of Business: _____

Herewith requests exhibit space at the annual CoSIDA Workshop June 26-29, 2011 at the Marco Island Marriott Beach Resort.

Exhibiting costs are as follows (please indicate order with check mark):

<i>EXHIBIT SPACE</i>	<i>\$850</i>	_____
<i>DOUBLE BOOTH SPACE</i>	<i>\$1650</i>	_____
<i>PREMIUM EXHIBIT SPACE</i>	<i>\$1300</i>	_____
<i>PREMIUM EXHIBIT DOUBLE BOOTH SPACE</i>	<i>\$2500</i>	_____
<i>CONVENTION REGISTRATION FEE* (\$195 per person)</i>	<i>\$195</i>	_____
<i>Total Enclosed</i>		_____

***** Registration fee must be paid for each and every member of your staff who will be working your exhibit booth. No one will be permitted to enter the combined membership conference/exhibitor area without a convention registration badge. The fee pays for all luncheons, Hall of Fame Gala event and three social receptions held on the beach or a terrace overlooking the beach. It also enables each person to attend any/all presentations and seminars that might be of interest to them.*

IMPORTANT: Please list each and every person from your company who will need to enter the Exhibitor hall. This will be used to make pre-printed convention name badges. No member of your staff will be able to enter this area unless they have the appropriate convention badge _____

Please note that your exhibit booth fee includes pipe and draping, table and two chairs and CoSIDA will provide also appropriate security for the area.

No exhibits will be permitted to be assembled until the specified fees are paid. There will be no refunds unless uncontrollable circumstances render the exhibit area unfit or unavailable. Exhibitors are responsible for all electrical, telephone, internet and audio visual arrangements and fees, plus shipping fees and should make arrangements with the exhibit services company utilized by CoSIDA. Additional information will be provided in that regard upon receipt of exhibitor registration.

The College Sports Information Directors of America assumes no responsibility for the destruction or theft of property left in the exhibit area. Overnight security arrangements will be provided by the organization. Assignment of exhibit locations will be based upon the order in which paid, signed contracts are received.

A May 26th 2011 deadline will be enforced. Additional exhibitors, spouses and children must be registered to attend any convention workshop events.

SIGNATURE: _____ DATE: _____

ADDRESS: _____ Phone: _____

Email address: _____ Fax: _____

Please return signed contract and payment (made out to CoSIDA) to:

*Paul Allan
Associate Athletics Director/Communications
Minnesota State University, Mankato
TC 175
Mankato, MN 56001*

Please mark the envelopes *CoSIDA Exhibits*