



International Conference On Applied Strength & Conditioning

November 12th - 14th 2010
Holiday Inn | Surfers Paradise

2010 INVITATION TO EXHIBIT AND SPONSOR

We hope that you will be joining the ASCA's major event of the year –

The ASCA

International Conference on Applied Strength and Conditioning.

Please find following some background information and sponsorship opportunities for
this years' trade show.



ABOUT THE CONFERENCE & THE ASCA

The 2010 International Conference on Applied Strength & Conditioning will be held **November 12th – 14th** at the Holiday Inn on the Gold Coast.

The ASCA Annual International Conference attracts over 200 coaches from numerous different countries, with the majority of delegates working with professional or semi-professional athletes and teams.

The ASCA is dedicated to the professional development of strength and conditioning coaches and the trade show and sponsors are a valuable part of the conference experience. This year the aim is to provide delegates with the latest innovative products and services available in the strength and conditioning field.

The ASCA is still finalising the presenter list, however we have had an excellent response from a number of high profile coaches and academics wanting to present. After the success of previous international presenters Allen Hedrick in 2007, Jay Dawes in 2008, Ian Jeffreys in 2009 along with a host of extraordinary Australian and International coaches, the ASCA will also have Jay Hoffman representing the NSCA from the USA once again along a list of international presenters representing a number of countries worldwide.

With that in mind, as an industry supplier, you will not want to miss out on this excellent opportunity to increase your competitive edge by showcasing your products and services to your target market in the relaxed and friendly environment that the ASCA conference offers.

The 2010 Conference allows the ASCA to offer you a creative, one-of-a-kind marketing opportunity to promote all of your competitive advantage and exhibit your products directly to the key people in the industry both here and overseas.

The sponsor structure has changed from 2009 and I ask that you please read the following details carefully. The booths are assigned on a **first come, first served basis**, and due to the limited numbers it is recommended that you get your registration in ASAP.

Can you afford to miss out?

TRADE SHOW DETAILS

DATE: 12th-14th November 2010

LOCATION: Holiday Inn, View Avenue, Surfers Paradise, Gold Coast

COMMENCEMENT TIME/DATE: PM Friday 12th November

CONCLUDING TIME/DATE: PM Sunday 14th November

WHO SHOULD EXHIBIT?

Companies offering the following products and services should consider exhibiting:

- Education materials (e.g. book and magazine) suppliers
- Specialist training equipment
- Specialist testing equipment suppliers
- Specialist sports medicine equipment/products
- Nutritional supplement supply companies
- Training and sports facilities
- General training equipment (e.g. free weights, machines, electronic equipment)
- Training apparel e.g. wraps, belts, gloves
- Training clothing and footwear
- College organization i.e. professional/educational organizations

CONFERENCE DETAILS

ANTICIPATED NO OF DELEGATES: 200+ (2009 = 256 attendees)

ANTICIPATED NO OF PRESENTERS: 16-22 Plus Poster Presentations

GEOGRAPHICAL AREA OF DELEGATES:

Australia	Japan
New Zealand	Egypt
Singapore / ASIA	Ireland
Fiji	Canada
Vanuatu	USA
UK	

GEOGRAPHICAL AREA OF PRESENTERS: Australia and International

OCCUPATIONAL GROUPS REPRESENTED BY DELEGATES:

- Strength and Conditioning Coaches
- Sports Coaches
- School Sports Staff
- Fitness industry (owners, managers and staff)
- Personal Trainers
- Sports Scientists
- Sports Medicine Professionals

THERE ARE A LIMITED NUMBER OF SPACES AVAILABLE AT THE CONFERENCE.



GENERAL INFORMATION FOR EXHIBITORS

Sponsor pack details are listed below, please select what best suits your needs.

To increase flow of delegates through the trade show area, the ASCA are also offering the following;

- Morning and afternoon teas will be provided within the trade show area
- The Friday night welcome cocktail party will be held in the trade show area including a bar in boulevard 3
- Trade Show will be open during designated breaks in the conference program.

WHAT WE ASK FROM EXHIBITORS

We ask the following from exhibitors involved in the 2010 Australian Strength and Conditioning International Conference on Applied Strength & Conditioning:

- 50% Deposit to be paid by upon registration
- Balance of Payment due 1st of October 2010

OTHER OPTIONS FOR EXHIBITORS

Accommodation is not included in the sponsor packs and can be organised through the Holiday Inn (See accommodation Booking Form) or alternate venues. Meals are only covered in the sponsorships that include conference registrations as part of their packages. If exhibitors require meals for extra staff the options are outlined on the registration form.

HOTEL INFORMATION

An exclusive room rate, including buffet breakfast, has been arranged specifically for ASCA delegates and sponsors and will also be available for those wishing to extend their stay for either a few days prior to or following the Conference. The resort is approximately 30 minutes drive from Gold Coast Airport and 50 minutes from Brisbane International or Domestic airport. You are advised to confirm bookings early, as rooms will be heavily booked at the time of year. Accommodation bookings must be made directly with the resort on the form included with this brochure.

HOW TO REGISTER

Trade Booth registration can be made by phone, fax or post. Registration will not be confirmed until full payment is received. Cheques, money orders and credit cards will be accepted and must be made in Australian dollars.

Complete the Trade Booth Booking Form, enclose payment or credit card details and:

Post to:
ASCA
PO Box 71
Beenleigh QLD 4207

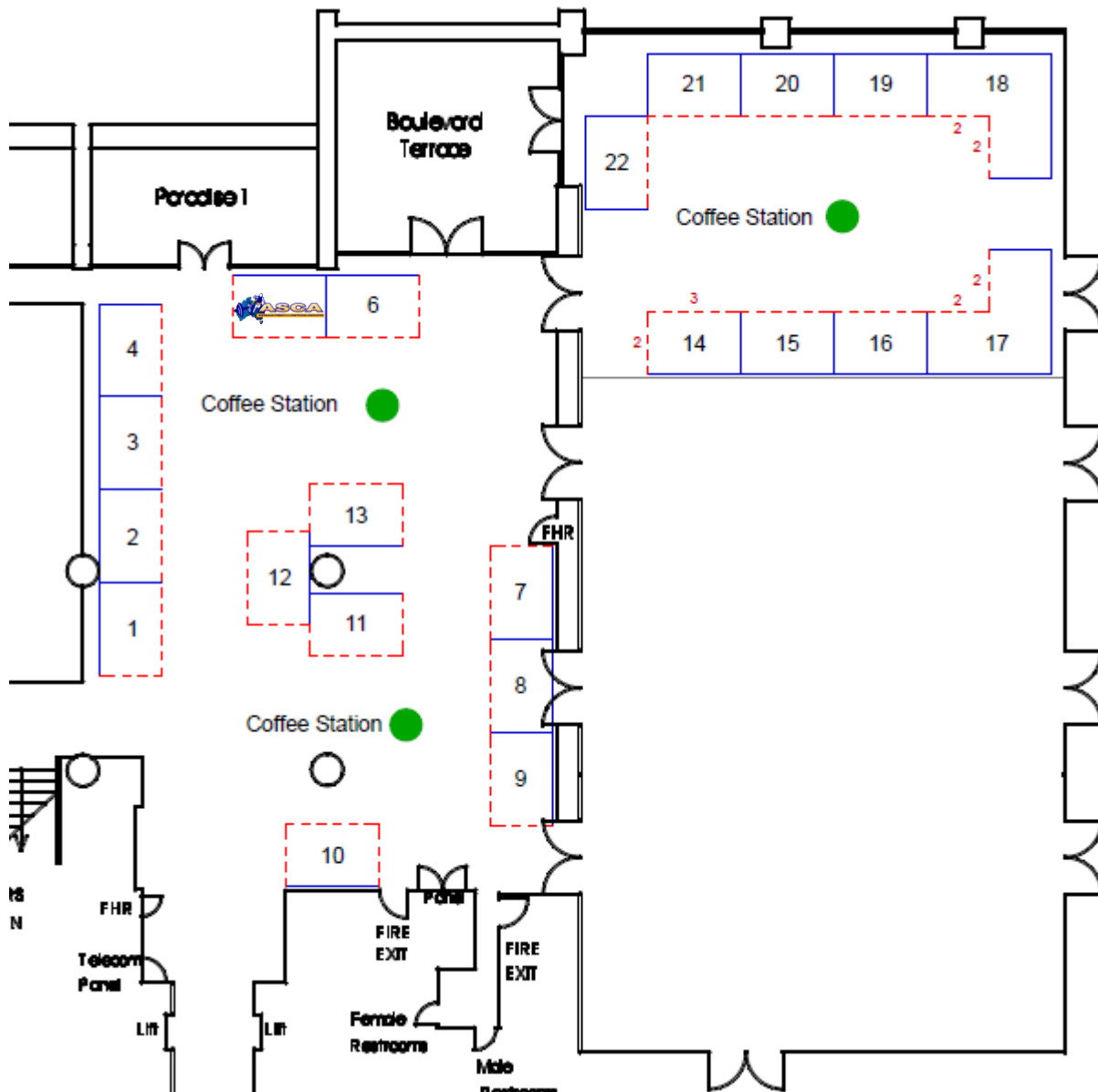
Fax to:
0738077445

For further information call:
0738077119

The ASCA will confirm your registration by mail.

BOOTH AND SPONSORSHIP OPPORTUNITIES

The conference sponsor structure has changed from previous years so please read carefully and if you require further information or a package tailored to your needs don't hesitate to contact Leanne on 0418720105. All Booths are priced as per the following map.



STANDARD BOOTH

AUS\$800.00 inc GST

Standard booths are all booths excluding booths 17 & 18 and include;

- Trade booth in exhibition area (3x2m Booth, lighting, power, trestle tables & chairs)
- Opportunity to put advertising materials/products in the Delegate bags (to be received by the 1st of October)
- Company Logo on the ASCA website (on the conference page once deposit and artwork is received) until the 31st of December 2010.

CORNER BOOTH

AUS\$1500.00 inc GST

Corner booths are booths 17 & 18 and include;

- Trade booth in exhibition area (12 square metre corner booth, lighting, power, trestle tables & chairs)
- Opportunity to put advertising materials/products in the Delegate bags (to be received by the 1st of October)
- Company Logo on the ASCA website (on the conference page once deposit and artwork is received) until the 31st of December 2010.

ADDITIONAL EXHIBITOR SPONSORSHIP OPPORTUNITIES

(These options are available in addition to your booth purchase to enhance your sponsorship exposure)

PLATINUM SPONSORSHIP

AUS\$3000.00 inc GST

As the Platinum Sponsor your organisation will be affiliated with all major aspects of the 2010 ASCA International Conference and Trade Show. This unique opportunity enables your organisation to demonstrate its support and commitment to the ASCA and its development whilst showcasing your product or services.

A Platinum Sponsor will receive:

- Recognition as the Platinum Sponsor and company Logo displayed on all conference materials
- Company name included on all media releases as 'Platinum Sponsor'
- Acknowledgement as 'Platinum Sponsor' at the registration desk
- Full page advertisement in the Conference Program
- Four conference registrations that are inclusive of all conference proceedings, events and social functions - additional conference registrations priced at a special exhibitors price of \$460.00 are available for purchase (limit 3 per Company)
- Opportunity to put advertising materials/products in delegate bags
- Advertising on the ASCA Website (**Home Page**) with link to your website from date of deposit paid to the 31st December 2010
- ASCA advertising banner in the keynote presentation room with recognition of your company as 'Platinum Sponsor'
- Acknowledgement as Platinum Sponsor at welcome party and the conference dinner
- Company Logo on Delegate badges
- Names and contact details of conference delegates – Please note that this will **ONLY** include those delegates who give permission to pass on their information as per their registration form.

GOLD SPONSORSHIP

AUS\$1500.00 inc GST

A Gold Sponsor will receive:

- Whole page advertisement displayed in the conference program
- Recognition as 'Gold Sponsor' along with Company name included on all media releases as 'Gold Sponsor'
- Two conference registrations that are inclusive of all conference proceedings, events and social functions - additional conference registrations priced at a special exhibitors price of \$460.00 are available for purchase (limit 3 per Company)
- Opportunity to put advertising materials/products in the delegate bags
- Advertising on the ASCA website (**Conference Page**) with link to your website from date deposit received to the 31st of December 2010.
- Names and contact details of conference delegates – Please note that this will **ONLY** include those delegates who give permission to pass on their information as per their registration form.

SILVER SPONSORSHIP

AUS\$400.00 inc GST

A Silver sponsor will receive:

- Half page advertisement displayed in the conference program
- Company name included on all media releases as 'Silver Sponsor'.
- One conference registration that is inclusive of all conference proceedings, events and social functions - additional conference registrations priced at a special exhibitors price of \$460.00 are available for purchase (limit 3 per Company)
- Opportunity to put advertising materials/Products in the delegate bags
- Company Logo on the ASCA Website (Conference Page), no link, until the 31st December 2010.

CONFERENCE DINNER SPONSOR

AUS \$3000.00 inc GST

The Conference dinner sponsor will have the following opportunities:

- Opportunity to place advertising materials on the dinner tables and chairs and in the delegate bags.
- Opportunity to display advertising materials in the dinner function room
- 5 tickets to the conference dinner
- 2 Conference Delegate Registrations that are inclusive of all conference proceedings, events and social functions - additional conference registrations priced at a special exhibitors price of \$460.00 are available for purchase (limit 3 per Company)

DELEGATE BAG SPONSOR

AUS \$4500.00 inc GST

As the delegate bag sponsor your company will have the unique opportunity to have your logo branded alongside the ASCA logo on the delegate bags, as chosen by the ASCA. Or provide a quality bag, approved by the ASCA, which will void the \$4500.00 bag sponsorship fee.

This is a great opportunity to have your logo not only displayed in a prominent position at the conference but for times to come as the bags get used in the future by delegates. You will be required to provide the appropriate artwork.

BAG INSERT SPONSOR

AUS\$400.00 inc GST

- Opportunity to put advertising materials/products in the Delegate bags

**** Please note that catering is dependent on your chosen sponsorship. Packages that include delegate registration have catering included in those registrations only. If you require staff catering the options and prices are outlined on the booking form. If you do not complete this part of the form your company will not be catered for.***



BOOTH AND SPONSORSHIP BOOKING FORM

**Please complete each part of the booking form by following the steps*



YOUR COMPANY'S DETAILS

Company Name

Product/Service

ABN No

ARB No

Product/Public Liability Insurance Cover:

YES/NO

(A current copy of your Certificate of Currency must be provided)

Brief Description of Products to be exhibited (50 words max.)

CONTACT INFORMATION

Name of contact

Postal Address

Post Code

Phone

Work

Mobile

Email:

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BOOTH OPTIONS

Booth Assignment: Booths will be assigned on a first come, first served basis. A floor plan is above for your convenience. Please list alternative choices in case your first choice is not available. In the event your choices are not available, the next most comparable space will be assigned. You will receive confirmation of your booth number/s within 7 days of receipt of final payment.

Please choose from the following;

- STANDARD BOOTH** \$800.00 inc GST **CORNER BOOTH** \$1500.00 inc GST

1st Choice _____ 2nd Choice _____ 3rd Choice _____

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SPONSORSHIP OPTIONS

- PLATINUM SPONSORSHIP** \$3000.00 inc GST
(This option is available in **addition** to your booth purchase to enhance your sponsorship exposure)
- GOLD SPONSORSHIP** \$1500.00 inc GST
(This option is available in **addition** to your booth purchase to enhance your sponsorship exposure)
- SILVER SPONSORSHIP** \$400.00 inc GST
(This option is available in **addition** to your booth purchase to enhance your sponsorship exposure)
- CONFERENCE DINNER SPONSOR** \$3000.00 inc GST
(You are not required to be a booth holder to take this sponsorship)
- DELEGATE BAG SPONSOR** \$4500.00 inc GST
(You are not required to be a booth holder to take this sponsorship)
- BAG INSERT SPONSOR** \$400.00 inc GST
(You are not required to be a booth holder to take this sponsorship)
- I DO NOT WISH TO PURCHASE ADDITIONAL SPONSORSHIP**

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ADDITIONAL OPTIONS

- x **EXHIBITOR DELEGATE REGISTRATION @** \$460.00 ea inc GST
(This option is limited to 3 per company and includes; all conference proceedings, morning and afternoons teas, lunch, Friday cocktail party and Saturday Gala dinner)
- x **GALA DINNER TICKETS @** \$115.00 ea inc GST
- I DO NOT REQUIRE ANY ADDITIONAL OPTIONS**

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PAYMENT DETAILS

TOTAL INVESTMENT AMOUNT

\$

Type of payment;

Cheque

Money Order

Mastercard

VISA

Card number

Expiry Date

Name on card

Please charge my credit card the above amount, signed

***Please note that all credit card payments incur an additional 2.5% processing fee. The ASCA does not accept AMEX or Diners.**

Refund Policy:

The ASCA refund policy is limited to the following circumstances and time frames only:

Notification of withdrawal in writing up to the 31st of August 2010 - **FULL REFUND**

Notification of withdrawal in writing between the 1st of September 2010 and the 1st of October 2010–

NO REFUND OF DEPOSIT (50% of total payment)

Notification of withdrawal from the 1st of October 2010 – NO REFUND OF TOTAL