



Fall 2017

Dear Sponsor/Vendor,

The Massachusetts Secondary School Athletic Directors Association is inviting your company to participate in its 43rd Annual Conference to be held at the Resort and Conference Center at Hyannis during March 28-29, 2018. On the form enclosed in this packet you can register for booth space, advertise in our program and/or be one of our event sponsors.

- Special packages are also available for combining Sponsorships, Exhibit Space and Advertising. Please contact me directly for more details.
- The Exhibit Area will be open on Wednesday, March 28 from 5:00pm – 7:00pm for an All-Conference Social. On Thursday, March 29, the Exhibit Hall will reopen at 9:45am and end at 1:00pm.
- The Exhibit Booths are 8' x 10' pipe and drape (3' draped side rails) where allowed by the Hyannis Fire Marshall and include one 6' draped table with 2 chairs. See Exhibit Hall layout for booth locations and sizes.
- Exhibit Booth setup and onsite registration commences any time after 10am on Wednesday, March 28th.
- Each Exhibit Booth will receive one complimentary ticket to the Thursday evening's banquet. Additional tickets may be purchased for \$45.00 on the enclosed form or at registration.
- Exhibitors are encouraged to offer a "Conference Special". We will note in the program book the vendors that have indicated they will be offering this incentive.
- Exhibitors are invited to offer a 3-5 minute presentation/demo at their booth on a new product, a how-to demonstration or explain a featured item. We will work on a time schedule for those vendors interested and advertise the presentations to our conference attendees.
- We have found that attendees like the ability to make purchases and carry items out of the conference. Example: training materials, books, motivational items, spring sport supply items, whistles, clipboards, horns, etc
- We are asking all Exhibit Hall Vendors to donate at least one item for our door prize drawings.
- The Business Center at the Resort and Conference Center Inbound/Outbound Package Handling Fees and Package Storage Rate information is enclosed for those needing these services. The same applies to the Electrical forms which are enclosed and must be returned to the Hotel prior to March 14, 2018.

I hope that you will plan to take advantage of this great opportunity and join us at this year's conference.

Kindest regards,

Michele Denise

Michele Denise
Conference Coordinator



MSSADA CONVENTION

March 28-March 29, 2018
Resort and Conference Center at Hyannis
Hyannis, Massachusetts

Postmarked _____ Rcd _____
Check # _____ \$ _____
Booth # _____
Sponsor _____ Ad _____

Sponsor – Exhibit Hall – Advertising Registration

Company Name _____

Street Address _____

City _____ State _____ Zip Code _____

Representative Name(s) _____

Phone _____ Fax _____

Email _____

SPONSORSHIPS

____ MSSADA Partner	\$15,000	____ MSSADA Sponsor	\$10,000
____ BANQUET Sponsor	\$ 5,000	____ CONFERENCE Social	\$ 5,000
____ KICK OFF Reception	\$ 4,000	____ CONFERENCE Lunch	\$ 4,000
____ EXHIBIT Hall Social	\$ 3,000	____ Pre-BANQUET Social	\$ 2,000
____ SPEAKER Sponsor	\$ 2,000	____ CONTINENTAL Breakfast	\$ 2,000

ADVERTISING

____ Centerfold	\$ 1,495	____ Back Cover	\$ 1,295
____ Inside Front Cover	\$ 1,095	____ Inside Back Cover	\$ 995
____ Full Page	\$ 595	____ ½ Page Advertisement	\$ 395
____ ¼ Page Advertisement	\$ 295		

EXHIBIT HALL

Indicate the Number of Exhibit Spaces Desired

Standard Booth _____ Single @ \$450.00/each _____ Double @ \$850
 Requested Booth _____ Single @ \$495.00/each _____ Double @ \$950
 End Cap Booth _____ Two Booth End Cap @ \$1200

____ Yes, we will be offering a Conference Special
 ____ Yes, we would be interested in having live demonstration at our Booth during Exhibit hours

Attend Thursday Banquet _____ One Complimentary _____ Additional \$45.00 each

TOTAL \$ _____

Make all checks payable to MSSADA and return forms and fees to:
Michele Denise, Athletic Director

Blackstone Valley Tech, 65 Pleasant Street, Upton, MA 01568

Phone 508-529-7758 x3141 • Fax 508-529-3586 • Cell 617-543-4202 • mdenise@valleytech.k12.ma.us