

# EXHIBITOR PROSPECTUS



World Center  
Marriott

Orlando, FL



The indoor soccer industry alone has averaged annual growth of around 10% for the decade.

## WHY EXHIBIT?

The United States Indoor Sports Association's annual Facility Operators Conference & Trade Show is the premier event for public and private indoor recreational sport facility operators, attracting over 200 facility operators and startups and more than 40 exhibitors. From veteran to startup, attendees represent the full range of experience. They all come with a keen desire to share their knowledge and visions and to learn from colleagues and other experts.

**Conference attendees are the primary decision-makers for their facilities.** In fact, reaching decision-makers with budgetary authority is the most-cited reason exhibitors say they return year after year. Exhibitors also enjoy the one-on-one interaction with virtually every attendee who walks the floor and with other exhibitors. Exhibitors are also encouraged to participate in other Conference activities, such as its annual Facility Bus Tour, educational sessions and social events, which provide informal, comfortable settings for mingling with prospective customers.

## THE INDUSTRY

With the total number of indoor soccer facilities in the US alone estimated around 750, the recreational indoor sports industry has witnessed average annual growth of about 10% for the decade. Similarly, USIndoor has grown from 25 facility and startup members in 2000, to 85 in 2001, to 175 in 2002, to over 300 today.

The Sporting Goods Manufacturers Association recently estimated indoor soccer participation over 5 million, making it one of the country's Top-10 team sports. The industry continues to grow—not just in the traditional commercial sector, but also among universities, municipalities and other non-for-profit organizations.

## PRODUCT CATEGORIES

Exhibitors typically include providers in the following general categories:

- building construction & design
- synthetic turf & other flooring
- soccer boards
- administrative software
- insurance & financial services
- security
- human resources
- security
- health & safety
- energy and utilities
- coin operations
- apparel
- soccer equipment
- camps & tournaments
- amateur, semi-pro and professional leagues
- youth programs
- sports tours
- and much more



# LOCATION & LOGISTICS

## USIndoor's 2011 Conference takes place

Wednesday-Saturday, June 15-18, at the palatial World Center Marriott Resort in Orlando, Florida. Located just 20 minutes from Orlando International Airport on 200 acres, the Resort features Hawk's Landing Golf Course, a full-service spa and fitness center, and an amazing lagoon-like complex of 6 pools, waterfalls, waterslide and whirlpools—Rated “Best Pool” in Orlando.

With over 450,000 square feet of meeting space, the Resort is well-suited to host meetings large and small. Spacious guest rooms at Orlando World Center will be your own private retreat, with the amenities to provide everything you need.

Since 2001 USIndoor's Annual Conference has provided a wealth of opportunity and information critical to succeeding in the indoor sports market. This year also offers plenty of time to relax and enjoy one of the world's premiere vacation destinations.



# RESORT RESERVATIONS

**For a limited time**, World Center Marriott is offering exceptional rates just to USIndoor attendees. But don't delay ... These rates expire on May 15, 2011, and the Resort may sell out sooner!

USIndoor Room Rates: \$105/night  
*single or double occupancy*

## MAKING RESERVATIONS

Please call 800-621-0638 and mention that you are attending the US Indoor Sports Association Conference.

### Orlando World Center Marriott Resort

World Center Drive  
Orlando, FL 32821  
Phone: (407) 239-4200

For more information about World Center Marriott Resort, including dining and entertainment options, visit [www.marriottworldcenter.com](http://www.marriottworldcenter.com).





## EXHIBIT HALL SCHEDULE

### Friday, June 17

4:00 pm – 7:00 pm

President's Welcome Reception  
(Setup: 8:00 am – 3:30 pm)

### Saturday, June 18

11:45 am – 1:40 pm

Buffet Luncheon  
(Tear-down: 1:45 pm – 4:00 pm)

## EDUCATIONAL PROGRAM

### Friday, June 17

8:30 am – 10:30 am

10:45 am – 12:00 pm

1:30 pm – 4:00 pm

State of the Industry Breakfast and Awards Ceremony  
Educational Sessions  
Educational Sessions

### Saturday, June 18

9:30 am – 11:45 am

1:45 pm – 4:15 pm

Educational Sessions  
Educational Sessions

## CERTIFICATION

### Wednesday, June 15 – Thursday, June 16

8:00 am – 7:00 pm *(both days)*

Certified Arena Operator Class

## BUS TOUR & SOCIAL EVENTS

### Thursday, June 16

8:30 am – 6:00 pm

Sport Facility Bus Tour

### Saturday, June 18

5:00 pm – 10:00 pm

Poolside BBQ  
BBQ Buffet, Drinks, & Entertainment at Marriott main pool

*The foregoing schedule is subject to change without notice. See [www.usindoor.com](http://www.usindoor.com) for details and updates.*

# SPONSORS AND EXHIBITORS

USIndoor's 2011 Facility Operators Conference and Trade Show offers an excellent sponsorship program for exhibitors eager to stand out. But don't delay—Only a few opportunities remain, and they will sell out! For information, call USIndoor at (703) 310-6151.

## 2010 Sponsors

ActiveCommunities  
Becker Arena Products  
Bollinger Insurance  
EZFacility.com  
GEMS USA  
Lime Energy

The Monument Sports Group  
Sports I.T./Lil' Kickers  
Universal Fabric Structures  
Zoom Media Corp.



## Past Exhibitors

### Building Construction

Air Structures American Technologies (ASATI)  
Arizon Structures  
Cravo Equipment  
The Farley Group  
Hellas Construction  
Signature Structures  
Universal Fabric Structures  
Yeadon Fabric Structures

### Building Fixtures: Soccer Boards, Flooring, Etc.

Advantage Sport  
All Sports Enterprises  
Athletica  
Becker Arena Products  
Big Ass Fans  
Cascadia Sport Systems  
Cleantech Solutions  
Covermaster  
Daktronics  
EventDeck  
FieldTurf  
Forever Green  
General Sports Turf  
Gerflor Sports Flooring  
Infinite Creative Entertainment (ICE)  
Insulation Corporation of America (ICA)  
Kodiak Sports  
Lime Energy  
Medallion Athletic Products  
ProGrass  
Signature Fencing  
SoccerWorld  
Sport Systems Unlimited  
Shaw Sportexe  
Sprinturf  
Synthetic Surfaces Direct  
Tarkett Sports  
Soccer & Tennis Surfaces  
UBU Sports  
Xtreme Turf

### Sports Apparel & Equipment

American Soccer Company (SCORE)  
Big Tease T-Shirt Company  
Brine  
Calcio USA  
Challenger Teamwear  
Digital Scout  
Eurosport  
Everest International  
Forcefield Protective Headbands  
GEMS USA  
Get Some Balls  
InCord  
Keeper Goals  
SEI  
Sporting Essentials  
Venom Athletics

### Marketing

Amazing Digital Magic  
BigSigns.com  
NetRe\$ult\$  
USIndoorTV  
Zoom Media

### Operations, Management Software & Websites

ACCPC  
ActiveCommunities  
Badging Solutions  
Demosphere International  
EZFacility.com  
First National Merchant Solutions  
FrontLine Solutions  
Hasty Awards  
Heartland Payment Systems  
Identification Data and Imaging (IDI)  
Maximum Solutions  
Nomo Studios  
Office DEPOT  
Pointstreak.com  
Rsportz  
Siriani & Associates  
Sport Pins International  
Sports I.T.  
Trainertainment

### Vending, Electronic Games & Concessions

AutoFry/Multi-Chef  
Betson Industries  
PRO Design & Vending Technologies  
Profitable Food Facilities  
Visual Sports Systems

### Sport Tours & Programs

Lil' Kickers  
Lil' Pigskins  
Lil' Sluggers  
Parisi Speed School  
Soccer Resort  
Soccer Xtreme  
SoccerTots  
Super Soccer Stars

### Sport Leagues & Associations

Amateur Athletic Union  
American Indoor Lacrosse  
National Indoor Championship  
United States Adult Soccer Association  
US Lacrosse  
USA Hockey Inline

### Consulting

Affiliated Power Purchasers International  
The Goals Group  
Gold Consulting  
Pinnacle Indoor Sports  
The Sports Facilities Advisory

### Risk Management & Insurance

Bollinger Insurance  
LexisNexis Risk Solutions  
The Monument Sports Group  
Philips Medical Systems

### Other

CSG/SportsCoatings  
GO Indoor Magazine  
Greater Woodfield Conv. & Visitors Bureau  
Hilton Indian Lakes Resort  
Irving Conv. & Visitors Bureau  
World Vision

# USINDOOR EXHIBITOR CONTRACT TERMS AND CONDITIONS

- 1. Application and Registration:** Subject to your registration and payment, and USIndoor's acceptance thereof, USIndoor may grant admission to, and exhibit space for, you and your officers, employees, agents (hereinafter referred to as the "Exhibitor") in connection with its 2011 Annual Facility Operators Conference and Trade Show, scheduled June 15-18, 2011 (the "Event"), at Orlando World Center Marriott ("Marriott"), World Center Drive, Orlando, FL, 32821. USIndoor reserves the right, in its sole and unfettered discretion, to determine the eligibility of exhibitors and exhibits for the Event.
- 2. Individual Attendees:** Exhibitor's exhibition pricing applies to two bona fide representatives for each booth reservation. Exhibitor may register additional representatives at the going rates. Exhibitors who do not pre-register run the risk of not being admitted and must complete an on-site registration form and submit proof of company affiliation. Exhibitor badges are non-transferable. Each representative must display the official badge at all times while in the exhibit area or otherwise attending any private Conference event.
- 3. Trade Show Booth Reservation:** For each booth space reserved by Exhibitor, USIndoor shall allocate an 8' by 10' area beginning Friday, June 17 (opening at 8:00 a.m. for set up) and ending Saturday, June 18, 2011 (breakdown to be completed by 5:00 p.m.) USIndoor shall assign all exhibit space, subject to its sole discretion, notwithstanding any request Exhibitor may make, and Exhibitor agrees to accept any such assignment or reassignment, if applicable.
- 4. Setup and Breakdown:** Exhibitor agrees to have its booth(s) and products set up and prepared for the trade show by 3:30 p.m. on Friday, June 17th. Exhibitor agrees no display will be dismantled or goods removed until the absolute end of the trade show on Saturday, June 18th. Thereafter, Exhibitor agrees to remove its display and equipment from the show site and clean its booth space by the end of the breakdown period. In the event Exhibitor fails to do so, Exhibitor agrees to pay the costs that may be incurred.
- 5. Assignment and Subletting:** Exhibitor shall not assign any rights under this contract or sublet or share its space without the prior written permission of USIndoor, which permission may be arbitrarily withheld. Exhibitor may display only the goods manufactured or dealt in by it in its regular course of business.
- 6. Shipping, Services and Rental Equipment:** Most services customarily required by exhibitors will be available by arrangement with Marriott or its or USIndoor's preferred providers, subject to exception based on need or Marriott's discretion. Such circumstances shall comply with Marriott's policies, including but not limited to requirements for third-party indemnification and proof of insurance. No other contractors will be permitted without prior approval by USIndoor and Marriott. Exhibitors will be solely responsible for arranging necessary services with, and for payment of any fees due to, Marriott or other provider(s). Besides the Marriott, Exhibitor should deal directly with USIndoor's authorized service providers, Siriani & Associates (storage, packing, labeling and shipping instructions) and Viper Tradeshow Services (set up, furniture, audio visual rental, electrical and internet services) for needs and expenses ancillary to registration.
- 7. Exhibitor Covenants:** USIndoor shall at all times maintain the right to terminate this contract for any conduct which USIndoor considers objectionable. a) Exhibitor agrees to abide by all rules and regulations adopted by USIndoor in the best interests of the Event and agrees that USIndoor shall have the final decision in adopting any rule or regulation deemed necessary prior to, during and after the show, including modifications to this contract. b) Exhibitor agrees to obtain and maintain at its own expense any licenses or permits from government bodies which may be required for the operation of its trade or business during the show and to pay all taxes that may be levied against it as a result of the operation of the trade or business at the Event.
- 8. Displays and Demonstrations:** Exhibitor agrees to occupy the contracted exhibit space during the term of the show and to exhibit only the products described under Exhibitor's registration, as accepted by USIndoor. All demonstrations, exhibits, and distribution of literature must be confined to the assigned booth space, except as specifically exempted in writing by USIndoor. In addition, Exhibitor agrees to use its space for lawful purposes and to conform to laws of all applicable jurisdictions. This shall include, but is not limited to, avoiding disruptive behavior of Exhibitor, its employees and agents. All persons active in an Exhibitor's area shall be assumed to be its agents, unless the Exhibitor acts to remove the person from such appearance and notifies USIndoor immediately upon becoming aware of the situation.
- 9. Prohibited Activities and Substances:** Exhibitor shall not use, or permit to be used, the property of Marriott for any purpose other than those contemplated hereunder and will not cause, maintain or permit any nuisance in, on or about Marriott's property. Exhibitor shall be liable for any damage caused by it to any property of Marriott, its agents, any other exhibitor or USIndoor. Exhibitor may not apply paint, lacquer adhesive or other coatings to the property of Marriott, its agents, any other exhibitor or USIndoor. Exhibitor is strictly prohibited from possessing or transporting any materials, which involve or contain or constitute directly or indirectly any "hazardous substances," as defined by policy of Marriott, or any form or type of pyrotechnics, fireworks, flares, flames or other flammable or explosive materials or items.
- 10. Insurance:** Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the liability set forth under these Terms and Conditions, in an amount not less than \$1,000,000 Combined Single Limit for personal injury and property damage. Marriott and USIndoor shall be included in such policies as additional named insureds. In addition, Exhibitor acknowledges that neither Marriott nor USIndoor maintain insurance covering Exhibitor's personnel or personal or business property, and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance against any losses by Exhibitor. Should Exhibitor wish to insure its personnel or goods against injury, theft, damage by fire, accident or other cause, it must do so at its expense.
- 11. Indemnity:** a) Exhibitor accepts all risks associated with the use of its booth space and environs. Exhibitor shall not make any claim or demand or take any legal action, whatsoever, against USIndoor or Marriott (including their respective affiliates, officers, owners, agents, members, employees, parents, insurers, predecessors, successors and assigns) for any loss, damage or injury, howsoever caused, to Exhibitor or its property. b) Exhibitor hereby assumes entire responsibility and agrees to protect, defend, indemnify and save Marriott and USIndoor and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of Marriott and its employees and agents.
- 12. Termination of Contract:** a) Exhibitor may cancel this contract only if written notice is received by USIndoor prior to May 15, 2011. In such instance, registration fees, less a \$150 administrative fee, will be refunded. Thereafter, all registration payments are non-refundable. b) In the event Exhibitor fails to make payment as aforesaid or fails to comply in any respect with this contract, USIndoor reserves the right to cancel this contract without notice, whereupon all rights of Exhibitor hereunder shall cease and terminate. Any payment made by Exhibitor on account hereof will be retained by USIndoor as liquidated damages for breach of contract, and USIndoor may thereupon rent said space. Failure to appear at the Event does not release the Exhibitor from responsibility for payment of the full cost of the space rented.
- 13. Trade Show Cancellation:** a) In the event the building in which the trade show is held is destroyed or, if for any reason USIndoor is unable to permit the Exhibitor to occupy the space, or if the show is canceled or curtailed, USIndoor will not have any liability to Exhibitor for any loss of business, damage or expense of whatsoever nature or kind that Exhibitor may suffer. b) Should the premises in which the show is being conducted become unavailable for occupancy for "cause or causes" not within the control of USIndoor, USIndoor shall not be held responsible for any claims or damage which might arise in consequence thereof. The "cause or causes" listed will include, but not be limited to, government regulations, curtailment of transportation, fire, lightning, casualty, explosion, flood, weather, epidemic, earthquake, acts of public enemies, riots or civil disturbances, terrorism, strike, lockout, boycott, or other acts of God.
- 14. Law and Venue:** This contract shall be governed by the laws of the Commonwealth of Virginia. Any suit, action or proceeding arising out of or relating to this contract, or its interpretation, performance or breach shall be instituted in the United States District Court for the Eastern District of Virginia or any court of the Commonwealth of Virginia located in the City of Norfolk, Virginia, unless otherwise agreed by written stipulation.



Wednesday, June 15 -  
Saturday, June 18

World Center Marriott  
Orlando, FL

## 2011 Facility Operators Conference & Trade Show

### EXHIBITORS REGISTRATION

#### Reservation

\_\_\_ **Booth Spaces** (Fri. 6/17 - Sat. 6/18)

# \_\_\_ **Total Admissions**

Attendees Names:

**Extras** (Visit [USIndoor.com](http://USIndoor.com) for details.)

\_\_\_ **Facility Bus Tour** (Thurs. 6/16)  
\$90/person-9am to 6pm, Lunch Included

\_\_\_ **Poolside Luau** (Sat. 6/18)  
BBQ Buffet, Drinks  
\$65/adult, \$15/child -5pm to 10pm

**Total Reservation Fees: \$** \_\_\_\_\_

#### Exhibition Pricing

Members: \$995 per booth  
Non-Members: \$1,500 per booth

*Each includes exhibition booth (8 x 10 sq. ft.), 2 admissions,  
2 folding chairs, 6 ft. table with skirt, meals.*

#### Options

Additional Attendees (3rd or more): \$250/person  
Sponsorship Opportunities (Ask us!)  
Storage, Electricity, Internet: variable pricing  
*Order Form to be provided via e-mail.*

**Main Product or Service Lines** (e.g., building construction, flooring, soccer boards, insurance, software, scoreboards, apparel, programming etc.): \_\_\_\_\_

*\* Required Field*

Member  Non-Member  Want to learn more \*

Exhibitor Name: \* \_\_\_\_\_

Tradeshaw Contact: \* \_\_\_\_\_

Title: \* \_\_\_\_\_

Address: \* \_\_\_\_\_

City: \* \_\_\_\_\_

State/Province: \* \_\_\_\_\_

Postal Code: \* \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \* \_\_\_\_\_ Evening: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail Address: \* \_\_\_\_\_

*(All communications to be sent to this address.)*

Website Address: \_\_\_\_\_

\* I acknowledge that agreement with USIndoor's Exhibitor "Terms and Conditions" is a condition hereto.

#### Payment Information

Please mail this completed form along with payment in full by check made payable to "USIndoor," or fax *and* mail this form, including the following information to pay by credit card (Visa, MasterCard, Discover, American Express):

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Billing Name & Address: \_\_\_\_\_

Signature: \_\_\_\_\_

*Please mail or fax this form with payment by June 1, 2011, to:*  
**USIndoor, Inc., 1340 N. Great Neck Rd., #1272-142, Virginia Beach, VA, 23454**  
**Fax: 509-357-7096. Questions? Call us at 703-820-2810.**