Join us for the premier national event for health & physical educators!

MAXIMIZE YOUR Exposure
GENERATE High-Value Leads
EXPAND YOUR Network

ADVERTISING PROSPECTUS

CONVENTION.SHAPEAMERICA.ORG/EXHIBIT
Leverage this unrivaled face-to-face event to boost your brand!

We may have taken in person events for granted in previous years — but not this year. We are very excited to bring our SHAPE America community together once again to network and exchange ideas, attend educational sessions, visit the exhibit hall to explore new products, resources and services for the classroom, and forge new relationships with professionals from across the country.

ADVERTISE
Increase your exposure before and during the 2022 SHAPE America National Convention & Expo through a wide range of electronic and print options. From registration bag inserts to email and website banners to onsite branding and participation in gamification, SHAPE America has a variety of solutions to fit your budget and goals.

EXHIBIT
Attendees flock to the exhibit hall to explore the latest products, services and technologies that support the implementation of high-quality, standards-based physical education and skills-based health education instruction.

SPONSOR
SHAPE America offers sponsorship opportunities for corporate and nonprofit organizations that want to reach the health and physical education market. Boost your brand reputation, reach your target audience, build loyalty, and maximize your market share! From sponsor-curated sessions and alignment with keynote presentations to special events and brand opportunities, the SHAPE America National Convention & Expo provides the platform to support your objectives.
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Digital Exhibitor Guide
Increase your visibility to attendees BEFORE the convention by adding a full-color ad in the Digital Exhibitor Guide. This digital resource is shared electronically with all registered attendees approximately 1-month in advance of the convention. It is additionally highlighted on the convention website and promoted through social media.

All placements include:
- Clickable URL link to your main website
- Clickable link to one (1) specified email address

Ad Sizes, Specifications and Rates

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>SPECIFICATIONS</th>
<th># AVAILABLE</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>¼-page</td>
<td>3.5” W x 4.625” D</td>
<td>8</td>
<td>$125</td>
</tr>
<tr>
<td>½-page Horizontal</td>
<td>7.375” W x 4.5” D</td>
<td>2</td>
<td>$250</td>
</tr>
<tr>
<td>Full-page</td>
<td>8.375” W x 10.875” D</td>
<td>2</td>
<td>$500</td>
</tr>
<tr>
<td>Full-page Inside Front Cover</td>
<td>8.375” W x 10.875” D</td>
<td>1</td>
<td>$600</td>
</tr>
<tr>
<td>Full-page Inside Back Cover</td>
<td>8.375” W x 10.875” D</td>
<td>1</td>
<td>$550</td>
</tr>
</tbody>
</table>

Additional Guidelines and Specifications
- **Trim Size:** 8.375” W x 10.875” D
- **Image Size:** 7.375” W x 9.875” D
- **Image Resolution:** 300 dpi or greater
- **Color:** Black-and-white images must be set to "grayscale"; color images should be "CMYK"
- **File Type:** PDF, JPG or EPS

Important Deadlines
- **Space Reservation Deadline:** January 21, 2022
- **Materials Deadline:** February 18, 2022
Click Photo Scavenger Hunt Game
Click is a photo scavenger hunt game designed to drive engagement between exhibitors, sponsors and attendees throughout the convention. Attendees will use the #SHAPENOLA mobile app to take photos to complete challenges, earn points, and win prizes. Stand apart from the crowd by participating in this game that is sure to have attendees buzzing!

How the Game Works
- Attendees take photos to complete challenges.
- As attendees complete challenges, they earn a place on the Leaderboard, illustrating rank, earned points and badges, and completed challenges.
- At the conclusion of the Game, prizes will be awarded to the top-ranked attendee(s).

Game Package
$250, unlimited availability
Each participating exhibitor or sponsor will receive the following:

Package inclusions:
- One (1) game Badge branded with your company name and logo (72px x 72px logo; JPEG, PNG or GIF)
- One (1) custom photo challenge to be listed within your branded Badge section. Examples might include:
  - Company logo and company representative
  - Favorite piece of PE equipment with company branding
  - Participating in our Morning Wellness Session
- Company name and booth number (if applicable) included on Game signage placed in the registration area and by the exhibit hall entrance
- Company name and booth number (if applicable) included on the Game information page on the convention website
- Option to donate an item to be used for the prize packages for the Game (recommended minimum value of $100)

Additional Custom Photo Challenge
$50 each, unlimited availability
Want more custom photo challenges? Select this option to add one (1) or more additional custom photo challenges to your game package. Requires purchase of a Click Photo Scavenger Hunt Game Package.
**Convention Website**
The convention website is home to all of the information attendees need: registration, hotels, the event schedule, exhibitor listing and floor plan, program sessions and more. With over 100,000 page views, you can gain exposure throughout the year. Ads run on selected pages across the convention website during your selected month.

**Right Column Box Ad**
2 available per month

<table>
<thead>
<tr>
<th>Duration</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 month</td>
<td>$750.00</td>
</tr>
<tr>
<td>2 month</td>
<td>$1,425.00</td>
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<tr>
<td>3 months</td>
<td>$2,025.00</td>
</tr>
<tr>
<td>4 months</td>
<td>$2,550.00</td>
</tr>
<tr>
<td>5 months</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>6 months</td>
<td>$3,375.00</td>
</tr>
</tbody>
</table>

Artwork Guidelines and Specifications
Ad Size: 380px W x 320px H
File Format: JPG

**Bottom Banner Ad**
1 available per month

<table>
<thead>
<tr>
<th>Duration</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 month</td>
<td>$500.00</td>
</tr>
<tr>
<td>2 month</td>
<td>$950.00</td>
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<tr>
<td>3 months</td>
<td>$1,350.00</td>
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<tr>
<td>4 months</td>
<td>$1,700.00</td>
</tr>
<tr>
<td>5 months</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>6 months</td>
<td>$2,250.00</td>
</tr>
</tbody>
</table>

Artwork Guidelines and Specifications
Ad Size: 1000px W x 150px H
File Format: JPG

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**SPACE RESERVATION DEADLINE**
November Insertion: 9/20/2021
December Insertion: 10/20/2021
January Insertion: 11/19/2021
February Insertion: 12/21/2021
March Insertion: 1/18/2022
April Insertion: 2/18/2022

**MATERIALS DEADLINE**
November Insertion: 10/18/2021
December Insertion: 11/17/2021
January Insertion: 12/17/2021
February Insertion: 1/18/2022
March Insertion: 2/15/2022
April Insertion: 3/18/2022
Join us for the
2022 SHAPE America
national convention & expo
April 26-30 • New Orleans

Past and Future Dates

Past & Future Convention Information
Future Dates
- 2023: Atlantic City, NJ (April 9-11)
- 2024: Exhibit closing date
- 2025: Baltimore, MD (April 5-7)

Archives
The following resources are available from past SHAPE America National Convention & Expo programs.

Calling All Volunteers!
SHAPE America seeks dedicated volunteers to assist at the 2022 National Convention & Expo, the premier event for health and physical educators. To decline an event at this magnitude, it is essential that we have an active and dedicated volunteer component to our convention's success.

Each year, SHAPE America is fortunate to work with numerous volunteers, and this year, our goal is to provide as many opportunities for everyone to contribute to a successful event. We encourage our volunteers to work together and in the field to ensure the convention is accessible for attendees, and we are offering college and university students, teachers at Title I schools, and the local community every opportunity to sign up for volunteer opportunities. Volunteers will receive

For Attendees
Registration & Housing
Program Schedule
Corporate Engagement
Email Banner Ads

Promotional Convention E-blasts
$500 | 3 available
SHAPE America sends promotional e-blasts to its in-house database (circulation approx. 40K individuals) to encourage health and physical educators to register for the SHAPE America National Convention & Expo. These emails are sent beginning in the fall — when registration opens — until about one week prior to the event in April. Advertising in a Promotional Convention E-blast gives you exposure not just to registered attendees, but to SHAPE America members and stakeholders across the country. And, because the email is sent by SHAPE America, the open rate on these emails can't be beat!

Only one (1) banner ad will be included per email.

Choose from:

- Email 1: Registration Open Announcement — SOLD OUT
- Email 2: Preliminary Schedule Announcement
- Email 3: Final Schedule Announcement — SOLD OUT
- Email 4: Early Bird Deadline Reminder
- Email 5: Post-Early Bird Deadline Outreach

Artwork Guidelines and Specifications
Ad Size: 650px W x 75px H
File Format: JPG

News You Can Use Email
$500 | 1 available
Stand out ahead of the convention with a banner ad in this News You Can Use email sent to all confirmed convention registrants; sent approximately one week prior to the convention. This opportunity is a great way to promote your sponsored event or activity, as well as an exclusive vehicle to drive traffic to your exhibit booth.

Artwork Guidelines and Specifications
Ad Size: 650px W x 75px H
File Format: JPG

Important Deadlines
Space Reservations Deadline: March 11, 2022
Materials Deadline: April 8, 2022

SPACE RESERVATION DEADLINE
Email 2: 10/7/2021
Email 4: 12/31/2021
Email 5: 1/20/2022

MATERIALS DEADLINE
Email 2: 11/4/2021
Email 4: 1/28/2022
Email 5: 2/17/2022
Email Banner Ads

Daily Sample of Sessions Emails
Reach every conference attendee through banner advertising in these daily Sample of Sessions emails sent to all registered attendees on Tuesday, Wednesday, Thursday and Friday of convention week. This is a great way to remind attendees to visit your exhibit booth or to attend your sponsored session or event. Placements sold daily.

$1,000, Top Banner Ad | 4 available
$750, Middle Banner Ad | 4 available
$500, Bottom Banner Ad | 4 available

Buy 3, Get 1 Free! Purchase 3 days of Sample of Sessions banner ad placement and receive the fourth day FREE.

Artwork Guidelines and Specifications
Ad Size: 650px W x 75px H
File Format: JPG

Important Deadlines
Space Reservations Deadline: March 16, 2022
Materials Deadline: April 13, 2022

Wednesday’s Sample of Sessions

Wednesday’s Session Sampler
Not sure which sessions to attend today? We’ve included a few highlights below. For a complete list of Wednesday’s convention activities, check out the SHAPE America mobile app and online scheduler.
Throughout the week, it’s easy to stay connected on social media:

- Follow us on Twitter, like us on Facebook, and follow us on Instagram;
- Join our new Facebook group and use the “connect” feature on our mobile app to stay connected to other attendees;
- Use #SHAPEtampa to share highlights and stay in the loop. Let people know what sessions you find beneficial!

Opening General Session
10:30 a.m.-12 p.m. (Tampa Convention Center, Exhibit Hall West)
Hip hop is about keeping it real, and music icon Darryl McDaniels of RUN DMC will be sharing his honest journey and the transformative power of music on his physical and mental health during the Opening General Session on Wednesday, April 10.
Sponsored by: Hip Hop Public Health
Convention Mobile App

Banner Ad
$1,000, 10 available
Banner ads are a cost-effective way to build brand awareness and reach attendees. Appearing at the top of the event app screen, ads rotate in 5-second intervals and present a simple way to drive traffic to your booth, remind attendees of your sponsored session, or market a special promotional offer. Your banner ad will link directly to your in-app profile or a provided URL. All placements rotate in random order throughout the event app and run for approximately two (2) months (March 1 - April 30, 2022).

Artwork Guidelines and Specifications
BOTH sizes are required
Ad Size: 640px W x 150px H AND 552px W x 150px H
File Format: PNG or JPG

Push Notification
$500, 8 available
Capture attention by sending a short, customized message directly to convention attendees' mobile device. Push Notifications are the optimal way to make important announcements and promotional offerings to attendees directly. These messages provide an effective vehicle to remind attendees to stop by your booth, attend your sponsored session, schedule a meeting, participate in an event or challenge, or direct them to a web page.

Messages get through! Push Notifications appear on an attendees' screen even if the event app is closed. And, if an attendee turns off Push Notifications, the message still appears within the Activity Feed within the event app.

Timing is everything! All Push Notifications are scheduled in advance to ensure that they are issued in a timely and relevant manner. Limited to one (1) notification per day, per organization, messages may be scheduled on Tuesday (April 26), Wednesday (April 27), Thursday (April 28) or Friday (April 29).

Message Content Specifications
Message Content: up to 140 characters
Link: messages may be linked to a specific URL, your exhibitor or sponsor profile within the event app, or a specific session within the event app

Important Deadlines
Space Reservations Deadline: March 18, 2022
Materials Deadline: April 15, 2022
Registration Bag Inserts
Remind attendees to participate in your sponsored event or activity, visit your exhibit booth, or just gain additional exposure for your brand, products and/or services. A PDF proof must be provided to SHAPE America for review and approval prior to printing (advertiser to provide 2,800 inserts).

**Postcard Insert**
$750, 6 available

*Accepted Postcard Sizes*
4" W x 6" H
5" W x 7" H

**Standard Flyer Insert**
$1,500, 5 available

*Accepted Flyer Sizes*
Not to exceed 8.5" W x 11" H

**Promotional Item Insert**
$2,500, 2 available

*Accepted Promotional Item Sizes*
Must be able to fit within a standard drawstring backpack, along with other Registration Bag Inserts.
Onsite Branding & Signage

Banner Display Units
Lobby B1, $2,500, 3 available
Lobby B2, $2,500, 2 available
Showcase your brand and messaging on a Banner Display Unit in Lobby B1 or Lobby B2 of the convention center.

Artwork Guidelines and Specifications
Size: 10' W x 8' L
File Format: EPS, AI, or PDF

Rivergate Room Entrance Branding
$9,900, 1 available
The Rivergate Room is located off Lobby A of the convention center and will be home to several education sessions throughout the conference. It is additional located within eyesight of the entry to the registration area and the General Session meeting space.

Your branding and messaging will be displayed on two window clings, complemented by window clings featuring #SHAPENOLA branding.

Artwork Guidelines and Specifications
Size: 57.25” W x 99.5” H
File Format: EPS, AI, or PDF
Onsite Branding & Signage

Windows Clings Above the Great Hall
$7,200, 6 available

The Great Hall is located off Lobby A of the convention center and will be home to the General Sessions on Tuesday and Friday afternoon. Get guaranteed exposure with these window clings that will appear above the entrance to the Great Hall, visible as attendees visit the registration area, walk to the exhibit hall entrance and enter for the General Sessions.

Your branding and messaging will be displayed on two (2) window clings (A and C) flanking a window cling (B) featuring #SHAPENOLA branding.

Artwork Guidelines and Specifications
Size: 71.25" W x 39.75" H
File Format: EPS, AI, or PDF
Onsite Branding & Signage

Lobby Escalator Runners and Floor Clings
Lobby A: $8,800, 1 available
Lobby B2: $8,800, 1 available

Your branding and messaging will be displayed on two escalator runners and a floor decal at the base of the escalators.

Lobby A: Artwork Guidelines and Specifications
Escalator Runners: 8" W x 70'11" H
Floor Decal: 11' W x 4' H
File Format: EPS, AI, or PDF

Lobby B2: Artwork Guidelines and Specifications
Escalator Runners: 8" W x 70'4" H
Floor Decal: 11' W x 4' H
File Format: EPS, AI, or PDF
Onsite Branding & Signage

Window Clings Above Entrance to Lobby C and Atrium Restaurant
$9,600, 1 available

Boost your visibility on-site with branding that will be displayed on windows above the entry to Lobby C and the Atrium Restaurant at the convention center.

Your branding and messaging will be displayed on four (4) window clings, flanking two windows displaying #SHAPENOLA branding.

Artwork Guidelines and Specifications
A Sections (3): 87.1875" W x 42.25" H
B Sections (1): 82.5" W x 42.25" H
File Format: EPS, AI, or PDF
Onsite Branding & Signage

Glass Railing Branding at the Atrium Restaurant
The Atrium Restaurant is located in Lobby C of the convention center (directly outside the exhibit hall) and is sure to be seen and visited by attendees and exhibitors alike throughout the convention. Gain visibility with branding on one section of the glass railing that creates the perimeter of the dining space.

Package 1: $8,400, 1 available
Your branding and messaging will be displayed on three (3) middle sections (B, C and D) of the glass railing, alongside #SHAPENOLA branding (sections A and E).

Artwork Guidelines and Specifications
Section B: 83.25" W x 33.75" H
Sections C and D: 83.5" W x 33.75" H
File Format: EPS, AI, or PDF

Package 2: $10,150, 1 available
Your branding and messaging will be displayed on six (6) sections (B, C, D, F, G and H) of the glass railing, alongside #SHAPENOLA branding (sections A, E and I)

Artwork Guidelines and Specifications
All Sections: 83.375" W x 33.75" H
File Format: EPS, AI, or PDF

Package 3: $11,000, 1 available
Your branding and messaging will be displayed on eight (8) sections (B, C, D, E, F, G, H, and I) of the glass railing, alongside #SHAPENOLA branding (sections A and J)

Artwork Guidelines and Specifications
All Sections: 83.5" W x 33.875" H
File Format: EPS, AI, or PDF
Onsite Branding & Signage

Exhibit Hall Aisle Signage
$250, 12 available — EXCLUSIVELY FOR EXHIBITORS

Place your brand and booth number on one or more aisle signs placed throughout the exhibit hall. Aisle signage helps attendees navigate through the hall and provide a high level of visibility for your brand.

Individual aisle signs measure 4' W x 8' W, of which a 4' W x 2' H area is reserved for the sponsor’s logo and booth number.