



EXHIBITOR PROSPECTUS

*2024 WOMEN'S BASKETBALL COACHES ASSOCIATION CONVENTION
HUNTINGTON CONVENTION CENTER OF CLEVELAND, GRAND BALLROOM*

CLEVELAND, OH

APRIL 4-6, 2024

Welcome Exhibitors!

The women's basketball market has more than a half million participants and the Women's Basketball Coaches Association (WBCA) Convention is the largest gathering of women's basketball coaches in the nation. Grow your company and increase sales by being a part of the WBCA Courtside Expo.

The Courtside Expo is built around a basketball court on which leading coaches of women's basketball conduct popular "on-court" sessions.

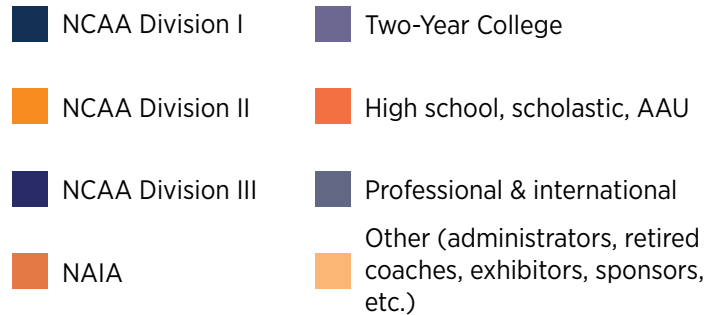
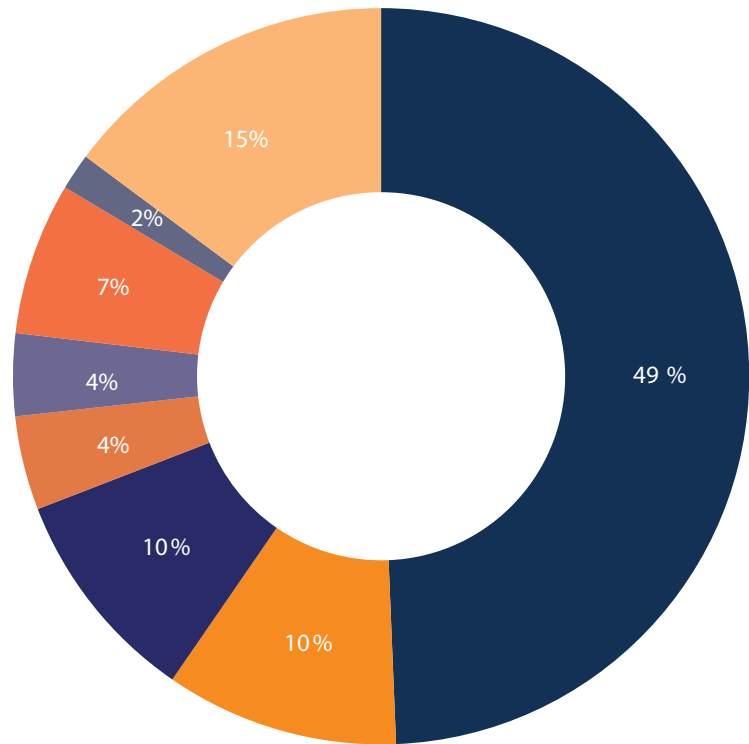
The WBCA will maintain its commitment to enhancing the Courtside Expo experience by:

- Offering some exclusive expo time with no competing programming;
- Scheduling the best-possible presenters on court to attract attendees to the exhibit hall; and
- Providing you with opportunities for short on-court promotional announcements.

Announcements about exhibitors' products, giveaways/drawings or other promotions before and after on-court sessions are available for purchase, limit 1 per exhibitor.

If you are in the women's basketball market, the WBCA Convention is where you need to be. Reserve your booth now for the 2024 WBCA Convention in Cleveland, Ohio and take advantage of the early payment discount.

Who Attends?



Digital Statistics

@WBCA1981



24.2K
Followers



3,935
Followers



5,756
Followers

Schedule

*All companies must keep their booths set up and staffed until the close of the show. The WBCA will monitor any exhibitor that breaks down their booth early and reserves the right to discipline any company that leaves early. This includes revoking membership privileges and denying future requests to exhibit. **Please be courteous and do not break down your booths while a presenter is on the court.**

Thursday, April 4	12 p.m.–6 p.m. ET	Exhibitor registration and move-in
Friday, April 5	10 a.m.–4 p.m. ET	Expo hall show hours
Saturday, April 6	10 a.m.–4 p.m. ET	Expo hall show hours
	5 p.m.–8 p.m. ET	Exhibitors move-out*

What comes with your booth?

Each 10' x 10' booth includes the following:

- Pipe and drape
- One (1) skirted table
- Two (2) chairs
- Wastebasket
- Five (5) badges per 10' x 10' space
- Identification sign
- Listing in WBCA Convention app (must purchase space by Feb 15, 2024, to be listed)

Exhibitor Booth Rates

	Patron Member Rate	Nonprofit Rate
Payment Received Dec. 15, 2023 or before	\$1,195	\$885
Payment Received Dec. 16, 2023 or after	\$1,495	\$985

Application Terms

Full payment of booth fees must be made with the application. WBCA staff will not approve applications, apply discounts or assign booth space until full payment is received.

Timely application for booth space does not guarantee inclusion in the trade show. If space fills up, a waiting list will be created and filled on a first-come, first-served basis.

As a private organization, the WBCA reserves the right to exclude any exhibitor for any reason. Furthermore, the WBCA may revoke acceptance or terminate any contract arising from this application by delivery of written notice and the refund of the applicant's deposit, in which case the WBCA shall have no liability to the applicant for damages or any other remedy.

Exhibit Services

An online exhibitor service kit will be available in February 2024. A notice will be emailed to all exhibitors and posted on WBCA.org when it becomes available.

Patron Membership (formerly known as Allied/Business)

A Patron membership is included for all companies that register as an exhibitor and includes:

- One (1) complimentary list of convention registrants' mailing information (excludes fax numbers and email addresses). The list will be provided two weeks prior to the exhibition.
- Submit one digital advertisement on the WBCA Convention App, which is available to all registrants (must be received by Feb. 15, 2024; specs will be sent in January).
- Purchase tickets to the NCAA Women's Final Four (subject to availability).

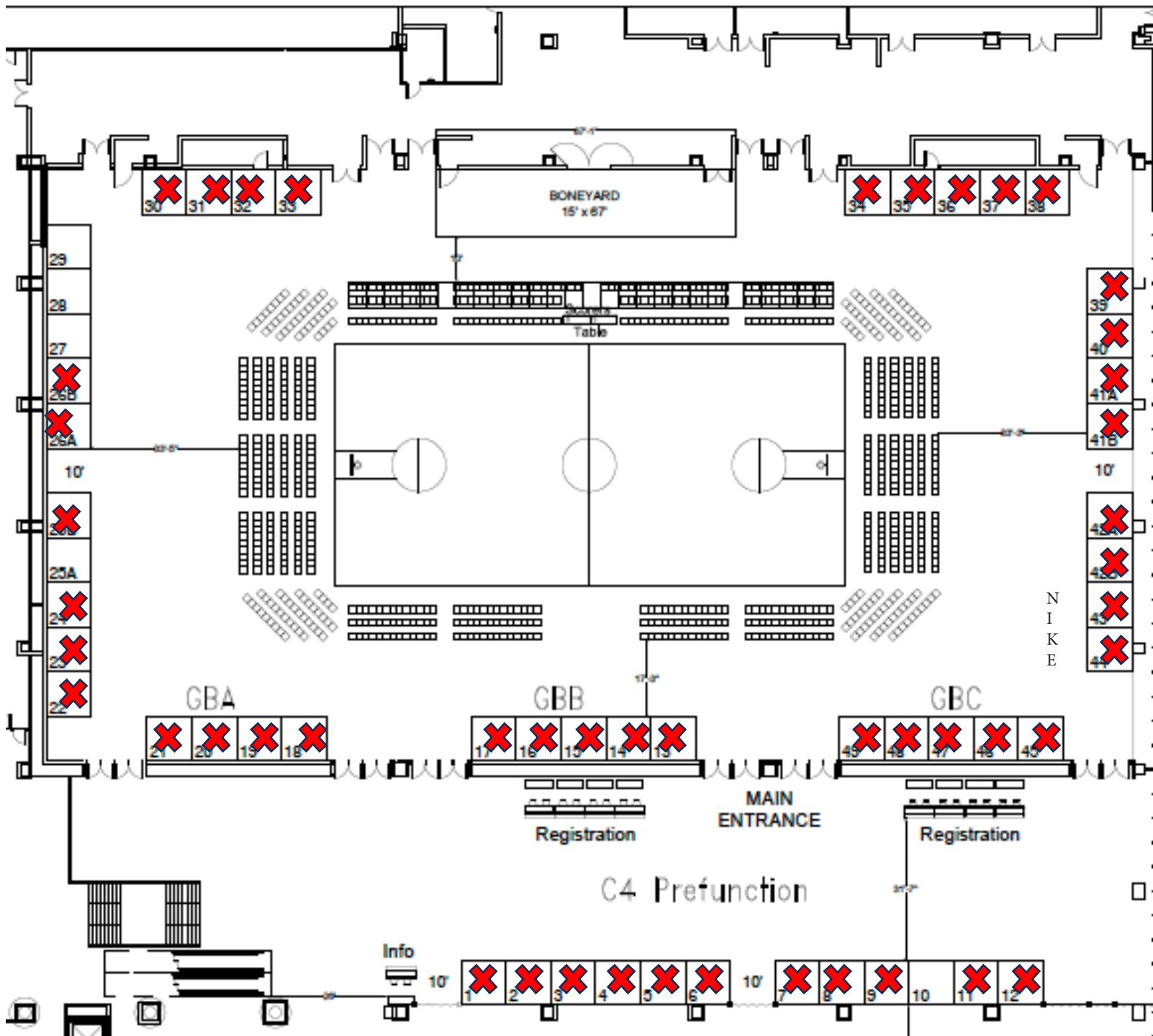
Booth Assignment

Cancellation Policy

The WBCA must receive a written notice of cancellation or reduction of space. The following refund policies apply per each 10-by-10 booth:

Notice Received	Administrative Fee
Jan. 15, 2024, or before.....	\$100
Jan. 16, 2024, to Jan. 31, 2024	\$500
Feb. 1, 2024, and thereafter.....	No refund

WBCA 2024



Show Name: WBCA 2024
 Show Dates: April 5-7, 2024
 Facility: Huntington Convention
 City, State: Cleveland, OH
 Location: Grand Ballroom / Pref
 Legend:

Inventory as of 01/10/2024
 Dimension: 10x10' Qty: 88
 Total: 88

X Occupied

AE: Valeria LaDour
 Show Number: 4011
 Drawn By: amstrom-oss
 Revised: 1/10/2024 9:25 AM
 File: 4011_24_WBCA_r1.dwg

Every effort has been made to the accuracy of all info contained on this floor plan. I no warranties, either express implied are made with respect floor plan. If the location of columns, utilities or other components of the facility consideration in the contract exhibit it is the sole reason



WBCA COURTSIDE EXPO
APRIL 4-6, 2024

HUNTINGTON CONVENTION CENTER, GRAND BALLROOM
 CLEVELAND, OH

Submit your completed application with payment to:
 Daniella Trujillo at dtrujillo@wbca.org

EXHIBITOR APPLICATION

SECTION I – EXHIBITOR INFORMATION (as it should be printed on all digital and print materials)

COMPANY NAME _____

STREET ADDRESS _____ CITY, STATE _____ ZIP _____

MAIN POINT OF CONTACT NAME _____ TITLE _____ COMPANY WEBSITE _____

EMAIL _____ CELL PHONE _____ WORK PHONE _____

SECTION II – BOOTH ASSIGNMENT PREFERENCE

In the event your preferred spaces have been previously assigned, the WBCA reserves the right to allocate spaces as equitably as possible. Assignments are first come, first served in the order in which completed contracts (including payment of fees in full) are received. Exhibitors will be notified of booth locations no later than Jan. 31. The WBCA reserves the right to make changes.

**All companies must keep their booths set up and staffed until the close of the show. The WBCA reserves the right to discipline any company that leaves early. This includes revoking membership privileges and denying future requests to exhibit. Please be courteous and do not break down your booths while a presenter is on the court.*

1st Choice # _____ 2nd Choice # _____ 3rd Choice # _____

SECTION III – EXHIBITOR BADGES

EXHIBITOR BADGES
 Exhibitor receives (5) complimentary exhibitor badges per 10x10 booth. Additional badges may be purchased for \$45 each. Names for badges will be collected in February.

SECTION IV – FEES

					Amount
1	Patron WBCA Membership (Sept. 1 - Aug. 30)	x	INCLUDED	=	\$ INCLUDED
Booth Rental (if reserving more than 2 booths please contact the WBCA office regarding multi-booth discounts)					
QTY			on/ <u>before</u> Dec. 15	or	on/ <u>after</u> Dec. 16
	Patron Member	x	\$1,195	or	\$1,495
	Nonprofit	x	\$885	or	\$985
Additional Visibility Opportunities					
QTY					
	Additional Badges	x	\$45	=	\$
1	On-Count Promotional Announcements*	x	\$160	=	\$
*A 1 to 3-minute promotional opportunity before an on-court educational session. Announcements are scheduled by the WBCA at its sole discretion. Limited to 1 opportunity per exhibitor.					
Total owed to WBCA (add up all \$ in amount column)					\$

SECTION V – PAYMENT (CLICK PREFERRED PAYMENT METHOD)

(Full payment of fees must be made with application; WBCA will not approve applications, apply discounts or assign booth space until received)

CHECK _____ CREDIT CARD _____ MASTERCARD _____ VISA _____ AMERICAN EXPRESS _____ DISCOVER _____

(Make payable to WBCA; \$35 fee for any returned check)

CREDIT CARD NUMBER _____ EXPIRATION DATE _____ CVV _____

SIGNATURE _____ DATE _____

SECTION VI – ACCEPTANCE

The undersigned agrees he/she is the duly authorized representative of the exhibiting company/organization. By submitting this application, he/she indicates that he/she has read, understands and agrees to abide by all terms and conditions, rules, regulations and restrictions as set forth by the WBCA, outlined in both the current Exhibitor Application and Prospectus, which are attached hereto and made part hereto, and together constitute a contract. The WBCA reserves the right to terminate the booth rental agreement, expel the exhibitor from the show, and/or refuse future applications due to any violation(s) of these terms and conditions. The undersigned further acknowledges and understands that he/she is aware and has/will make his/her agents and booth personnel aware that photographic and video recordings are made during the WBCA Convention and hereby gives his/her consent for the images and likenesses of his/her booth and its contents, including his/her agents and booth personnel and their voices to be recorded and used in WBCA educational and promotional materials. The WBCA reserves the right in its sole discretion to accept, deny and/or cancel any exhibitor application or agreement at any time by delivery of written notice and the refund of the applicant's deposit. The WBCA shall not be liable for losses, damages or expenses, directly or indirectly, arising from or in connection with these decisions, and the maximum liability shall not in any case exceed the rental payment made to the WBCA.

SIGNATURE _____ PRINT NAME _____

TITLE _____ DATE _____

Booth Regulations

All booths are 10' wide by 10' deep with an 8' high drape in the rear and 33" high drape on the sides. Color is determined by the WBCA and cannot be changed.

To ensure visibility for all exhibitors, signs, displays, products and fixtures for all exhibits can be no more than 4' high in the front one-half of the booth (5' from the aisle). See additional maximum height restrictions for booth type below.

The aisles are the property of the entire exhibition. They may not be obstructed at any time.

No part of any exhibit may hang over or extend outside the booth perimeters.

Hanging signs are permitted for island booths only. Expenses are the responsibility of the exhibitor. Arrangements for hanging can be made through the exhibit service contractor.

Booth Types and Height Restrictions

- A. Standard Linear Exhibit.** Linear exhibits within the normal line of booths on the inside of the floor plan. They are 10' deep and may be offered in 10', 20', 30' or 40' widths. Height: Permitted a maximum of 8'3" for any sign, display, product or fixture in the back one-half of the booth.
- B. Perimeter Wall Exhibit.** Perimeter wall exhibits are located on an outside perimeter wall of the floor plan. They are offered in 10', 20', 30' or 40' widths. Height: Exhibits up to 20' in width are permitted a maximum height of 12' for any sign, display, product or fixture in the back one-half of the booth. Exhibits of 30' or 40' in width are permitted a maximum height of 12' for any sign, display, product, or fixture. Any sign, display, product or fixture exceeding 4' in height must be set back at least 5' from the aisle and must be at least 10' from any neighboring exhibit.
- C. Island Exhibit.** An island exhibit is surrounded by aisles on all four sides. The maximum height for any sign, display, product or fixture within the exhibit is 16'. Since there are no adjacent exhibitors, signs, and displays up to 16' in height may be located anywhere within the exhibit.

The enclosed exhibit hall layout is preliminary and may be changed.

Please direct any questions concerning height restrictions and booth configuration to WBCA exhibit services prior to the show.

Exhibition Policies

The WBCA reserves the right to order an exhibitor to remove any materials or to cease any activities it deems inappropriate. Violation may result in termination of the booth rental agreement and expulsion of the exhibitor from the exhibition with forfeiture of all monies paid to the WBCA. Please note the following:

Carpet. The booth areas are carpeted in a patterned design. If a solid color is required, exhibitors may rent carpet through the exhibitor service kit or provide their own floor covering. Cleaning of aisle carpet is provided; however, individual booth cleaning is the responsibility of the exhibitor. You can order nightly booth cleaning through the exhibitor service kit.

Infringement. All unscheduled exhibit demonstrations, discussion or other activities, such as the distribution of descriptive literature of any kind, must be confined to the exhibitor's own booth unless approved by the WBCA.

Subletting Space. Exhibitors may not assign, sublet or apportion to others in whole or in part any of the space it is allotted without prior written consent of the WBCA. Exhibitors may not display goods or services other than those manufactured or regularly distributed or provided by them; nor may they permit the solicitation of business by others within their exhibit space.

Booth Personnel and Registration. Each exhibitor may register up to five (5) representatives for each 10' by 10' of booth space leased. Additional badges may be purchased at a cost of \$45 each. Personnel lists must be submitted to the WBCA in March.

Credentials. All changes to your credential list must be communicated to the WBCA. Credentials may be used only for the individuals listed on the company's credential form. They may not be used in any commercial or promotional activities (e.g., drawings, sweepstakes, fundraising activities). Any transfer of credentials is the responsibility of the exhibitor and must be communicated to the WBCA. Violation of this policy may result in the forfeiture of your privilege to purchase a booth in the future. The deadline to change names to your credential list is Feb. 16, 2024. Changes to the credential list will not be accepted after Feb. 16, 2024.

Marketing Outside the Expo. Posting of notices and/or distribution of other materials to attendees by exhibitors outside of assigned booth spaces is not allowed in any part of the convention hotels or convention center. WBCA staff has the right to shut down any exhibitor who is found conducting business in the aisles or any part of the convention center and/or hotels.

Age Requirement. Children under the age of 16 cannot staff a booth and are not allowed on the exhibit floor during move-in and move-out periods.

Food and Beverages. Exhibitors cannot distribute foods and/or beverages unless it is approved by the WBCA prior to the show.

Noise. Noise from electrical, audio-visual or live presentations must be kept to such a level so as not to disturb other exhibitors or interfere with the flow of traffic.

Photography, Video and Audio Taping. Exhibitors cannot conduct any live or taped video or audio broadcasts from their booth space or from anywhere else in the convention center without the consent of the WBCA. Exhibitors cannot photograph or videotape any booth other than their own.

Protection of the Building. Exhibitors will be held liable for any damage caused to the property. No materials can be posted, tacked, nailed, taped or otherwise affixed to ceilings, painted surfaces, fire sprinklers, columns, fabric or decorative walls. All materials used in the exhibit area must be flameproof, fire-resistant and otherwise conform to local fire ordinances. No combustible decorations such as crepe paper, tissue paper, cardboard or corrugated paper can be used at any time. Any exhibit, or parts thereof, found to be unacceptable to the fire marshal may be ordered dismantled and removed. The exhibit manager and the convention center coordinator will be the final judges thereof and their decision will be binding on all parties concerned.

Merchandise Sales. Exhibitors who sell merchandise from the exhibit floor must have the appropriate seller's permit and licenses. It is the sole responsibility of the exhibitor, not the WBCA, to obtain the required permits and licenses and to properly collect and remit any sales taxes. Additionally, if required, the payment of any merchandising fees associated with the convention center or other event management is the responsibility of the exhibitor and not the WBCA.

Security. The WBCA is not liable for any exhibitors' property. Security within the exhibit hall is provided on Friday and Saturday; however, the security service does not guarantee against loss or theft. If additional security is needed for your booth, please contact the WBCA.

Use of WBCA Name and Marks. The Women's Basketball Coaches Association (WBCA) name and marks are duly registered with the United States Patent Office in Washington, D.C. Any unauthorized use of the WBCA name or marks without the express written consent of the WBCA is prohibited.

Use of NCAA Name and Marks. Use of the NCAA name or any NCAA mark must be approved by the NCAA.

Insurance and Liability. Each exhibitor must maintain such insurance as the exhibitor deems advisable to protect against loss of or damage to its property and/or persons while at the Hilton Minneapolis.

Indemnification. By submitting an Application and Contract for Exhibit Space, an exhibitor agrees to assume all responsibility for any loss, damage, or injury that it has or causes. The Exhibitor further agrees to indemnify, hold harmless and defend the Women's Basketball Coaches Association, the city of Minneapolis, the Hilton Minneapolis, the George E. Fern Company, and each of their affiliates and subsidiaries, and each of their directors, members, officers, agents, employees and representatives (each an "Indemnified Party"), from all claims, losses, liabilities, damages, actions, judgments, penalties, costs and expenses (including attorney fees and costs) arising in, at, or in connection with the exhibitor's exhibit or the installation, maintenance, conduct, use, operation or removal of such exhibit or any part thereof, by the exhibitor or its officers, directors, employees, agents, representatives, invitees or contractors. Such indemnification will be effective regardless of any claim of negligence on the part of the indemnified party.

Questions?

Contact Daniella Trujillo at:
Women's Basketball Coaches Association
4646 Lawrenceville Highway
Lilburn, Georgia 30047
dtrujillo@wbca.org