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

MAXIMIZE YOUR Exposure
GENERATE High-Value Leads
EXPAND YOUR Network

SPONSORSHIP PROSPECTUS

SHAPE America® 2022 National Convention & Expo
April 26-30 • #SHAPENOLA
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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Sponsorship Levels

Sponsorships are selected a la carte and the overall sponsorship level is determined by the total sponsorship contribution. Please refer to the chart below to compare opportunities available at each level.

<table>
<thead>
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<th>DESCRIPTION</th>
<th>GOLD MEDAL ($25,000)</th>
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<th>MVP ($5,000)</th>
<th>ALL-STAR ($2,500)</th>
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</tbody>
</table>

Review the 2022 Sponsorship Terms and Conditions and Advertising Policy.
General Sessions

Activity Breaks
General Sessions & Activity Breaks

Opening General Session
$7,500, exclusive

Date: Tuesday, April 26, 2022
Time: 4:00–5:30 p.m.

This opening general session will feature a keynote presentation, along with recognition of the Mentor of the Year and announcement of the Major of the Year awards.

Package inclusions:
- Opportunity to create and provide a sizzle reel (max. 30 minutes) that will play as attendees arrive for the Opening General Session
- Verbal recognition during the Opening General Session
- Opportunity for a sponsor representative to deliver brief welcome remarks (max. 5 minutes) during the Opening General Session
- Opportunity to provide one (1) piece of collateral for a seat drop during the Opening General Session (recommended quantity of 1,500)
- Reserved seating for up to four (4) sponsor representatives during the Opening General Session
- Logo ID on the Opening General Session page of the convention website
- Logo ID on signage displayed before and during the Opening General Session
- Opportunity to display up to two (2) branded pop-up banners inside the Opening General Session meeting room during the event
- Logo ID in the Opening General Session description in the web- and mobile app-based Session Directory
- Recognition in up to two (2) e-blasts promoting the Opening General Session

Closing General Session
SOLD OUT

Date: Friday, April 29, 2022
Time: 4:00–5:30 p.m.

This closing general session will feature a keynote presentation and the official announcements of the 2022 SHAPE America National Teacher of the Year awardees.

Package inclusions:
- Opportunity to create and provide a sizzle reel (max. 30 minutes) that will play as attendees arrive for the Closing General Session
- Verbal recognition during the Closing General Session
- Opportunity for a sponsor representative to deliver brief welcome remarks (max. 5 minutes) during the Closing General Session
- Opportunity to provide one (1) piece of collateral for a seat drop during the Closing General Session (recommended quantity of 1,000)
- Reserved seating for up to four (4) sponsor representatives during the Closing General Session
- Logo ID on the Closing General Session page of the convention website
- Logo ID on signage displayed before and during the Closing General Session
- Opportunity to display up to two (2) branded pop-up banners inside the Closing General Session meeting room during the event
- Logo ID in the Closing General Session description in the web- and mobile app-based Session Directory
- Recognition in up to two (2) e-blasts promoting the Closing General Session

*The Closing General Session is sponsored by Gopher, SPARK and Wellness Training Specialists*
General Sessions & Activity Breaks

Opening Session Activity Break
SOLD OUT

Date: Tuesday, April 26, 2022
Time: 4:00–5:30 p.m.

Give attendees a mental and physical “reboot” by leading an activity break (max. 5 minutes) from the stage during the Opening General Session. These brief refreshers present an exclusive and fun opportunity to showcase how your program supports physical activity in front of a large gathering of health and physical educators. SHAPE America will provide appropriate A/V equipment to support both audio and/or video during the activity break.

Package inclusions:
- Opportunity to lead a physical activity break during the Opening General Session (max. 5 minutes)
- Opportunity to provide one (1) piece of collateral for a seat drop during the Opening General Session (recommended quantity of 1,500)
- Reserved seating for up to two (2) sponsor representatives during the Opening General Session
- Logo ID on the Opening General Session page of the convention website
- Logo ID on signage displayed before and during the Opening General Session
- Logo ID in the Opening General Session description in the web- and mobile app-based Session Directory
- Recognition in at least one (1) e-blast promoting the Opening General Session

The Opening General Session Activity Break is sponsored by BOKS, An Initiative of Reebok & the Reebok Foundation

Closing Session Activity Break

$2,500, exclusive

Date: Friday, April 29, 2022
Time: 4:00–5:30 p.m.

Give attendees a mental and physical “reboot” by leading an activity break (max. 5 minutes) from the stage during the Closing General Session. These brief refreshers present an exclusive and fun opportunity to showcase how your program supports physical activity in front of a large gathering of health and physical educators. SHAPE America will provide appropriate A/V equipment to support both audio and/or video during the activity break.

Package inclusions:
- Opportunity to lead a physical activity break during the Closing General Session (max. 5 minutes)
- Opportunity to provide one (1) piece of collateral for a seat drop during the Closing General Session (recommended quantity of 1,000)
- Reserved seating for up to two (2) sponsor representatives during the Closing General Session
- Logo ID on the Closing General Session page of the convention website
- Logo ID on signage displayed before and during the Closing General Session
- Logo ID in the Closing General Session description in the web- and mobile app-based Session Directory
- Recognition in at least one (1) e-blast promoting the Closing General Session
Lectures

Workshops
Lectures & Workshops

C.H. McCloy Research Lecture
SOLD OUT

The annual C.H. McCloy Research Lecture provides a forum for a distinguished leader in the SHAPE America disciplines to present cutting-edge research findings of interest to researchers and practitioners alike. The lecture serves as a continuing memorial to Charles H. McCloy, one of the great pioneer scientists and leaders of the profession.

Package inclusions:

- Verbal recognition during the Lecture
- Opportunity for a sponsor representative to deliver brief welcome remarks (max. 5 minutes) during the Lecture
- Opportunity to provide one (1) piece of collateral for a seat drop during the Lecture (recommended quantity of 100)
- Logo ID on signage displayed before and during the Lecture
- Opportunity to display one (1) branded pop-up banner inside the Lecture meeting room during the event
- Logo ID in the Lecture description in the web- and mobile app-based Session Directory

Claudine Sherrill Adapted PE Distinguished Lecture & Awards
$2,500, exclusive

This program honors the best of the best in adapted physical education and physical activity. This year’s program will feature a lecture presented by a recognized speaker from the adapted physical education field. Following the lecture, three awards will be presented: Outstanding Adapted Physical Education Graduate Student, Adapted Physical Education Program of the Year, and the Julian Stein Lifetime Achievement Award.

Package inclusions:

- Verbal recognition during the Lecture and Awards program
- Opportunity for a sponsor representative to deliver brief welcome remarks (max. 5 minutes) during the Lecture and Awards program
- Opportunity to provide one (1) piece of collateral for a seat drop during the Lecture and Awards program (recommended quantity of 100)
- Logo ID on signage displayed before and during the Lecture and Awards program
- Opportunity to display one (1) branded pop-up banner inside the Lecture and Awards program meeting room during the event
- Logo ID in the Lecture and Awards program description in the web- and mobile app-based Session Directory

The C.H. McCloy Research Lecture is sponsored by Taylor & Francis Group LLC.
Lectures & Workshops

Measurement & Evaluation: JoAnne Safrit Lecture
SOLD OUT

The Measurement & Evaluation: JoAnne Safrit Lecture series is offered by the Measurement & Evaluation Special Interest Group to honor Dr. JoAnne Safrit’s significant contributions to measurement in kinesiology.

Package inclusions:
- Verbal recognition during the Lecture
- Opportunity for a sponsor representative to deliver brief welcome remarks (max. 5 minutes) during the Lecture
- Opportunity to provide one (1) piece of collateral for a seat drop during the Lecture (recommended quantity of 100)
- Logo ID on signage displayed before and during the Lecture
- Opportunity to display one (1) branded pop-up banner inside the Lecture meeting room during the event
- Logo ID in the Lecture description in the web- and mobile app-based Session Directory

The Measurement & Evaluation: JoAnne Safrit Lecture is sponsored by The Cooper Institute.

HPE State & District Coordinators Mini-Conference Co-Sponsor
$2,500, 1 available

Do you offer FREE health and physical education resources and have interest in reaching state and district HPE administrators from around the country? This mini-conference, which attracts approximately 100-150 district leaders, provides an active and engaging opportunity to learn more about hot topic issues, best practices and problems of practice encountered throughout the school year. PE coordinators, teachers and state agency partners are invited.

Package inclusions:
- Verbal recognition during the Mini-Conference
- Opportunity for a sponsor representative to deliver a brief 15-minute presentation during the Mini-Conference
- Opportunity to provide one (1) piece of collateral for a seat drop during the Mini-Conference (recommended quantity of 150)
- Logo ID on signage displayed before and during the Mini-Conference
- Opportunity to display one (1) branded pop-up banner inside the Mini-Conference meeting room during the event
- Logo ID in the Mini-Conference description in the web- and mobile app-based Session Directory
- Opportunity for two (2) sponsor representatives to attend the full Mini-Conference

The HPE State & District Coordinators Mini-Conference is co-sponsored by Cairn Guidance, Inc.
Education Tracks
Education Tracks

Physical Activity Track
$4,400, exclusive

The Physical Activity Track will feature more than 35 sessions that will be scheduled Tuesday-Saturday during the convention week. The Track features sessions that fall into one of the following sub-categories: Adapted Physical Activity; Curriculum; Comprehensive School Physical Activity Programs; Coaching Education and Coaching; Dance (outside of PE programs); and Early Childhood Physical Activity.

Package inclusions:

- Logo ID on signage displayed before and during each session included in the Physical Activity Track
- Opportunity to include one (1) customized Sponsor Survey to capture attendee feedback on a select number of sponsor-provided questions. Sponsor may connect completion of the survey to a drawing/giveaway to encourage participation in the survey. SHAPE America will share survey responses with the sponsor after the event. Survey will be located on the sponsor profile within the mobile app for the event.
- Full screen image/branding (designed by sponsor; 1080px W x 1680px H at 96 dpi) to appear on five (5) screens throughout the primary meeting room space/locations for the duration of the event.
- Full screen image/branding (designed by sponsor, 1306px W x 768px H at 96 dpi) on an Integrated Resource Information System (IRIS) located on the Lobby level of the convention center and located near registration and access to meeting space and the exhibit hall; IRIS cluster includes four (4) screens (same content must appear on both screens).
- Logo ID in the description for ALL Physical Activity Track sessions in the web- and mobile app-based Session Directory
- Logo ID on the Physical Activity Track session listing page of the convention website
- Opportunity to provide two (2) marketing collateral items (PDF format) to be uploaded to the session listing for each Physical Activity Track session
- Logo ID in at least one (1) e-blast promoting the Physical Activity Track
- At least one (1) sponsor acknowledgement/announcement through SHAPE America’s social media channels (e.g., “Don’t miss the Physical Activity Track at #SHAPENOLA. Thanks to our sponsor @ABC_Company” or “Catch the #SHAPENOLA Physical Activity Track, supported by @ABC_Company, for tips, tools and resources to increase physical activity in schools.”)
Education Tracks

Professional Preparation Track

$4,800, exclusive

The Professional Preparation Track will feature 48 sessions that will be scheduled Tuesday-Saturday during the convention week. The Track features sessions that fall into one of the following sub-categories: Administration/Supervision/Leadership; Advocacy; Curriculum, Instruction & Assessment; Equity, Diversity & Inclusion; Program Recruitment and Retention; Social & Emotional Learning; and Technology & Virtual/Hybrid Learning with a focus on PETE/HETE.

Package inclusions:

- Logo ID on signage displayed before and during each session included in the Professional Preparation Track
- Opportunity to include one (1) customized Sponsor Survey to capture attendee feedback on a select number of sponsor-provided questions. Sponsor may connect completion of the survey to a drawing/giveaway to encourage participation in the survey. SHAPE America will share survey responses with the sponsor after the event. Survey will be located on the sponsor profile within the mobile app for the event.
- Full screen image/branding (designed by sponsor; 1080px W x 1680px H at 96 dpi) to appear on five (5) screens throughout the primary meeting room space during the event.
- Full screen image/branding (designed by sponsor, 1306px W x 768px H at 96 dpi) on an Integrated Resource Information System (IRIS) located on the 2nd floor of the convention center, outside of the meeting rooms where education sessions will be held; IRIS cluster includes two (2) screens (same content must appear on both screens).
- Logo ID in the description for ALL Professional Preparation Track sessions in the web- and mobile app-based Session Directory
- Logo ID on the Professional Preparation Track session listing page of the convention website
- Opportunity to provide two (2) marketing collateral items (PDF format) to be uploaded to the session listing for each Professional Preparation Track session
- Logo ID in at least one (1) e-blast promoting the Professional Preparation Track
- At least one (1) sponsor acknowledgement/announcement through SHAPE America’s social media channels (e.g., “Don’t miss the Professional Preparation Track at #SHAPENOLA. Thanks to our sponsor @ABC_Company” or “Catch the #SHAPENOLA Professional Preparation Track, supported by @ABC_Company, for tips, resources and discussions related to PETE/HETE.”)
Education Tracks

Health Education Track

SOLD OUT

The Health Education Track will feature 70 sessions that will be scheduled Tuesday-Saturday during the convention week. The Track features sessions that fall into one of the following sub-categories: Administration/Supervision/Leadership; Advocacy; Curriculum, Instruction & Assessment; Equity, Diversity & Inclusion; Health Promotion; Social & Emotional Learning; and Technology & Virtual/Hybrid Learning.

Package inclusions:

- Logo ID on signage displayed before and during each session included in the Health Education Track
- Opportunity to include one (1) customized Sponsor Survey to capture attendee feedback on a select number of sponsor-provided questions. Sponsor may connect completion of the survey to a drawing/giveaway to encourage participation in the survey. SHAPE America will share survey responses with the sponsor after the event. Survey will be located on the sponsor profile within the mobile app for the event.
- Full screen image/branding (designed by sponsor; 1080px W x 1680px H at 96 dpi) to appear on five (5) screens throughout the primary meeting room space/locations for the duration of the event.
- Full screen image/branding (designed by sponsor, 1306px W x 768px H at 96 dpi) on an Integrated Resource Information System (IRIS) located on the 2nd floor of the convention center, outside of the meeting rooms where education sessions will be held; IRIS cluster includes two (2) screens (same content must appear on both screens).
- Logo ID in the description for ALL Health Education Track sessions in the web- and mobile app-based Session Directory
- Logo ID on the Health Education Track session listing page of the convention website
- Opportunity to provide two (2) marketing collateral items (PDF format) to be uploaded to the session listing for each Health Education Track session
- Logo ID in at least one (1) e-blast promoting the Health Education Track
- At least one (1) sponsor acknowledgement/announcement through SHAPE America’s social media channels (e.g., “Don’t miss the Health Education Track at #SHAPENOLA. Thanks to our sponsor @ABC_Company” or “Catch the #SHAPENOLA Health Education Track, supported by @ABC_Company, for new classroom ideas and best practices.”)

The Health Education Track is sponsored by Goodheart-Willcox Publisher.
Education Tracks

Physical Education Track
$6,500, exclusive

The Physical Education Track will feature more than 90 sessions that will be scheduled Tuesday-Saturday during the convention week. The Track features sessions that fall into one of the following sub-categories: Administration/Supervision/Leadership; Advocacy; Adapted Physical Education; Curriculum, Instruction & Assessment; Dance; Equity, Diversity & Inclusion; Social & Emotional Learning; and Technology & Virtual/Hybrid Learning.

Package inclusions:
- Logo ID on signage displayed before and during each session included in the Physical Education Track
- Opportunity to include one (1) customized Sponsor Survey to capture attendee feedback on a select number of sponsor-provided questions. Sponsor may connect completion of the survey to a drawing/giveaway to encourage participation in the survey. SHAPE America will share survey responses with the sponsor after the event. Survey will be located on the sponsor profile within the mobile app for the event.
- Full screen image/branding (designed by sponsor; 1306px W x 768px H at 96 dpi) on an Integrated Resource Information System (IRIS) located on the Lobby level of the convention center and located near registration and access to meeting space and the exhibit hall; IRIS cluster includes four (4) screens (same content must appear on both screens).
- Logo ID in the description for ALL Physical Education Track sessions in the web- and mobile app-based Session Directory
- Logo ID on the Physical Education Track session listing page of the convention website
- Opportunity to provide two (2) marketing collateral items (PDF format) to be uploaded to the session listing for each Physical Education Track session
- Logo ID in at least one (1) e-blast promoting the Physical Education Track
- At least one (1) sponsor acknowledgement/announcement through SHAPE America’s social media channels (e.g., “Don’t miss the Physical Education Track at #SHAPENOLA. Thanks to our sponsor @ABC_Company” or “Catch the #SHAPENOLA Physical Education Track, supported by @ABC_Company, for new classroom ideas and best practices.”)
Sponsored Sessions
Sponsored Sessions

Sponsor Theater Activity Sessions*
$2,500, 4 available

These 1-hour sessions offer organizations the opportunity to showcase their products/services to support quality health and physical education. Demonstrate new products and classroom activities; highlight best practices for the classroom setting, feature successful customer case studies; share proprietary research that may be of interest to health and physical educators; and more.

Activity-based sessions are held in a meeting room within the Exhibit Hall and the room will be configured for an activity, with limited seating, to encourage active, hands-on participation by attendees.

Package inclusions:
- Opportunity to lead an activity-based Sponsor Theater Session (max. 60 minutes)
- Opportunity to distribute promotional materials/free resources during the Sponsor Theater Session
- Logo ID on signage displayed before and during the Sponsor Theater Session
- Opportunity to display up to two (2) branded pop-up banners inside the Sponsor Theater Session meeting room during your sponsored session
- Logo ID in the Sponsor Theater Session description in the web- and mobile app-based Session Directory

Available Session Slots:

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<th>Wednesday, April 27</th>
<th>Thursday, April 28</th>
<th>Friday, April 29</th>
</tr>
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<tr>
<td>10:45 – 11:45 a.m.</td>
<td>10:45 – 11:45 a.m.</td>
<td>10:45 – 11:45 a.m.</td>
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<td>Sponsored by Gopher</td>
<td>Reserved for KIDZ BOP</td>
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<td>2:00 – 3:00 p.m.</td>
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</tr>
<tr>
<td>3:15 – 4:15 p.m.</td>
<td>3:15 – 4:15 p.m.</td>
<td></td>
</tr>
</tbody>
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Session Recording Upgrade
$1,500

Have your Sponsor Theater Session professionally recorded and edited for use in a future virtual SHAPE America professional development offering (TBD). Additional fee of $1,500 required; SHAPE America will agree to provide the sponsor with a copy of the fully edited recording following the event.
Sponsored Sessions

**Sponsor Theater Presentation Sessions**
**$2,500, 6 available**

These 1-hour sessions offer organizations the opportunity to showcase their products/services to support quality health and physical education. Demonstrate new products and classroom activities; highlight best practices for the classroom setting; feature successful customer case studies; share proprietary research that may be of interest to health and physical educators; and more.

Presentation-based sessions are held in a meeting room within the Exhibit Hall and the room will be set theater-style for a lecture- or PowerPoint-based presentation.

**Package inclusions:**
- Opportunity to lead an activity-based Sponsor Theater Session (max. 60 minutes)
- Opportunity to distribute promotional materials/free resources during the Sponsor Theater Session
- Logo ID on signage displayed before and during the Sponsor Theater Session
- Opportunity to display up to two (2) branded pop-up banners inside the Sponsor Theater Session meeting room during your sponsored session
- Logo ID in the Sponsor Theater Session description in the web- and mobile app-based Session Directory

**Available Session Slots:**

<table>
<thead>
<tr>
<th>Wednesday, April 27</th>
<th>Thursday, April 28</th>
<th>Friday, April 29</th>
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<td>10:45 — 11:45 a.m.</td>
<td>10:45 — 11:45 a.m.</td>
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<tr>
<td>Sponsored by EVERFI</td>
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</tr>
<tr>
<td>2:00 — 3:00 p.m.</td>
<td>2:00 — 3:00 p.m.</td>
<td>12:00 — 1:00 p.m.</td>
</tr>
<tr>
<td>Sponsored by Goodheart-Willcox Publisher</td>
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<td></td>
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<tr>
<td>3:15 — 4:15 p.m.</td>
<td>3:15 — 4:15 p.m.</td>
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**Session Recording Upgrade**
**$1,500**

Have your Sponsor Theater Session professionally recorded and edited for use in a future SHAPE America professional development offering (TBD). Additional fee of $1,500 required; SHAPE America will agree to provide the sponsor with a copy of the fully edited recording following the event.
## Sponsored Sessions

### Morning Wellness Sessions

$1,500, 1 available

Help attendees keep up their exercise regimen or get an active kick-start to the day by leading a one-hour session featuring your organization’s physical education curriculum and/or physical activity programming. Morning Wellness Sessions are held at the Ernest N. Morial Convention Center and generally draw between 40-80 attendees. The sponsoring organization is responsible for instructing and leading the session. SHAPE America will provide standard A/V set-up (LCD projector – laptop NOT included, screen and microphone). Upon request, SHAPE America will also provide an iPod hookup; any additional equipment will be at the sponsor’s expense.

### Package inclusions:

- Opportunity to lead a Morning Wellness Session (max. 60 minutes)
- Opportunity to distribute promotional materials/free resources during the Wellness Session
- Logo ID on signage displayed before and during the Wellness Session
- Logo ID in the Wellness Session description in the web- and mobile app-based Session Directory

### Available Session Slots:

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<td><strong>Sponsored by United States Tennis Association</strong></td>
<td><strong>Sponsored by BOKS, An Initiative of Reebok &amp; the Reebok Foundation</strong></td>
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Special Events
Special Events

Student & First-Time Attendee Orientation
SOLD OUT

Students and first-time attendees are invited to this morning orientation session, designed to help participants navigate their first convention experience. The session includes remarks from a member of the SHAPE America Board of Directors, highlighting the “top 10” convention must-knows. SHAPE America member ambassadors are also on-hand to answer questions and facilitate community among newcomers.

Package inclusions:

- Opportunity for sponsor representatives to serve as “greeters” as attendees arrive for the Orientation session
- Verbal recognition during the Orientation session
- Opportunity for a sponsor representative to deliver brief welcome remarks (max. 5 minutes) or facilitate an ice-breaker activity during the Orientation session
- Opportunity to provide a welcome gift for each attendee as they arrive or depart from the Orientation session (e.g. gift card for a nearby café/Starbucks to use while at convention, branded promo item, product or resource sample, etc.); recommended quantity of 250
- Logo ID on signage displayed before and during the Orientation session
- Logo ID on an acknowledgement slide during the Orientation presentation/remarks
- Text ID included in an e-blast sent to all first-time attendees and students - prior to convention – highlighting the Orientation session; sponsor may provide a banner ad (650 W x 75 H) and URL to be included in the e-blast
- Logo ID on the Orientation page of the convention website
- Opportunity to display one (1) branded pop-up banner inside the Orientation meeting room during the event
- Logo ID in the Orientation session description in the web- and mobile app-based Session Directory

The Student & First-Time Attendee Orientation is sponsored by Taylor & Francis Group, LLC.
Special Events

**Opening Celebration**
Date: Wednesday, April 27, 2022  
Time: 6:00 - 8:00 p.m.

Laissez le bon temps rouler! Reunite with friends and colleagues from across the country as you enjoy an evening of casino games, mini-golf and dancing... Nawlins-style. Spread across three adjacent meeting spaces at the Hilton Riverside, this party is sure to have something for everyone!

**All sponsors receive:**
- Opportunity to provide an item(s) for a raffle drawing(s) during the Opening Celebration and/or a giveaway for all Opening Celebration attendees (recommended quantity of 900)
- Logo ID on signage displayed before and during the Opening Celebration
- Logo ID in the description for the Opening Celebration in the web- and mobile app-based Session Directory

**$12,500, Geaux Cup & Beverage Sponsor**
Your company is sure to be the hit of the party with branding on a plastic Geaux cup and provision of a complimentary drink ticket for each attendee.

**Package inclusions:**
- Logo ID (single color) imprinted on a commemorative solo or hurricane cup provided to all participating attendees
- Logo ID included on the drink ticket provided to all participating attendees (1 ticket per attendee)

**SOLD OUT, Photo Booth Sponsor, exclusive**
With brand new technology, photos from the HALO Photo Booth live in galleries that encourage guests to share and engage after the event is over. Everyone who participates in the photo booth will receive a link to their photos with prompts to share their pictures for everyone to see. This unique photo booth is sure to be a hit, as optimized lighting and social technology come together to create a visually-stunning, and unforgettable experience for attendees.

**Package inclusions:**
- Customized start screen to include your branding and messaging
- Photo border color (1 color) to match your branding
- Your custom text may be added at the bottom of the photo image

_{The Photo Booth is sponsored by QuaverEd._}

Cup images are intended for illustrative purposes only and may not reflect the specific product selected for this sponsorship.
Special Events

Opening Celebration
Casino Night @ Opening Celebration
Blackjack, roulette, craps, video slots... play them all in this Casino-themed room during the Opening Celebration. Place your bets and hope that lady luck is on your side!

<table>
<thead>
<tr>
<th>Description</th>
<th># Available</th>
<th>Fee</th>
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</thead>
<tbody>
<tr>
<td>EXCLUSIVE</td>
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<td></td>
</tr>
<tr>
<td>Casino Night Room Sponsor</td>
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</tr>
<tr>
<td>CO-SPONSORS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Craps Tables Sponsor</td>
<td>1</td>
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</tr>
<tr>
<td>Blackjack Tables Sponsor</td>
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</tr>
<tr>
<td>Roulette Tables Sponsor</td>
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</tr>
<tr>
<td>Video Slot Machines Sponsor</td>
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<tr>
<td>A LA CARTE</td>
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</tr>
<tr>
<td>Individual Video Slot Machine Sponsor</td>
<td>2</td>
<td>$500</td>
</tr>
</tbody>
</table>

A La Carte and Co-Sponsor opportunities not available if Exclusive Sponsor is sold. A La Carte options may not be available if the Co-Sponsor category is sold.
Special Events

Opening Celebration

Casino Night @ Opening Celebration
Blackjack, roulette, craps, video slots... play them all in this Casino-themed room during the Opening Celebration. Place your bets and hope that lady luck is on your side!

Casino Night Sponsor inclusions:
- Customized branding on the felt tabletops for all Blackjack and Craps tables (up to 8 tables total)
- Opportunity to provide a looping video or PowerPoint to be displayed on digital tablets displayed by the dealer at all Roulette tables (up to 4 tables)
- Customized branding on two (2) video slot machines

Craps Table inclusions:
Customized branding on felt tabletop of Craps table
- Co-Sponsor — 4 tables
- A La Carte — 1 table

Blackjack Table inclusions:
Customized branding on felt tabletop of Blackjack table
- Co-Sponsor — 4 tables
- A La Carte — 1 table

Roulette Table inclusions:
Opportunity to provide a looping video or PowerPoint to be displayed on a digital tablet, placed by the dealer at Roulette table
- Co-Sponsor — 4 tables
- A La Carte — 1 table

Video Slot Machine inclusions:
Custom branding on video slot machine
- Co-Sponsor — 2 machines
- A La Carte — 1 machine
Special Events

Opening Celebration
$500, Mini-Golf Hole Sponsor, 8 available

Offering 9 unique holes, each with their own theme and obstacles, this mini-golf course is sure to deliver a fun-for-everyone element and foster friendly competition amongst attendees.

Available Holes

- Shooting Hoops — Sponsored by Skillastics/Sandy Spin Slade, Inc.
- Stars & Stripes
- Crazy Cajun
- Fortune Wheel
- Bowling Pins
- Bulls Eye
- Mardi Gras Mambo
- Who Dat
- Monster Truck

Package inclusions:

- Logo ID on signage displayed at your sponsored hole
- Opportunity to provide “hole-in-one” prizes for your sponsored hole

$6,000, Dance Party Sponsor, exclusive

Let's get this party started! Hit the dance floor with attendees and rock out to some great grooves in this dance party-themed room during the Opening Celebration.

Package inclusions:

- Opportunity to provide two (2) raffle prizes to be used for drawings held during brief breaks during the dance party
- Opportunity to display up to two (2) branded pop-up banners in the Dance Party room during the Opening Celebration
Special Events

Hall of Fame Closing Reception
SOLD OUT

Date: Friday, April 29, 2022
Time: 5:45 - 7:00 p.m.

Following the Closing General Session, join our traditional-style second line parade, including a Grand Marshal and Mardi Gras entertainers as you head to the Hall of Fame reception at the Hilton Riverside where we will celebrate the 2022 SHAPE America National Teachers of the Year.

Package inclusions:

- Verbal recognition during the Reception
- Opportunity for a sponsor representative to deliver brief welcome remarks (max. 5 minutes) during the Reception
- Opportunity to provide items for a raffle drawing(s) during the Reception and/or a giveaway for Reception attendees (recommended quantity of 300)
- Logo ID included on a Teacher of the Year step-and-repeat banner displayed in the Reception meeting room for group photos and selfies
- Logo ID on signage displayed before and during the Reception
- Opportunity to display up to two (2) branded pop-up banners inside the Reception meeting room during the event
- Logo ID in the Reception session description in the web- and mobile app-based Session Directory

*The Hall of Fame Celebration is sponsored by the Teacher of the Year Partner Network, powered by SPARK, Wellness Training Specialists, Gopher and Goodheart-Willcox Publisher.*
Branding Opportunities
Branding Opportunities

Conventional Registration Bag
SOLD OUT

Gain valuable branding and visibility throughout the convention and when attendees return home by sponsoring this drawstring backpack-style convention registration bag. Bags are distributed to each attendee during registration check-in onsite. The bag will help them carry the conference essentials that they will pick up throughout the event, but they will continue to use the bag for everyday essentials when they return home, providing lasting impressions for your brand!

Package inclusions:

- Logo ID included on the convention registration bag, along with the SHAPE America convention logo
- One (1) single- or double-sided flyer (8.5” x 11”) to be included in the bag

The Convention Registration Bag is sponsored by BOKS, An Initiative of Reebok & the Reebok Foundation

Online & Onsite Registration
$15,000, exclusive

Make a splash as the Online and Onsite Registration sponsor! Your brand will be prominently featured on the kick-panels of the registration counters, on self-service kiosks and registration signage. Prior to convention, gain visibility through digital advertising on the registration page and registration confirmation emails.

Package inclusions:

- Logo ID included on one (1) large window cling in the Great Hall Lobby entry vestibule, flanked by two windows with #SHAPELOLA welcome messaging (the entry vestibule is the main doors through which attendees will enter the Ernest N. Morial Convention Center).
  - One (1) window cling 57.25” W x 99.5” H
- Logo ID on registration counter kick-panels
- Banner ad on the registration self-service kiosk screens (728px x 90px; JPG, GIF or PNG format)
- Digital advertisement on the landing page of the registration and housing portal; includes hyperlink to a provided URL. Three (3) sizes required; JPG, GIF or PNG format:
  - Large screen (desktop): Sidebar ad, up to 300px wide
  - Medium screen (tablet): Footer ad, up to 1000px wide
  - Small screen (phone): Footer ad, up to 620px wide
- Banner advertisement (up to 600px wide; JPG, GIF or PNG format) included in the footer section of the attendee registration confirmation email; includes hyperlink to a provided URL
- One (1) Tote Bag Insert (postcard size – 4” x 6” or 5” x 7”) to be included in the convention registration bag provided to each attendee (sponsor to provide 2,800 copies)
Branding Opportunities

Hand Sanitizer Stations
$7,500, exclusive

Help attendees stay healthy and germ-free with this exclusive package that provides complimentary antibacterial sanitizer in designated locations throughout the Ernest N. Morial Convention Center. Deployable sanitizer stations will be placed near escalators, elevators, and charging stations. Your brand will stand out on beautiful 4-color, customized wraps (11.5” W x 58” H) on a total of eight (8) stations and on 6” x 8” signs on four (4) additional stations.

Package inclusions:
- Customized branding on 11.5” W x 58” 4-color wraps on eight (8) deployable hand sanitizer stations
- Customized branded on 6” x 8” signs attached to four (4) upright hand sanitizer stations

Name Badge Lanyards
$6,000, exclusive

Every #SHAPENOLA attendee and exhibitor is required to wear a name badge throughout all conference sessions and the Exhibit Hall. Your company logo will appear on the name badge lanyards that attendees will use to hold their name badge – the perfect tool to boost brand awareness AND drive traffic to your booth at the event!

Package inclusions:
- Logo ID included on the name badge lanyards
- (1) Tote Bag Insert (Postcard Size – 4” x 6” or 5” x 7”) to be included in the convention registration bag provided to each attendee (sponsor to provide 2,800 copies)

Touch-Free Tool Upgrade
$5,500

Add a touch-free tool with your branding for lasting impressions beyond the event. This hardened plastic tool allows you to pull doors with various weight loads, hold grocery bags, or press elevator buttons and screen displays to reduce direct contact with areas. The tool is constructed to fit on a key ring and will be included in the convention registration bag provided to each attendee.
Branding Opportunities

Mardi Gras Beads with Co-Branded Medallion
$5,000, exclusive

Welcome attendees to New Orleans by providing them with their first set of Mardi Gras beads, included in the convention registration bag that each attendee will receive at registration. This stylish accessory comes with 7.5 mm metallic rainbow beads strung on a 33” sectioned strand necklace. Your full color digital logo will be featured on one side of the 2.5” round white medallion attached to the beads; the #SHAPENOLA logo will be featured on the other side of the medallion.

Package inclusions:
- Logo ID (full color digital) included on one side of the 2.5” round white medallion attached to the beads
- One (1) single- or double-sided flyer (8.5” x 11”) to be included in the bag

Attendee WiFi
$5,000, exclusive

By sponsoring the WiFi network at the Ernest N. Morial Convention Center, you will receive the ultimate branding to all attendees connecting to the network. Fast, free WiFi is a highly valued and prized service by attendees and exhibitors alike. You’ll be viewed as forward-thinking, innovative, sensitive to customer’s needs, and high tech.

Package inclusions:
- Customized WiFi password branded to your company. Password must be between 8-12 characters, to include letters and/or numbers; no special characters or spaces allowed
- Upon login, attendees will be automatically redirected to a URL of the sponsor’s choice. URL landing page may include embedded video and/or a brief form for lead generation
- Logo recognition included on onsite signage about the WiFi, including login instructions
- Text ID in the “News You Can Use” e-blast, in the section highlighting the WiFi network, sent approximately one (1) week in advance of the event
- Logo ID on the WiFi network login instructions page on the convention website
- Logo ID on the WiFi network login instructions page within the mobile app (launches from a WiFi-specific icon within the mobile app)
Branding Opportunities

Convention Mobile App
SOLD OUT

Put your brand in attendees’ hands! Your logo will be displayed on prime real estate with a front-and-center impression on the 2022 SHAPE America National Convention & Expo mobile app splash screen, displayed every time the event app is launched.

Package inclusions:

- Logo ID on the mobile app splash screen (displays for up to 5 seconds)
- One (1) mobile app Banner Ad (Two sizes required: 640px x 150px AND 522px x 150px; PNG, JPG or GIF. Animations are not supported)
- Three (3) mobile app Push Notifications sent via the mobile app (one per day on Wednesday, Thursday and Friday). This is a great opportunity to push completion of your included sponsor survey, drive traffic to your exhibit booth, or to share an announcement. Notification messages may be up to 140 characters in length and may be linked to your in-app sponsor profile or to an external URL.
- Sponsor profile within the mobile app, which may include:
  - Company logo (300px x 300px)
  - One (1) embedded video (appears at the top of the profile, just below the logo). Video must be on Vimeo or YouTube; sponsor to provide embed code
  - Social media buttons with links to your social channels (LinkedIn, Facebook and Twitter supported)
  - Company description
  - Opportunity to include one (1) customized Sponsor Survey to capture attendee feedback on a select number of sponsor provided questions. Sponsor may connect completion of the survey to a drawing/giveaway to encourage participation in the survey. SHAPE America will share survey responses with the sponsor after the event.
  - Contact information, which may include:
    - Physical address
    - Email (up to two addresses)
    - Phone (up to three numbers – work, mobile, other)
    - Social media links (LinkedIn, Facebook and Twitter supported)
    - Website (up to website URLs)
  - Opportunity to provide photos for inclusion on the profile
  - Opportunity to provide PDF documents for download by attendees
- One (1) sponsor-branded icon within the app, which links directly to the in-app sponsor profile or a provided URL
- Log ID on the Sponsor Listing in the mobile app; links to the in-app sponsor profile
- Logo ID in the SHAPE America National Convention & Expo header banner on the mobile app invitation email sent to all registered attendees
- Logo ID on the convention website page promoting the mobile app
- Logo ID on onsite signage about the mobile app
- Logo ID in email promotions for the mobile app

The Convention Mobile App is sponsored by Taylor & Francis Group, LLC.