

Dear potential exhibitor,

We would like to request your attendance as a participating exhibitor at the National Intramural Recreational Sports Association (NIRSA) Region One Conference Exposition to be held on Friday, November 13th in Philadelphia, Pennsylvania at the Radisson Warwick Plaza hotel.

The NIRSA has a rich history, and over 60 years ago established itself as the pioneer of organized recreation, primarily for colleges and universities.

Today, NIRSA is a non-profit membership organization serving a network of more than 4,000 highly trained professionals, students and Associate Members in the recreational sports field throughout the United States, Canada and other countries. It is the leading organization in many areas including: training and professional development, intramural sports, sport clubs, recreation facilities, fitness programming, outdoor recreation, wellness programs, informal recreation and aquatic programs. Of NIRSA over 750 Institutional members, 94% come from college and university recreational programs. NIRSA member institutions represent nearly seven million college students, of whom an estimated five and a half million participate in recreational programs.

NIRSA Region One consists of professional and student members from the New England Area and Mid-Atlantic States. We expect almost 300 members in attendance in Philadelphia and believe that this would be an excellent opportunity for you and your company to make direct contact with many recreation professionals from the region. Due to budgetary constraints, we foresee a difficulty for many people from Region One to attend the 2010 NIRSA National Conference in Anaheim thus we expect many will be in Philadelphia. This should prove to be one of the most highly attended Regional conferences in NIRSA history and your presence would be mutually beneficial.

Attached you will find information our different options for exhibiting and some other interesting facts. We would be thrilled if you would consider committing to this event. Thank you for your time and consideration and we look forward to hearing from you.

Sincerely,

The 2009 Region One Conference Host Committee

Joe Akob
East Stroudsburg
University

Greg Sferra
Slippery Rocky University

Jay Gallagher
Kutztown University

Corey Shannon
Saint Joseph University

Steve Gambino
West Chester University

Jillian Salvatore
East Stroudsburg
University

Dan Simmons
Drexel University



NIRSA Facts

The buying power of NIRSA professionals generates billions of dollars for the recreational sports industry. Each year, NIRSA member institutions spend:

- \$21 million on sporting goods and apparel
- \$92 million on facilities equipment
- \$8 million on appliances and furniture

It is anticipated that over a five year span, NIRSA member institutions would spend:

- \$5 billion on construction and renovation
- \$141 million on weight training and cardio equipment
- \$13 million on video, audio and entertainment systems
- \$42 million on resurfacing (courts, tracks, rooms, etc.)
- \$13 million on maintenance equipment and laundry
- \$66 million on architectural services
- \$21 million on aquatics equipment
- \$100 million lighting

(Kerr & Downs Research; August 2002)

Why you should exhibit at the NIRSA Region One Recreational Sports Exposition:

- Opportunity to make personal contact with almost 300 Recreation professionals!
- Attendee e-mail and mailing list
- Listing in the Conference Program

Sponsorship Opportunities

Create a lasting impression by sponsoring the conference notebook, tote bag, pen or other events. We are also open to ideas and suggestions on how to help you increase your market exposure. Some available opportunities:

Conference Breakfasts

Conference
Registration/Host Table

Rocky Run

Friday Night Social

Pre-Conference Officials Workshop

Pre-Conference Group Fitness
Instructor

Conference Attendee Gift(s)
[Bag, notebook, etc.]

For more information on Sponsorship Opportunities please contact Dan Simmons at des26@drexel.edu or (215) 895-2025.



2009 NIRSA Region I Conference Exhibitor Opportunities

The 2009 National Intramural Recreational Sports Association (NIRSA) Region I Conference will take place Thursday, November 12th through Saturday, November 14th in downtown Philadelphia, PA at the Radisson Warwick Plaza.

The last three NIRSA Region I Conferences have drawn excellent numbers of professionals and student attendees.

| | | |
|---------------------------|-------------------|--------------|
| 2008—Lowell Massachusetts | 146 Professionals | 120 Students |
| 2007—Ithaca, New York | 152 Professionals | 115 Students |
| 2006—Baltimore, MD | 147 Professionals | 129 Students |

PHILLY CHEESE STEAK—Exhibit Hall plus banner

Fee: \$375 (Associate Member) \$425 (non-member)

Includes:

- Two Full registration to the conference
 - Additional registrations at 50% off
- Expo Hall Registration (1 table]
- Banner Display at on-site meals (sponsor supplied)
- Recognition on the conference website with an active link to your website
- Recognition in the Conference program
- Pre- and Post-Conference attendee mailing list (sent electronically)

PHILLY HOAGIE—Exhibit Hall ONLY

Fee: \$275 (Associate Member) \$325 (non-member)

Includes:

- One Full registration to the conference
- Expo Hall Registration (1 table]
- Recognition on the conference website with an active link to your website
- Recognition in the Conference program
- Pre- and Post-Conference attendee mailing list (sent electronically)

PHILLY WATER ICE

Fee: \$100 (Associate Member) \$150 (non-member)

Includes:

- Recognition in the Conference program
- Literature distributed to members
- Pre- and Post-Conference attendee mailing list (sent electronically)





2009 NIRSA REGION ONE CONFERENCE EXHIBITOR REGSITRATION



| | |
|---------------------|-------------------------|
| COMPANY NAME | _____ |
| ADDRESS | _____ _____ _____ |
| TELEPHONE | _____ |
| E-MAIL | _____ |
| WEBSITE | _____ |
| ON-SITE REP | _____ |
| ADDRESS | _____ _____ |
| TELEPHONE | _____ |
| E-MAIL | _____ |

EXHIBIT FEE OPTIONS

| <u>NIRSA</u> <u>Associate Members</u> | | <u>Fee</u> | <u>Non-NIRSA</u> <u>Associate Members</u> | | <u>Fee</u> |
|--|--|------------|--|--|------------|
| | Philly Cheese Steak (Exhibit Hall with Banner) | \$375 | | Philly Cheese Steak (Exhibit Hall with Banner) | \$425 |
| | Philly Hoagie (Exhibit Hall ONLY) | \$275 | | Philly Hoagie (Exhibit Hall ONLY) | \$325 |
| | Philly Water Ice (Literature Distribution) | \$100 | | Philly Water Ice (Literature Distribution) | \$150 |

ADDITIONAL FEES

| <u>Check if Needed</u> | <u>ITEM</u> | <u>COST</u> | <u># REQUESTED</u> | <u>TOTAL</u> |
|------------------------|--------------------------------|----------------------|--------------------|--------------|
| | ELECTRICAL | \$25.00 (per outlet) | | |
| | INTERNET CONNECTION (wireless) | \$10.00 | | |
| | ADDITIONAL LUNCH | \$10.00 | | |

I WOULD LIKE TO DONATE A RAFLLE PRIZE

OTHER REQUESTS

Mail to:

Dan Simmons
Drexel Athletics
Daskalakis Athletic Center
33rd & Market Street
Philadelphia, PA 19104

Fax to:

(215) 895-2037

Make Checks/Money Orders Payable to:

PIRSA

***If interested in paying via credit card please visit the registration section on the Region One Conference Website online at www.thepirsa.com