CALL FOR EXHIBITORS

April 13-17, 2021 — Baltimore, MD
Reserve your space 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.

Booking an exhibit space is your gateway to reaching HPE decision-makers.

OTHER WAYS TO PARTICIPATE

**Advertise**
Increase your exposure before and during the 2021 SHAPE America National Convention & Expo through a wide range of electronic and print options. From tote bag inserts to email and website banners to participation in the all-new CLICK Photo Scavenger Hunt Game, SHAPE America has a variety of solutions to fit your budget and goals.

**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.

**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.

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

To advertiser or become a member, please contact:
Danielle Platt
dplatt@shapeamerica.org
(703) 476-3457
More than 4,000 health and physical education professionals gather at the SHAPE America National Convention & Expo to explore new trends, learn from industry experts, and strengthen their professional networks. Attendees flock to the exhibit hall to search for the latest products, services and technologies that support the implementation of high-quality, standards-based physical education and skills-based health education instruction.

SHAPE America understands that exhibiting requires a significant commitment of your time and resources. We view our relationship with you as a partnership. We are committed to your success and to delivering the most valuable marketing and promotional opportunity possible.

**Employment**

- College University: 18%
- PK-12: 12%
- High School: 13%
- Middle School: 27%
- Other*: 30%

*Other includes early childhood, government, non-profit, parks/recreation facilities
SHAPE America boasts an active audience, with members that are adapted physical activity instructors and specialists, athletic directors and trainers, coaches and sports officials, college and university faculty, dance and fitness instructors, education administrators, future professionals, intramural directors, K-12 health and physical education teachers, and researchers.

*Other includes research, sport science, coaching

*Other includes pre-service professional, exercise/fitness instructor, athletic trainer
**EXPO INFO AT-A-GLANCE**

**Expo hours and location**
The 2021 SHAPE America National Convention & Expo opens Wednesday, April 14, 2021 at the Baltimore Convention Center, located in the Inner Harbor neighborhood of downtown Baltimore, MD. Expo hours have been scheduled to provide maximum interaction between convention attendees and exhibitor personnel, including 3 hours of exclusive exhibit hall hours; if we find it necessary to alter expo hours, exhibitors will receive as much advance notice as possible.

**Wednesday, April 14**
12:00 – 4:30 p.m.  
**Exclusive hours:** 12:00 – 1:30 p.m.

**Thursday, April 15**
8:30 a.m. – 4:30 p.m.  
**Exclusive hours:** 12:15 – 1:00 p.m.

**Friday, April 16**
8:30 a.m. – 1:30 p.m.  
**Exclusive hours:** 12:00 – 12:45 p.m.

**Setup and dismantling**
Display space will be available for setup at these days and times:

**Tuesday, April 13** 8:00 a.m. – 6:00 p.m.  
**Wednesday, April 14** 8:00 – 9:00 a.m.

All exhibits must remain in place until 1:30 p.m. on Friday, April 16, 2021. Return of crates and packing cases and dismantling of exhibits will begin at that time.

**NEW! Stay and Save Incentive**
All exhibitors that remain setup until the designated dismantle time will receive $100 off your total contracted exhibit space for the 2022 SHAPE America National Convention & Expo.

Reserve your booth online at [convention.shapeamerica.org/exhibit](http://convention.shapeamerica.org/exhibit).

**Booth Inclusions**
- Pipe and drape (8-foot backdrop and 3-foot siderails)
- 7” x 44” booth identification sign featuring exhibitor name and booth number
- Complimentary wastebasket
- Two (2) side chairs and one (1) 6’ skirted table (*Nonprofit Booths ONLY*)
- Perimeter security and aisle carpeting
- One (1) Full Convention registration per 100 sq. ft. of contracted space
- A fifty percent (50%) discount off the non-member rate on up to five (5) additional Full Convention registrations
- Three (3) Exhibit Hall Only passes; additional passes may be purchased at a rate of $90 per pass
- **NEW!** Complimentary inclusion in the Show Specials Guide to include a 10-word headline, 300-word description, company logo, and up to three (3) clickable URL links. Upgrade opportunities available, including half-page ad placement and full-page (with embedded video) ad placement; additional fees apply
- Opportunity to apply for a 20-minute activity demonstration time slot. Offered on a first-come, first-served basis; limit one per exhibitor
- Listing in the winter 2021 pre-convention issue of Momentum (if space is reserved by December 1, 2020)
- Listing on the 2021 SHAPE America National Convention & Expo interactive floor plan and searchable Exhibitor Directory
- Opportunity to earn Priority Points through exhibit participation, membership in Partners for Active and Healthy Children, convention-related sponsorships and advertising, to ensure high-visibility at future SHAPE America conventions
- Pre- and post-convention attendee mailing list; email addresses are NOT provided
**EXPO INFO AT-A-GLANCE**

**Space Rental Rates**

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Early Bird (Before 10/31/2020)</th>
<th>Advanced (11/1/2020 – 1/31/2021)</th>
<th>Full-Price (After 2/1/2021)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’ Linear Booth</td>
<td>$1,785.00</td>
<td>$1,890.00</td>
<td>$2,100.00</td>
</tr>
<tr>
<td>10’ x 20’ Linear Booth</td>
<td>$3,570.00</td>
<td>$3,780.00</td>
<td>$4,200.00</td>
</tr>
<tr>
<td>Corner Booth Premium</td>
<td>$255.00</td>
<td>$270.00</td>
<td>$300.00</td>
</tr>
<tr>
<td>10’ x 20’ Split Island Booth</td>
<td>$4,080.00</td>
<td>$4,320.00</td>
<td>$4,800.00</td>
</tr>
<tr>
<td>10’ x 20’ Island Booth</td>
<td>$4,080.00</td>
<td>$4,320.00</td>
<td>$4,800.00</td>
</tr>
<tr>
<td>20’ x 20’ Island Booth</td>
<td>$8,160.00</td>
<td>$8,640.00</td>
<td>$9,600.00</td>
</tr>
</tbody>
</table>

**Standard Booth Options**

**Linear** (or Inline) Booths have only one (1) side exposed to an aisle and have at least one adjacent neighbor on either side of the booth. Corner booth positions are considered as Linear Booths but are exposed to aisles on two (2) sides. *A modest premium will be applied to your order if selecting a corner booth position* (see chart below).

**Split Island Booths** are exposed to aisles on three (3) sides and share a common back wall with another booth(s).

**Island Booths** are exposed to aisles on all four (4) sides of the booth with no adjacent neighbors.

**Nonprofit Booth Options**

Nonprofit 501(c)(3) organizations and government agencies that raise awareness through distribution of FREE education resources and DO NOT offer any items for sale are eligible to receive a 59% discount off standard rental rates, including the corner booth premium fee.

The Nonprofit Booth Discount will be automatically applied to your online exhibit booth reservation. To ensure that your discount is applied, please be sure to answer “Yes” to the questions “Are you a 501(c)(3) organization or government agency?” and “Are you interested in purchasing a Nonprofit Booth?” on the Company Information (Private) page/step of the online exhibit space application.
Call for Exhibitors | convention.shapeamerica.org/exhibit | #SHAPEBmore
A SAMPLING OF PAST EXHIBITORS

National Network of Public Health Institutes (2018)
New Balance Foundation/Billion Mile Race (2017, 2016)
The New PE (2018)
New York City Department of Education (2019, 2018, 2017)
Northeastern University (2019, 2018)
Northwest Missouri State University - Online MS in PE (2018)
Omnikin Inc (2017, 2016)
One Revolution Foundation (2016)
Organized Sportswear (2016)
Otto Trading Inc (2017, 2016)
Parent Heart Watch (2018)
Penalty Box Fit (2018)
PE Universe (2019)
PhysEdGear (2019)
PhysEdnHealth (2019)
Pickle Ball Inc (2016)
PlayCore (2019, 2018, 2017, 2016)
Playworks Utah (2020)
PLT4M (2020, 2017)
PLYOGA Fitness (2019)
President's Challenge (2016)
Professional Disc Golf Association (2018)
Professional Wireless Communications (2016)
Profile by Sanford (2019)
Punt, Pass and Kick USA, Inc. (2019)
Railyard Fitness (2018)
Responsibility.org (2018)
Rhythm Works Integrative Dance (2019, 2018)
Ribbon Fair Games LLC (2016)
Rockwerx Climbing Inc (2016)
Rollers Game Co. (2019)
Shift Sports/WikitBall (2019)
Shore Creation LLC (2017)
ShortGolf (2019)
Skate Pass LLC (2016)
Skyhawks (2016)
Slippery Rock University (2017)
SmartFit (2018)
Snag Golf (2016)
Spirit Hero, LLC (2020)
Sqdrd Inc (2016)
Strider Education Foundation (2020)
Student Health 101 (2017, 2016)
Summer Fit Learning Inc (2016)
Swim Angelfish (2017)
Tandalay (2016)
Tanita Corp (2017)
Team Silva Enterprises LLC/QB54 (2018)
Tennessee Technological University, Department of Exercise Science (2018)
TRI Federation (2017)
TRX Training (2016)
TSI Uniforms (2019)
UNICEF USA (2018)
United States Center for Coaching Excellence (USCCE) (2017)
United States Fastball Association (2020, 2019)
United States Handball Association (2016)
University of Alabama, Bama by Distance (2020, 2019, 2018, 2016)
University of Northern Iowa (2016)
University of St. Augustine (2020, 2019)
University of South Dakota (2016)
University of South Florida (2019)
UpLifeUSA (2016)
US Lacrosse (2020)
US Soccer Foundation (2017)
USA Cricket (2018)
USA Football (2020)
USA Ultimate (2017, 2016)
USA Weightlifting (2018)
Vocab-T | One Stone Apparel (2020, 2017)
Wellness Training Specialists (2020)
Wise Guys Program (2020)
Wreck Bag (2017)
WTU Systems (2019)
WVU College of Physical Activity & Sport Sciences (2016)
XTREME Stax (2018)
Yale Center for Health & Learning Games (2020, 2019)
Yoga Ed (2018)
Zumba Fitness (2016)
SHAPE America National Convention & Expo
April 13 – 17, 2021
(Exhibit Dates: April 14 – 16, 2021)

Baltimore Convention Center – Exhibit Hall E, F and Swing
Baltimore, MD

2021 EXPO FLOOR PLAN

Reserve your booth online at convention.shapeamerica.org/exhibit.
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.

Images 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 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

Call for Exhibitors | convention.shapeamerica.org/exhibit | #SHAPEBmore
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!