



SPONSOR & EXHIBITOR PROSPECTUS



THE ASCA WORLD CLINIC is the premier, annual gathering of everyone in the sport of swimming. It presents an outstanding array of educational sessions of interest to anyone involved in the sport, but especially coaches.

The World Clinic typically attracts around 800-1,000 participants from around the world. It begins with pre-Clinic extra paid sessions on Tuesday, Sept. 3 and Wednesday, Sept. 4 leading up to the Opening Night Keynote and Party in the exhibit hall on Wednesday, Sept. 4. The following two and half days of learning, networking and fun run through noon on Saturday, Sept. 7.

The exhibit hall is a beehive of activity with Endless Pool sessions, an exhibit hall stage, lunch sales, a networking area, and games. **And, this year, we've set aside more dedicated exhibitor hall time during the core schedule than ever before.**



SEPTEMBER 4-7, 2024 | ROSEN CENTRE HOTEL, ORLANDO FL

NEW THIS YEAR: EXTRAS INCLUDED IN BOOTH COST!

We are including many extras in the cost of booths, making exhibiting at World Clinic a greater value.

All booths include:

- 10' x 10' pipe & drape booth (back wall and side rails)
- **Basic Wifi - NEW**
- **Basic Electrical - NEW**
- ID sign
- **Table and 2 chairs and wastebasket - NEW**
- Complimentary lead retrieval on Whova app
- 2 x early access to heavy apps at Wednesday and Thursday Receptions
- 2 Exhibit hall passes



WHAT IS ASCA?

The American Swimming Coaches Association is a non-profit professional association that is the largest, most respected swimming coaches organization in the world. ASCA provides leadership, certification, recognition, advocacy and professional development opportunities to swimming coaches in the USA and around the globe.

Our mission is simple: To Inspire, Support and Advocate for Coaches.

WHO ATTENDS THE ASCA WORLD CLINIC?

The ASCA World Clinic is widely attended by literally ALL types of swimming coaches: age group, senior, Masters, high school, college, triathletes, swim teachers and more. They are owners, CEOs, pool managers, aquatics directors, assistant coaches, lessons providers and more. The majority of our attendees are club coaches from all around the U.S. About 20% of attendees are from outside the U.S.

THE ASCA WORLD CLINIC IS FOR YOU! THIS IS YOUR OPPORTUNITY TO INTERACT WITH UP TO 1,000 SWIM COACHES AND BUSINESS OWNERS IN ONE PLACE!

QUESTIONS?

Email Dan Mascolo at dmascolo@swimmingcoach.org.

HOTEL INFORMATION:

ROSEN CENTRE HOTEL

9840 International Drive
Orlando, Florida 32819
\$139/night plus taxes

*Deadline to Book Hotel:
6:00PM EST on
Friday, August 9th
(or earlier if block fills)*



RESERVE HERE



SPONSORSHIP OPPORTUNITIES

ASCA INVITES YOUR COMPANY TO PARTICIPATE. TAKE ADVANTAGE OF ONE OR MORE OPTIONS INCLUDED IN THIS PACKET.

2 OPPORTUNITIES

PRESENTING

\$15,000

CHOOSE:

- Own the Stage **OR**
- Only Booth in Main Foyer Outside Exhibitor Hall

END CAP DOUBLE BOOTH INCLUDED

- 4-minute presentation before a keynote talk
- Goodie bag insert
- 15-minute demo in Endless Pool or Exhibit Hall Stage
- Logo on World Clinic signage at registration and throughout the entire area
- Ad in Know Before You Go (KBYG) email to all registrants
- 3 push notifications on Whova app
- Full Screen digital ad on display in Main Stage Room
- Full Screen digital logo on display in Main Stage Room
- List of World Clinic registrants with emails; once prior to and once post World Clinic
- Logo listed as sponsor in printed World Clinic Program Bulletin, website and Whova app

4 OPPORTUNITIES

DIAMOND

\$10,000

CHOOSE:

- Sponsor of one of 3 Parties: *Opening Night, Hall of Fame Awards or Closing Night* **OR**
- Badge and Lanyard combo

END CAP DOUBLE BOOTH INCLUDED

- 3-minute presentation before a keynote talk
- Goodie Bag insert
- 15-minute demo in Endless Pool or Exhibit Hall Stage
- Mention in Know Before You Go (KBYG) email to all registrants
- 2 Push notifications on Whova app
- Full Screen digital ad on display in Main Stage Room
- Full Screen digital logo on display in Main Stage Room
- List of World Clinic registrants with emails; once prior to and once post World Clinic
- Logo listed as sponsor in printed World Clinic Program Bulletin, website and Whova app

4 OPPORTUNITIES

PLATINUM

\$7,500

CHOOSE:

- Wifi Sponsor **OR**
- Hotel Keycard **OR**
- Café Networking Area Sponsor

DOUBLE BOOTH INCLUDED

- 2-minute presentation before a keynote talk
- Goodie bag insert
- 15-minute demo in Endless Pool or Exhibit Hall Stage
- Mention in Know Before You Go (KBYG) email to all registrants
- 1 push notification on the Whova app
- Logo on World Clinic signs throughout location
- Full Screen Digital logo on display in Main Stage Room
- List of World Clinic registrants with emails; once prior to and once post World Clinic
- Logo listed as sponsor in printed World Clinic Program Bulletin, website and Whova app

10 OPPORTUNITIES

GOLD

\$5,000

CHOOSE:

- Sponsor Coffee break with signage **OR**
- 20-minute Product Demo in Endless Pool or on Exhibit Hall stage **OR**
- 3-minute presentation before a breakout session

SINGLE BOOTH INCLUDED

- Goodie bag insert
- Logo on World Clinic signs throughout area
- Full Screen Digital logo on display in Main Stage Room
- List of World Clinic registrants with emails; once prior to and once post World Clinic
- Logo listed as sponsor in printed World Clinic Program Bulletin, website and Whova app

BOOTH LOCATION IS ON A FIRST COME FIRST SERVED BASIS ONCE PAYMENT IS RECEIVED.

SPONSORSHIP OPPORTUNITIES

CONTINUED

10 OPPORTUNITIES

SILVER

\$3,500

CHOOSE:

- 100 - \$5 off lunch coupons at Exhibit Hall Café to be distributed as desired **OR**
- Sponsor International Breakfast **OR**
- Sponsor Mentor Lunch (attended by Board, Speakers and Mentor program participants)

SINGLE BOOTH INCLUDED

- Goodie bag insert
- Logo on World Clinic signs throughout location
- Full Screen Digital logo on display in Main Stage Room
- Logo listed as sponsor in printed World Clinic Program Bulletin, website and Whova app
- List of World Clinic registrants with email; once prior to and once post World Clinic



WANT MORE VISIBILITY AT WORLD CLINIC?

Consider adding on an event enhancement! Event enhancements are only available if you have already committed as a Sponsor or Exhibitor.

OPTIONAL ITEMS - EVENT ENHANCEMENTS

- **World Clinic List of Registrants with Emails - \$1,000 (exhibitor only - included in sponsor packages)**
- Goodie Bag Insert - \$1,000 (exhibitors only - included in sponsor packages)
- World Clinic Souvenir Water Bottle or Travel Mug - Cost of item plus \$500
- Reusable Goodie Bags for All Participants - **Cost of item plus \$500**
- Women's Symposium Sponsor (Wednesday, Sept. 4, 9 am-3 pm) - **\$5,000/\$3,000/\$1,000**

12 OPPORTUNITIES

BRONZE

\$2,750

SINGLE BOOTH INCLUDED

- Goodie bag Insert
- Logo on World Clinic signs throughout area
- Full Screen digital logo on display in Main Stage Room
- Logo listed as sponsor in printed World Clinic Program Bulletin, website and Whova app
- List of World Clinic registrants with email; once prior to and once post World Clinic

EXHIBITOR OPPORTUNITIES

BOOTH PRICES

SINGLE: \$2100

DOUBLE: \$4000

ENDCAP DOUBLE: \$4,500

FACING ENDLESS POOL: ADDITIONAL \$1000

FACING ENDLESS POOL BEHIND BLEACHERS:
ADDITIONAL \$500

EXHIBIT HALL HOURS:

WEDNESDAY, SEPT. 4 - 6:30 - 8:15pm

THURSDAY, SEPT. 5 - 9:30am - 5:30pm

FRIDAY, SEPT. 6 - 9:30am- 3:45pm

EXHIBIT SETUP:

WEDNESDAY, SEPTEMBER 4 - 12:00.-5:30 p.m.

EXHIBITOR TEARDOWN:

FRIDAY, SEPTEMBER 6 - 3:45-7:00 p.m. **OR**

SATURDAY, SEPTEMBER 7 - 8:00-9:30

DEDICATED HALL HOURS:

WEDNESDAY, SEPT. 4

6:30-8:15 p.m. - Free appetizers and drinks tickets during Opening Night Party

THURSDAY, SEPT. 5

9:30-10:30 a.m. - Complimentary coffee

12:45-2:15 p.m. - Food for Sale in Exhibit Hall

4:30-5:30 p.m. - Free appetizers and drink tickets during Hall of Fame Reception

FRIDAY, SEPT. 6

9:30-10:30 a.m. - Complimentary coffee

12:45-2:15 p.m. - Food for Sale in Exhibit Hall

3:15-3:45 p.m. - Last Call for the Hall

BOOTHS

NEW THIS YEAR: EXTRAS INCLUDED IN BOOTH COST

ALL BOOTHS INCLUDE:

- Basic Wifi (NEW)
- Basic electrical (NEW)
- 10' x 10' pipe & drape booth
(back wall and side rails)
- ID sign
- Table and 2 chairs and wastebasket (NEW)
- Complimentary lead retrieval on Whova app
- 2 x early access to heavy apps at Wednesday & Thursday Receptions
- 2 exhibit hall passes
- The exhibit hall is carpeted
- Company listing on the ASCA World Clinic website, app (Whova) and printed program bulletin

ADDITIONAL EXHIBIT HALL PASSES Additional exhibit hall passes are \$150.
Two passes are included with every booth.

CANCELLATION POLICY

No refunds will be issued for any reason. Credit will be given in extenuating circumstances when vendor and/or representatives cannot attend due to unforeseen circumstances.

DEADLINES AND DELIVERABLES

We encourage early submission to avoid any last-minute challenges.

COMPANY LOGO

Images must be submitted in a PNG high resolution image, a minimum of 300 dpi, and transparent if appropriate.

EMAIL AD

Email ads will be included in one of the Know Before You Go (KBYG) or post-World Clinic emails. Finished email ads should be submitted in a PNG image, sized 640 x 360 pixels.

PROFILE BANNER

For the World Clinic Whova app customized profile: 600 x 400 pixels, PNG, JPEG, and GIF.

DIGITAL AD

Digital ads will be included in a rolling PowerPoint presentation that will run at the World Clinic - in the main stage room. Finished digital ads should be submitted as a high-resolution, widescreen (16:9) PowerPoint slide **OR** a png/jpeg image in the following sizes:

Full Screen | 9" wide x 5-1/4" high

Half Screen | 4-1/2" wide x 5-1/4" high

Quarter Screen | 4-1/2" wide x 2-1/2" high

Business Card | 2-1/2" wide x 2-1/2" high

BANNER AD

Banner ads will be displayed in the World Clinic app. Please provide images (which will appear behind text). Supported file types: jpeg, jpg, png, or gif only. The recommended size: 256px x 256px with a max of 1000px x 1000px.

PUSH NOTIFICATIONS

Push notifications can be up to 140 characters (including spaces) and externally linked.

POLICIES & PROCEDURES

Our goal is to provide a great working environment for all exhibitors. Your cooperation with the following policies will help us achieve that goal.

BOOTH RESTRICTIONS

One company per booth. Booth space may not be sublet or shared. Booths shall not extend in any direction to obscure sight lines to and from other exhibitors in any way.

EXHIBITORS agree to be set up by 4:30 PM Wednesday, September 4th, 2024 AND not to dismantle booths until closing, tentatively scheduled for 3:45 until 9 pm on Friday, September 6th, 2024. For those who close early there is a \$1000 fee.

SECURITY

Will be provided in the evenings when the hall is closed starting on Wednesday night and ending Thursday night.

BOOTH SPACES

Booth space assigned is considered "Final" unless rejected by the company prior to June 3rd, 2024.

OPEN SPACE

ASCA has the right to adjust space if necessary.

BOOTH CHOICES

If your preferred booth choices are already taken ahead of receipt of your payment, ASCA will place your booth as close as possible to your preferred location and notify you of the new location.

BADGES

ASCA will provide each company with 2 credentials PER BOOTH SPACE unless the company has purchased a sponsorship that provides more. Exhibitors must wear their badges to access the exhibit hall.

VISITOR PASSES

Extra Exhibit Hall credentials for any company that has a booth are available for \$150.00

"PERSONS DOING BUSINESS" of any sort within the clinic space at the hotel must have purchased a clinic booth or sponsorship, or they will be removed from the premises by hotel security

PRIVATE EXHIBITOR EVENTS

We recognize that many exhibitors will want to provide private events during the clinic, for their business purposes. We require that you request such space through ASCA, and we'll be happy to arrange that space for you through the hotel. When planning such, please respect the programming times as shown on the clinic schedule.

RULES & REGULATIONS

ADHERENCE TO TERMS/CONTRACTUAL AGREEMENT: As a condition of exhibiting and when applying for booth space, the Exhibitor agrees to adhere to all conditions and regulations outlined. Exhibitors or their representatives who conduct themselves in an unprofessional manner may be dismissed from the event without refund or appeal. ASCA reserves the right to amend any and all rules and regulations at any time.

ELIGIBILITY TO EXHIBIT: ASCA reserves the right to determine acceptability of all applications for booth space. Applications will be accepted or rejected based on criteria including but not limited to: the products or services professional or educational benefit to the attendees; products and services consistent with the mission, purpose and goals of the ASCA; and spatial constraints in the exhibit hall.

SPACE ASSIGNMENTS AND PAYMENT TERMS: Applications received will have space assignments made on a first come, first-served basis. ASCA reserves the right to make adjustments to the floor plan as necessary or determined by the facility and fire authorities. All exhibitors who reserve space must submit payment in full, with the application..

CANCELLATIONS / REDUCTIONS OF BOOTH SPACE, SPONSORSHIPS OR RELATED: Notification of any cancellation of booth space, advertising, sponsorship, etc. must be submitted in writing by June 1, 2024. No refunds will be issued. Credit for future shows will be made for any space turned back at this time. After June 1, 2024, no credit or refunds will be provided for any reason. Any space later not claimed and used, may be resold by ASCA to alternative companies.

INSTALLATION AND DISMANTLE: Installation and dismantle dates and hours are outlined elsewhere in this information. All exhibits must be operational one hour prior to opening of the Exhibit Hall on September 4, 2024. Do not dismantle booths until 3:45 p.m. on Friday, September 6, 2024.

EXHIBITOR CONDUCT:

- A) Distribution of promotional materials may only be made from the booth assigned to the Exhibitor, except for special sponsorship promotions. Specifically, the only material to be placed on chairs in the speaking room, is that of a Speaker Sponsor. All others will be confiscated.
- B) All Booths must be staffed during the open hours of the exhibit hall.
- C) Exhibitors must conduct exhibits in a dignified and professional manner.
- D) Aisles must not be obstructed by any booth equipment or display.
- E) No sharing or subletting of exhibit space.
- F) Noise from electrical or mechanical apparatus must not interfere with other exhibitors. ASCA reserves the right to decide when such noise is an issue.

GIVEAWAYS: Giveaways, contests and raffles and related are permitted within the Exhibit Hall

STORAGE: Nothing may be stored behind booths or back wall drapes. All exhibits are subject to inspection by ASCA and the fire marshal throughout the show to ensure safety. Adherence to all fire and safety regulations of the hotel is mandatory.

FOOD AND BEVERAGE: All food and beverage consumed on the hotel's premises must be provided by the hotel catering department. Food and beverage requirements may be arranged with ASCA.

USE OF ASCA NAME AND LOGO: The use of the ASCA logo on displays, signs, giveaways, promotional literature or other materials is prohibited unless express written approval is granted. The use of the acronym "ASCA," or reference to the meeting as the ASCA WORLD CLINIC, may be used in promotional materials only with the express written approval of ASCA. All design concepts and promotional materials should be sent to Ahodges@swimmingcoach.org or dmascolo@swimmingcoach.org for review and approval prior to printing.

INSURANCE: Exhibitors understand that neither ASCA nor the Rosen Centre Hotel or Service Contractor maintain insurance covering the exhibitors' property. Exhibitors must obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury. If requested by ASCA, Exhibitor shall provide ASCA with certificates evidencing the required coverage before the World Clinic.

RULES & REGULATIONS

PROPERTY DAMAGE: Neither ASCA nor Exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion or other insurable casualty, and ASCA and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. If such occurrence results in cancellation of the exposition, each party hereby releases the other from obligations under this contract.

USE OF CERTAIN PROPERTY

Exhibitor will assume all costs arising from the use of patented, trademarked, or franchised materials, devices, processes or dramatic rights used on or incorporated in the Exhibitor's space. Exhibitor shall indemnify, defend and hold harmless ASCA, the Rosen Centre Hotel and their officers, directors, members, agents and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorneys' fees and expenses of whatever kind of nature, which might result from or arise out of use of any such material(s) described above.

SECURITY

ASCA provides security of the periphery of the Exhibit Hall overnight at the start of the move-in and continuing through the exhibition closing. The furnishing of such services shall not be construed to be any assumption of obligation nor duty with respect to the protection of the property of exhibitors, which shall at all times remain in the sole possession and custody of each Exhibitor and shall be the sole responsibility of each Exhibitor. For added protection, however, ASCA recommends each Exhibitor to obtain insurance on booth material, equipment and personnel as outlined above. Security service for individual booth spaces will be available to exhibitors at their own expense. Contact ASCA for security information

CANCELLATION OF THE ASCA WORLD CLINIC & TRADE SHOW

It is mutually agreed that in the event the ASCA World Clinic & Trade Show is cancelled due to disaster, strike, labor or dispute, governmental intervention, malicious damage, acts of war, approaching hurricane or other causes which would prevent its scheduled opening or continuance, then and thereupon the agreement will be terminated and ASCA shall determine an equitable basis for the refund of such portion of the exhibit fee as is possible, after due consideration of expenditures and commitments already made.

LIABILITY AND INDEMNIFICATION

Exhibitors agree to protect, save and keep the American Swimming Coaches Association, the occupied hotels, and the show company forever harmless from any damage or changes imposed by the exhibitor, its employees, or agents. The exhibitor also agrees to strictly comply with the applicable terms and conditions contained in the agreement between the American Swimming Coaches Association, the occupied hotels, and the show company regarding the exposition premises. Exhibitor shall not allow any children in the exhibit hall during installation or dismantle. Exhibitor agrees that it will indemnify and hold and save ASCA and their respective officers, directors, members, employees and agents, whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or averted against ASCA or Show Management on account of injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the Premises leased hereunder with the express or implied invitation or permission of Exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by Exhibitor of any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind, or when any such injury or damage may in any other way arise from or out of the occupancy or use by Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the premises leased hereunder. Such indemnification of ASCA and Show Management by Exhibitor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of ASCA. Exhibitor covenants and agrees that in case ASCA shall be made a party to any litigation commenced by or against Exhibitor or relating to this lease or the Premises leased hereunder, then Exhibitor shall and will pay all costs and expenses, including reasonable attorneys' fees and court costs, incurred by or imposed upon ASCA by virtue of any such litigation.