AMPLIFY YOUR PRESENCE

April 13-17, 2021 – Baltimore, MD
Reserve your advertising today!

convention.shapeamerica.org/exhibit
#SHAPEBmore
Join us at the 2021 SHAPE America National Convention & Expo in Baltimore for the opportunity to showcase your products and services to a highly targeted audience of health and physical education professionals. We bring the power of partnership and national collaboration to thousands of members and organizations across the country.

Advertising is your gateway to reaching HPE decision-makers.

OTHER WAYS TO PARTICIPATE

**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 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 networking events and branded items, the SHAPE America National Convention & Expo provides the platform to support your objectives.

**Join**
Become a member of our year-round national education community. SHAPE America Partners for Active and Healthy Children members represent forward-thinking for-profit and nonprofit organizations that share our commitment to building a nation where all children are prepared to lead healthy, physically active lives.

To advertiser or become a member, please contact:
Danielle Platt
dplatt@shapeamerica.org
(703) 476-3457

To sponsor, please contact:
Beth Bennett
bbennett@shapeamerica.org
(703) 476-3468
DIGITAL ADVERTISING

Mobile App Banner Ad
$1,000 per banner | 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.

Mobile App Push Notification
$500 per notification | 12 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 attendee’s 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 notification per day, per organization, messages may be scheduled on Tuesday (April 13), Wednesday (April 14), Thursday (April 15), or Friday (April 16).

Website Advertising
$2,500 per Box Ad | 2 available
$1,500 per Bottom Banner Ad | 1 available

The convention website is home to all of the information attendees need: registration, hotels, the event calendar, Session Directory, Exhibitor Directory and more. With over 100,000 page views, you can gain exposure throughout the year. Ads run on selected pages across the convention website.
DIGITAL ADVERTISING

**Daily “Sample of Sessions” Emails**

- $4,000 Top Banner | 1 available
- $3,000 Middle Banner | 1 available
- $2,000 Bottom Banner | 1 available

Reach every conference attendee through banner advertising in these daily “Sample of Sessions” emails sent to all registered attendees on Wednesday (April 14), Thursday (April 15) and Friday (April 16) of convention week. This is a great way to remind attendees to visit your exhibit booth or to attend your sponsored session or event. Three placement positions available.

**“News You Can Use” Email**

- $2,000 Banner Ad | 1 available

Stand out ahead of the convention with this exclusive banner ad in the “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.

**HPE Marketplace Guide**

- $350 Premier Listing | unlimited
- $200 Basic Listing | unlimited

Stretch your visibility beyond Baltimore with a year-round listing in the HPE Marketplace Guide!

SHAPE America’s new HPE Marketplace Guide provides an online resource for health and physical education professionals seeking new products and services for their classroom. Searchable by categories, the Guide offers an affordable option to showcase your organization all year long (all listings are for 12 months). The Guide is promoted through *Momentum*, *Et Cetera*, and social media posts.

**Premier Listing Inclusions**
Your listing will appear in your choice of five (5) categories and includes:
- Priority placement above Basic Listings
- Full-color company logo
- Company name
- Phone number
- Active web link
- Active email
- Active Facebook, Instagram and Twitter links
- 50-word description

**Basic Listing Inclusions**
Your listing will appear in your choice of three (3) categories and includes:
- Company name
- Phone number
- Active web link
- Active email
PRINT ADVERTISING

Tote Bag Inserts
$2,500 Catalog or Promotional Item | 3 available
$1,500 Flyer | 6 available
$750 Postcard | 6 available

Remind attendees to participate in your sponsored event or activity, visit your exhibit booth, showcase a promotional offer, 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 and shipping; advertiser is responsible for costs associated with design, printing and shipping. Advertiser to provide 4,500 copies of insert.

DIGITAL MAGAZINE

Momentum Advertising – Winter and/or Spring 2021 Issues
$2,000 Full-page Ad | unlimited
$1,200 Half-page Ad | unlimited
$730 Quarter-page Ad | unlimited

Momentum, SHAPE America’s digital magazine published three times annually, brings insights, ideas and inspiration to the health and physical education community.

Momentum helps promote SHAPE America’s mission to advance professional practice and promote research related to health and physical education, physical activity, dance and sport. Packed with member-focused and member-generated content, Momentum includes classroom tips, professional development resources and advocacy news, as well as updates on partnerships, educational programs and upcoming conferences.

Ad placements include “shoppable” links, directing readers to your e-commerce site through clickable links in the magazine. Ads may also include Web links, leading readers to more information or additional content with clickable links directly from your magazine ad.

The winter 2021 issue will serve as the pre-Convention issue, highlighting sponsors, exhibitors, special events and programs, and more! The spring 2021 issue will serve as the post-Convention issue, showcasing a summary of highlights from keynote presentations, breakout sessions, special events, sponsors and exhibitors.

Please refer to page 7 for artwork specifications.
DIGITAL MAGAZINE

*Momentum Advertising – Winter and/or Spring 2021 Issues*

**Technical Requirements and Specifications**

Digital files are required for advertising submissions. Ads must be high-resolution (300 dpi or greater) PDF, JPEG or EPS. All black-and-white images must be set to “grayscale,” and all color images should be “CMYK.”

**Bleeds:** Keep essential matter within ¼” of trim size

**Image Resolution:** All images should be at least 300 dpi

**Trim Size:** 8.375” W x 10.875” H

**Image Size:** 7.375” W x 9.875” H

**Color:** 4-color

**Artwork Specifications**

- **Full-Page**
  8.375” W x 10.875” H

- **½-Page Horizontal**
  7.375” W x 4.5” H

- **½-Page Vertical**
  3.5” W x 9.5” H

- **¼-Page Square**
  3.5” W x 4.625” H

- **¼-Page Vertical**
  1.75” W x 9.5” H

- **Horizontal Strip**
  7.375” W x 2.375” H
EXCLUSIVELY FOR EXHIBITORS

CLICK Photo Scavenger Hunt

$250 Enhanced Package | unlimited availability
$125 Basic Package | unlimited availability

NEW for 2021! CLICK is a photo scavenger hunt game designed to drive engagement between exhibitors and attendees throughout the convention. Attendees will take photos to compete in exhibitor-sponsored challenges, earn points, and win prizes. Stand apart from the crowd by participating in this limited opportunity game that is sure to have attendees buzzing!

Enhanced Package inclusions:
• One (1) game Badge branded with your company name and logo
• Up to five (5) custom photo challenges to be listed within your branded Badge category (e.g., A representative of ABC Company; You posted with ABC Company’s logo; You participating in ABC Company’s exhibitor demo; You and a friend during ABC Company’s Partner Activity Session; or You checking out ABC Company’s equipment)
• Company name and booth number included on Game info page on the convention website
• Option to donate an item to be used in the prize packages for the Game

Basic Package inclusions:
• One (1) branded photo challenge included in the “Exploring the Expo Hall” Badge category (e.g., ABC Company – booth #700)
• Company name and booth number included on Game signage placed at registration and the exhibit hall entrance
• Company name and booth number included on Game info page on the convention website
• Option to donate an item to be used in the prize packages for the Game

Exhibit Hall Aisle Signs

$250 per aisle | 13 aisles available

New for 2021! Place your logo and booth number on aisle signs for one or more aisles in the exhibit hall. Aisle signage helps attendees navigate through the hall and provides a high level of visibility for your brand.

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

Image is for illustrative purposes only. Final aisle sign design/layout may differ.
EXCLUSIVELY FOR EXHIBITORS

Show Specials Guide

$500 Full-page Ad Upgrade
$250 Half-page Ad Upgrade

NEW for 2021! Be sure to capture the attention of attendees BEFORE the convention by upgrading to a half- or full-page ad in the digital Show Specials Guide! You’ll boost your visibility and garner even more attention with this 4-color, graphic placements.

Full-page Ad Upgrade inclusions:
- Full-page, 4-color ad (8.375” W x 10.875” D)
- Option to include one (1) embedded YouTube or Vimeo video
- Clickable URL link to your main website
- Clickable link to one (1) specified email address
- Up to three (3) additional clickable URL links

Half-page Ad Upgrade inclusions:
- Half-page, 4-color ad (7.375” W x 4.5” D)
- Clickable URL link to your main website
- Clickable link to one (1) specified email address
- Up to three (3) additional clickable URL links

Opening Celebration Host

$750 | unlimited availability

New for 2021! Serving as an official kick-off to this exciting week of professional learning, the Opening Celebration provides a great opportunity to catch up with customers – current and prospective – OUTSIDE of the exhibit hall! Boost your convention presence by serving as one of the evening’s hosts.

Package inclusions:
- Logo ID on signage displayed during the Opening Celebration
- A package of twenty (20) Opening Celebration drink tickets – use them as a reward for your most loyal customers!
- Opportunities to provide door and/or raffle prizes for the Opening Celebration
- Sponsor recognition on the Opening Celebration landing page of the convention website
## ADVERTISING SPECIFICATIONS AND DEADLINES

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<thead>
<tr>
<th>Advertisement</th>
<th>File Format</th>
<th>Size Specifications</th>
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<th>Materials Deadline</th>
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<tbody>
<tr>
<td>Website, Box Ad</td>
<td>JPEG</td>
<td>380 W x 320 H</td>
<td>September 30, 2020</td>
<td>October 28, 2020</td>
</tr>
<tr>
<td>Website, Bottom Banner</td>
<td>JPEG</td>
<td>1000 W x 150 H</td>
<td>September 30, 2020</td>
<td>October 28, 2020</td>
</tr>
<tr>
<td>Momentum, Winter 2021</td>
<td>PDF</td>
<td>See page 6 for details</td>
<td>December 9, 2020</td>
<td>January 6, 2021</td>
</tr>
<tr>
<td>Mobile App Banner Ad</td>
<td>PNG, JPEG or GIF*; no transparent background If GIF is animated, only attendees using an Android device or the Online Event Guide will see the animations.</td>
<td>BOTH SIZES REQUIRED • 640 x 150 pixels (mobile phone) • 552 x 150 pixels (tablet/online)</td>
<td>December 11, 2020</td>
<td>January 8, 2021</td>
</tr>
<tr>
<td>CLICK Photo Scavenger Hunt</td>
<td></td>
<td>December 11, 2020</td>
<td>January 8, 2021</td>
<td></td>
</tr>
<tr>
<td>Tote Bag Insert</td>
<td>N/A</td>
<td>Catalogs and flyers should not exceed 8.5” x 11” • Postcards should not exceed 5” x 7”</td>
<td>January 29, 2021</td>
<td>March 26, 2021</td>
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<tr>
<td>Show Specials Guide</td>
<td>PDF</td>
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<td>January 29, 2021</td>
<td>February 26, 2021</td>
</tr>
<tr>
<td>Exhibit Hall Aisle Signs</td>
<td>AI or EPS logo file</td>
<td>N/A</td>
<td>February 12, 2021</td>
<td>March 19, 2021</td>
</tr>
<tr>
<td>“News You Can Use” Email</td>
<td>JPEG</td>
<td>650 W x 75 H</td>
<td>February 19, 2021</td>
<td>March 19, 2021</td>
</tr>
<tr>
<td>Mobile App Push Notification</td>
<td>N/A</td>
<td>Message may be up to 140 characters</td>
<td>February 26, 2021</td>
<td>March 26, 2021</td>
</tr>
<tr>
<td>Daily “Sample of Sessions” Emails</td>
<td>JPEG</td>
<td>650 W x 75 H</td>
<td>February 26, 2021</td>
<td>March 26, 2021</td>
</tr>
<tr>
<td>Momentum Spring 2021</td>
<td>PDF</td>
<td>See page 6 for details</td>
<td>March 29, 2021</td>
<td>April 16, 2021</td>
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<tr>
<td>HPE Marketplace Guide</td>
<td>JPEG or PNG logos</td>
<td>See page 4 for details</td>
<td>Ongoing</td>
<td>2 weeks prior to posting</td>
</tr>
</tbody>
</table>
About SHAPE America

Society of Health and Physical Educators is the national organization that serves as the voice for 200,000+ health and physical education professionals across the nation. Since its founding in 1885, the organization has defined excellence in physical education, and our National Standards for K-12 Physical Education serve as the foundation for well-designed physical education programs across the country.

We provide programs, resources and advocacy that support an inclusive, active, kinder, and healthier schools culture and champion health and physical educators at every level, from preschool to university graduate programs. The organization’s newest program – health. moves. minds.™ – helps teachers and schools incorporate social and emotional learning so students can thrive physically and emotionally. Our extensive community includes members, advocates and supporters, as well as 51 state affiliate organizations (including the District of Columbia). Together we are working, in and out of schools to prepare every child to lead a healthy, physically active life.

Each year the SHAPE America National Convention & Expo brings together more than 4,000 health and physical educators from around the world – all dedicated to helping young people lead healthy, physically active lives.

Recently, SHAPE America launched a series of Professional Learning Institutes to further bolster professional development opportunities in the physical education and health education community. Partnering with communities across the country, these events provide accessible and timely learning opportunities for educators looking to refine and advance their profession.

SHAPE America PLIs cover a variety of topics and concentrations and are designed for health and physical education professionals, including program administrators, teacher educators, trainers, teachers, and researchers. Join us and connect with your colleagues and professionals around the world!