

THE AYS



EXPERIENCE

2012 SECTION MEETINGS

2012 AYSO Section Meetings VENDOR SHOWS

AYSO Section Meetings bring together the key buyers and decision makers that represent over 550,000 soccer-playing children and their families. In 2012 there will be 11 meetings across the nation.

Reserve Your Exhibit Space Today

Call (800) USA-AYSO / ext. 7925

or email SheaM@ayso.org or TraciLouie@ayso.org



HERBALIFE.



Email SheaM@ayso.org

Your Business Can Have the AYSO Experience Too

With 550,000+ children ages 4-18, AYSO is unique in American youth soccer because it is a single entity – one non-profit corporation from top to bottom. AYSO soccer programs are delivered through almost 1,000 Regions (similar to a league in other organizations) that range from a few hundred to a few thousand players. It is at this grassroots level that AYSO buying strength is the most powerful.



Just Some of the Products AYSO Regions Will Buy in 2012,

- Fundraisers
- Field equipment
(mowers, lining equipment, corner flags, goals, nets etc.)
- Banners
- Team and player photos
- Soccer balls, shoes and gear
- Sideline chairs, umbrellas and accessories
- Trophies
- Pins
- Patches
- Medals
- Promotional items
- Game tickets to pro and college soccer
- Printing
- Concession stand products
- *And so much more...*

Speak Directly to Region Buyers at a 2012 Section Meeting

Region buyers are exactly who will be attending the 2012 AYSO Section Meetings. And buying doesn't stop at the Region level. For effective operations of AYSO programs, Regions in close proximity combine to form Areas (AYSO has 100 Areas which host meetings, tournaments and events) and Areas combine to form Sections (AYSO has 15 Sections across the U.S. and the Caribbean). Events and activities are conducted at these levels as well! Members of Section, Area and Region Boards will all be in attendance.

What You Get

Each Exhibit Space Purchase Includes:

- **One 8' x 8' exhibit area.** *(Sizes may vary depending on venue.)* Includes a draped table, two chairs, wastebasket and up to four name badges.
- **FREE promotional item opportunity in attendee goodie bag.** Vendors that add a promotional item to the attendee goodie bag also receive the opportunity for a FREE flyer, catalog or card in each goodie bag. Otherwise, there is a \$200 charge to include an information item.
- **Raffle prize opportunity.** Only exhibitors, partners and sponsors may contribute prizes to the popular meeting raffle. Contributed items must be \$100+ in value.
- **Multi-booth discount.** Reserve one booth at full price and each additional booth at the same meeting is 50% off!
- **Multi-meeting discount.** 10% off on the total registration fee for exhibiting at three or more meetings.
- **Become a passport stop.** Register to become a passport stop, and make sure you see every attendee! Contact Shea at SheaM@ayso.org for more information and pricing.

WHERE



January 13-15 | SECTION 8

Grand Traverse Resort and Spa

100 Grand Traverse Village Blvd., Acme, MI 49610

Reservations: (800) 968-7352

Rate: \$131.00 (inclusive of tax)

Projected Attendance: 300

Two-Day Show: Friday & Saturday

February 3-5 | SECTION 14

Embassy Suites Boca Raton

661 Northwest Street, Boca Raton, FL 33487

Reservations: (561) 994-8200

Rate: \$134.00 (inclusive of tax)

Projected Attendance: 100

One-Day Show: Saturday

February 10-12 | SECTION 2/9

Flamingo Las Vegas

3555 Las Vegas Blvd., S Las Vegas, NV 89109

Hotel/Reservations: (888) 373-9855

Rate: \$134.00 (inclusive of tax)

Projected Attendance: 300

Two-Day Show: Friday & Saturday

February 17-19 | SECTION 5

Marriott Huntsville

5 Tranquility Base, Huntsville, AL 35805

Reservations: (888) 299-5174

Rate: \$118.00 (inclusive of tax)

Projected Attendance: 200

One-Day Show: Saturday

February 24-26 | SECTION 6

Marriott Chicago Schaumburg

50 North Martingale Rd., Schaumburg, IL 60173

Reservations: (800) 228-9290

Rate: \$102.00 (inclusive of tax)

Projected Attendance: 200

One-Day Show: Saturday

March 9-11 | SECTION 3

Holiday Inn Albany - Wolf Road

205 Wolf Road, Albany, NY 12205

Reservations: (888) 299-5174

Rate: \$113.00 (inclusive of tax)

Projected Attendance: 100

One-Day Show: Saturday

IT'S AT

March 16-18 | SECTION 13

Four Points By Sheraton & Wilson College

Sheraton: 1123 Lincoln Way, East Chambersburg, PA 17201

Wilson College: 1015 Philadelphia Ave.,

Chambersburg, PA 17201

Reservations: (717) 263-9191

Rate: \$71.00 (inclusive of tax)

Projected Attendance: 100

One-Day Show: Saturday



April 13-15 | SECTION 1/10/11

Anaheim Marriott

700 West Convention Way, Anaheim, CA 92802

Reservations: (714) 750-8000

Rate: \$141.00 (inclusive of tax)

Projected Attendance: 1100

Two-Day Show: Friday & Saturday



April 27-29 | SECTION 7

Waikiki Resort and Spa Marriott

2552 Kalakaua Ave., Honolulu, HI 96815

Reservations: (800) 848-8110

Rate: \$193.00 (inclusive of tax)

Projected Attendance: 200

One-Day Show: Saturday



May 4-6 | SECTION 12

Albuquerque Marriott

2101 Louisiana Blvd., NE Albuquerque NM 87110

Reservations: (505) 881-6800

Rate: \$101.00 (inclusive of tax)

Projected Attendance: 125

One-Day Show: Saturday

June 22-24 | SECTION 4

Hilton Wichita Airport

2098 Airport Rd., Wichita, KS 67209

Reservations: (316) 945-5272

Rate: \$107.00 (inclusive of tax)

Projected Attendance: 125

One-Day Show: Saturday



★ Become A Passport Stop

Email SheaM@ayso.org for more details.

EXHIBITOR

Registrations will be accepted on a first come, first serve basis. Reservations will not be taken over the phone. Registration forms must be accompanied by full payment or space will not be reserved. Payment may be made by check, money order, Visa, MasterCard, Discover or American Express. Credit Card reservations may be faxed. Please remember to note Section Meeting(s) on checks and money order to reserve the appropriate dates. Registration forms with full payment will be accepted up to 14 days prior to the exhibit date, based on availability.

PLEASE FILL OUT THIS PAGE COMPLETELY; MUCH OF THE INFORMATION WILL BE INCLUDED IN THE EXHIBITOR DIRECTORY. BE SURE TO KEEP A COPY OF YOUR COMPLETED REGISTRATION FORM FOR YOUR RECORDS.

Company Name _____

Address _____

City _____ State _____ Zip _____

Name of Contact Person _____ Title _____

Phone Number/Ext. () _____ Fax Number () _____

Email Address _____ Website _____

Brief Product/ Service Description _____

Referred by AYSO Region # _____ AYSO Volunteer _____

If approved, the undersigned ("Exhibitor"), as a duly authorized representative, enters into an agreement with the American Youth Soccer Organization to rent exhibit space at the 2012 AYSO Section Meetings. Exhibitor agrees to abide by the Official Exhibit Rules and Regulations on page 9.

Signature of Exhibitor _____

REGISTRATION

Exhibit Location	Date	Fee per Space	Late Registration	# of Spaces	Total Due
Acme, MI SECTION 8	Jan. 13-15	\$300 (11/4)	\$400 (12/1)		\$
Boca Raton, FL SECTION 14	Feb. 3-5	\$150 (11/11)	\$225 (12/8)		\$
Las Vegas, NV SECTION 2/9	Feb. 10-12	\$300 (11/11)	\$400 (12/8)		\$
Huntsville, AL SECTION 5	Feb. 17-19	\$150 (11/11)	\$225 (12/8)		\$
Schaumburg, IL SECTION 6	Feb. 24-26	\$200 (11/11)	\$300 (12/8)		\$
Albany, NY SECTION 3	March 9-11	\$150 (12/6)	\$225 (1/5)		\$
Chambersburg, PA SECTION 13	March 16-18	\$150 (12/6)	\$225 (1/5)		\$
Anaheim, CA SECTION 1/10/11	April 13-15	\$1000 (1/12)	\$1500 (2/13)		\$
Honolulu, HI SECTION 7	April 27-29	\$200 (1/12)	\$300 (2/13)		\$
Albuquerque, NM SECTION 12	May 4-6	\$150 (2/21)	\$225 (3/28)		\$
Seattle, WA NAGM	May 25-28	National Sponsors and Partners Only			N/A
Wichita, KS SECTION 4	June 22-24	\$200 (2/21)	\$300 (3/28)		\$
Multiple Meeting Discount (3 or more meetings / 10% discount)				subtract 10% –	\$
GRAND TOTAL DUE				\$	

EXHIBITOR

Make check or money order payable to AYSO. Registration forms, with payment in full, will be accepted up to 14 days prior to the date of the show, based upon space availability.

Check(Enclosed) Money Order(Enclosed) VISA AMEX MC DSC (PLEASE PRINT)

Account Number _____

CCV2/CVS# _____ Exp. _____

Name on card _____

Billing Address _____

City, State, Zip Code _____

Signature _____



SEND ALL REGISTRATIONS TO:

AYSO Section Meetings – Vendor Shows
Attn. Shea McLaughlin
19750 S. Vermont Ave., Suite 200
Torrance, CA 90502
Fax (310) 525-1155

FOR MORE INFORMATION:

Call (800) 872-2976, ext. 7925
or email SheaM@ayso.org or TraciLouie@ayso.org

REGISTRATION

EXHIBIT RULES AND REGULATIONS

Exhibitors must comply with the complete Rules and Regulations, which will be sent in the confirmation packet.

1. Exhibit Space will be assigned by AYSO at its sole discretion and may be changed for the benefit of the exhibit show.
2. AYSO reserves the right, within its sole and complete discretion, without liability for any refunds or other exhibit expenses incurred, to restrict and/or remove all or any portion of presentations and/or exhibits which, because of noise, method of operation, materials, or any other reason, are deemed by AYSO to be objectionable, to detract from the general family character of the show as a whole, or to advertise, offer or consist of products or services inconsistent with the purposes of the show or for those which the exhibitor application was approved.
3. Product literature, sample and premiums are to be distributed from exhibitor's display only. All materials are subject to prior written approval by AYSO. Approval must be requested not less than three business days prior to the start of the show. Selling of merchandise is restricted to the space assigned.
4. The AYSO logo(s), including the letters "AYSO" and the name "American Youth Soccer Organization," may not be used without the prior written consent of AYSO.
5. NOTE: AYSO shall have the full power to interpret, make or amend these rules and regulations at any time, and AYSO reserves the right to make such rulings as deemed necessary in the best interest of the AYSO Section Meetings. It is imperative that all exhibitors agree to abide by such rulings.

DETAILS

CONFIRMATIONS

Confirmations will be sent to all registered exhibitors within two weeks of receipt of registration forms.

DISPLAY ASSIGNMENTS

Assignments are FINAL and are based on the order of registration applications received, nature of the company and sponsor affiliation. (AYSO National Sponsors will be given priority.) Assignments revealed at on-site check-in.

RESERVATION INFORMATION

Registered exhibitors are welcome to make hotel reservations using the AYSO rate. Call the hotel directly at least four weeks prior to the meeting and refer to the "AYSO rate."

MAILING LISTS

AYSO Bylaws restrict the use of membership lists, complete or partial, for anything other than approved purposes. We are not able to give out names and addresses of any of our members to exhibitors. However, as an exhibitor, you may collect names and addresses at your display.

SHIPPING

All of your materials should be shipped directly to the meeting hotel. Shipping instructions will be sent with confirmation materials. AYSO is not responsible for items shipped to the hotel. Please be aware that hotels may add a handling charge based on the number of items you ship. Contact the hotel for specific information.

CANCELLATIONS

Cancellations received in writing at least 14 business days prior to the show will be eligible for a full refund. No refunds will be made after that date.

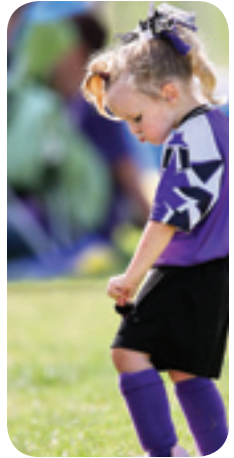
EXCLUSIVE SPONSORS

AYSO will not accept exhibitor applications that conflict with our exclusive sponsors. At present those categories include: uniforms/apparel, camps, auto/life/home insurance, online photo and communications "share sites," region admin. tools and software, protein shakes and sport pins. If we find an exhibitor is displaying or promoting items at the meeting that conflict with Exclusive Sponsors, they will be asked to leave and their registration fee will not be refunded.

MISSION

The AYSO Mission is to develop and deliver quality youth soccer programs which promote a fun, family environment based on our philosophies:

- **Everyone Plays[®]**
- **Balanced Teams**
- **Open Registration**
- **Positive Coaching**
- **Good Sportsmanship**
- **Player Development**





American Youth Soccer Organization
19750 S. Vermont Ave., Suite 200
Torrance, CA 90502