

September 2019

Dear Exhibitor,

You are invited to be an exhibitor at the 52<sup>nd</sup> annual California State Athletic Director's Conference April 16 – 17, 2020 to be held at the Peppermill Hotel, 2707 S. Virginia Street, Reno, Nevada 89502, (775) 826-2121. Last year in San Diego we had 607 athletic directors attend the show.

The conference will provide you an opportunity to exhibit your equipment to the athletic directors from various areas of California. The conference schedule is arranged so that each athletic director will have plenty of time to visit each booth to discuss your products with you.

The exhibitor's fee is **\$925.00** per booth. The exhibit area will accommodate **114** booths and they will be reserved on a "first come, first serve" basis. The booth is 10' X 10' and is carpeted and draped with a 6' table, two chairs, trash can, and your company name at the top of the back drape. EXHIBITORS MAY SET UP BETWEEN NOON AND 4:30 PM ON THURSDAY, APRIL 16, 2020. THE SHOW OPENS THURSDAY AT 4:30 PM AND RUNS UNTIL 7:30 PM. A DRINK TICKET FOR WINE OR BEER AND A FOOD TICKET WILL BE GIVEN TO EACH ATHLETIC DIRECTOR AND VENDOR (Two tickets per booth). Extra tickets are available for a small charge. ON FRIDAY THE SHOW OPENS AT 7:30 AM WITH COFFEE AND ROLLS SERVED TO THE ATHLETIC DIRECTORS AND VENDORS. On Friday from 11:30 AM till 12:30 PM we will have a lunch in the exhibit hall served to both the athletic directors and vendors (Two tickets per booth) this will give you additional time to visit with athletic directors. Breakdown is at 1:30 PM on Friday, April 17, 2020. If you would like hotel accommodations, conference rate for single/double rooms start at \$119.00. For room reservations, please call (775)826-2121. There is NO resort fee, **FREE wireless in your room and in public areas** and parking is FREE. If you want a Hard Wire WIFI the cost is \$75.00 per day. **THERE IS A FREE SHUTTLE TO AND FROM THE AIRPORT.**

To assist us in planning, please use this link to fill out your request for exhibit space and submit it online. Please download the **BOOTH** request and include it with your check made out to CSADA. Please mail it to Mark Edgemon, 10155 Magnolia Court, Rancho Cucamonga, CA 91730. Booth numbers will be assigned after March 1, 2020. By signing the booth request the vendor agrees to not breakdown until 1:30 PM AND ALL BUSINESS MUST BE DONE IN YOUR BOOTH. SHARING THE LIST OF ATTENDEES WITH WHO DO NOT ATTEND THE SHOW IS PROHIBITED.

We are planning a golf tournament on Thursday, April 16, 2020. Any exhibitor who is interested in playing can register online at [www.mycsada.org](http://www.mycsada.org). Tournament chairperson is Jason Eyer and can be reached at (530)966-4430. The golf tournament starts at 10:45 AM. This will get you back before 4:30 PM for the opening of the exhibit hall. The cost is \$80.00. Reservation is due by March 30, 2020.

Please let me know if you would be willing to contribute door prizes, etc., to enhance the conference's success. Drawings will be held for the prizes during exhibit hours on Thursday and Friday. Your support would be greatly appreciated.

See your company name at the golf tournament this year with a **Tee Sponsor Sign. Each Tee Sign is \$200.00.** We are offering this to fund the Sheri Ross Honorarium to provide a financial award to our state and section award winners athletic programs at their school.

**Buy a video sign at the conference this year!** The Peppermill has a multitude of video screen choices outside the registration area and exhibit hall. The cost is \$300.00 for each sign, the sizes vary according to the screen you get. The video sign will be shown during the entire conference.

If you have any questions or need further information, please contact me at (951)743-5806 or best is to email me at [blue23231@gmail.com](mailto:blue23231@gmail.com).

Sincerely,

Mark Edgemon

Exhibit Chairperson

**REQUEST FOR EXHIBIT SPACE 2019-20**

52nd Annual California State Athletic Directors Conference

[www.mycsada.org](http://www.mycsada.org)

Peppermill Reno  
2707 S. Virginia Street  
Reno, Nevada 89502  
775-826-2121

Name of Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Date \_\_\_\_\_

We accept the invitation to exhibit at the 2020 Conference Yes \_\_\_\_\_ No \_\_\_\_\_

ROOM RATES BEGIN AT \$119.00 per night – 775-826-2121

Free wireless WIFI in the exhibit hall, rooms and public areas. Hard wire WIFI is \$75.00 per day.

Need electricity? (booth fee is \$111; the late fee is \$133. Yes \_\_\_\_\_ No \_\_\_\_\_

Enclosed is our check for \$925.00 – Yes \_\_\_\_\_ No \_\_\_\_\_

List the **names** of those who will operate the booth and the type of product you will be exhibiting:

**The show dates are THURSDAY AND FRIDAY, APRIL 16 & 17, 2020. Golf tournament is Thursday. Cost - \$80.00. Call Jason Eyer at (530)966-4430. Start time is 10:45 AM. Register online at [www.mycsada.org](http://www.mycsada.org).**

**Tee Sponsor - \$200.00. Yes \_\_\_\_\_ NO \_\_\_\_\_**

**Hotel Video Screen - \$300.00 Yes \_\_\_\_\_ NO \_\_\_\_\_**

**(PLEASE TYPE OR PRINT)**

NAMES (for name tags)

TYPE OF PRODUCT

- |          |       |
|----------|-------|
| 1. _____ | _____ |
| 2. _____ | _____ |
| 3. _____ | _____ |

Signature \_\_\_\_\_

E-Mail \_\_\_\_\_

Title \_\_\_\_\_

Website \_\_\_\_\_

**BY SIGNING ABOVE I AGREE NOT TO BREAKDOWN BEFORE 1:30 PM ON FRIDAY. ALL BUSINESS MUST BE CONDUCTED IN YOUR BOOTH AND LIST OF AD'S CONTACT INFORMATION CANNOT BE SHARED WITH ANY VENDORS NOT AT THE SHOW. FAILURE TO FOLLOW THE ABOVE REQUESTS COULD RESULT IN YOU NOT RETURNING TO ANY FUTURE CONFERENCE.**

Please make check payable to California State Athletic Directors Association (CSADA)

Complete and mail this form to: Mark Edgemon, 10155 Magnolia Court Rancho Cucamonga, CA 91730

Questions? Email – [blue23231@gmail.com](mailto:blue23231@gmail.com). Cell – 951-743-5806