



**"Ignite Passion in Your
Profession"
May 1-4, 2010**

**Exhibitor Prospectus
&
Registration**

**Beaver Run Resort
Breckenridge, Colorado**

3030 W. 81st Avenue
Westminster, CO 80031
Phone: 303-433-4446
Fax: 303-458-0002
Email: info@coloroad.org
Web: www.coloroad.org

57th Annual Conference

Tentative Schedule

SATURDAY – May 1, 2010

9:00 a.m. - Golf Tournament- Willis Case Golf Course - Denver
1:00 p.m.-5:00 p.m. - LTC 501 and LTC 504
1:00 p.m. – 5:00 p.m. – Exhibitor Set-up
6:00 p.m. – 8:00 p.m. - CAA Exam
5:30 p.m. – CADA Open House - Western Slope BBQ

SUNDAY – May 2, 2010

7:30 a.m. - Conference Registration opens
8:00 a.m. – 12:00 p.m. - LTC 790 and LTC 502
8:00 a.m.- Exhibit Hall opens
9:00 a.m.- 10:00 a.m.- Session 1- Breakout sessions
10:00 a.m.-10:45 a.m.- Vendors- Drawing
10:45 a.m.-10:55 a.m.- League Door Prize Session
10:55 a.m.-11:55 a.m.- Session 2- Dr. David Hoch
12:00 p.m.- 1:30 p.m.- Lunch
1:30 p.m.- 2:15 p.m.- Session 3- CHSAA/Outgoing Commissioner
2:15 p.m. - 3:00 p.m.- Vendors - Drawing
3:00 p.m. – 4:30 p.m.- Mr. F. Mike Miles
4:30 p.m.- 4:40 p.m.- League Door Prize Session
5:00 p.m. – 6:30 p.m. - President's Open House – Exhibit area

MONDAY – May 3, 2010

8:00 a.m. – 12:00 p.m. - LTC 709
8:30 a.m. – Exhibit Hall Opens
9:00 a.m.- 9:10 a.m.- League Door Prize Session
9:10 a.m. – 10:10 a.m.- Steve Fairchild
10:15 a.m.- 10:45 a.m.- Vendors
10:45 a.m.- 10:55 a.m.- League Door Prize Session
10:55 a.m.-11:55 a.m.- Diana Cerco
11:55 a.m.- 1:30 p.m.- Lunch on your own
1:00 p.m.-5:00 p.m - LTC 799
1:30 p.m.- 2:30 p.m.- Session 7- Breakout sessions
2:30 p.m.-3:15 p.m.- Vendors
3:15 p.m.-4:15 p.m.- Session 8- Breakout sessions
4:15 p.m.-4:45 p.m.- League Door Prize Session / Major Drawings

TUESDAY – May 4, 2010

8:30 a.m.- 9:00 a.m.- Incoming CHSAA Commissioner Address
9:00 a.m. – 10:30 a.m.- Awards Breakfast
10:30 a.m.- League Door Prize Session/50/50 Drawing/Prize Drawing

Beaver Run Resort Information:

620 Village Road | Breckenridge, CO | 80424
General Information: 970-453-6000

RATES:

The Colorado Athletics Directors' Conference that will be held May 1-4, 2010 at the Beaver Run Resort in Breckenridge, Colorado. CADA has secured a room rate of \$101.00 per night. Please call the hotel before April 1, 2010 at (800) 525-2253 and tell them you are with the CADA conference.

Over 200 high school athletics directors and administrators from across the state are expected to attend the upcoming conference and show - the only state conference and show exclusively for high school athletics directors.

At no other time or place will you be able to reach as many individuals who have ultimate purchasing authority for their high school athletics programs.

The buying power represented by these individuals is impressive. In fact, they spend approximately \$75,000 annually on just athletic equipment and services, according to the annual national conference marketing survey.

It is no secret that today's athletics director has more responsibilities than ever before. The quest for knowledge is paramount, as evidenced by the growing number of workshops offered at the state conference.

Tabletop space will be at the Beaver Run Resort. Spaces are 6'x 8' and will include one 6' table and a chair. If your exhibit is larger than 6x8 you must purchase additional booths. The cost is \$275.00 per space for Members and \$400.00 for Non-Members. This fee covers one person in the booth. Additional Attendees in the booth are \$50.00 per person to cover breaks. With only 53 booths available, booths will go quickly and will be assigned as the booth contracts and payment comes in. So send yours in early to secure the booth of your choice.

Vendors may start setting up at 1pm on May 1st and should be completed by 5 pm.

VENDOR HOURS ARE:

May 2nd 7:30 a.m. - 6:30 p.m.
 May 3rd 7:30 a.m. - 5:00 p.m.

Vendor drawings will be held in the exhibit area.

EXHIBIT HOURS ARE:

Table Top Displays may be set up after 1p.m. on May 1st. Conference registration begins at 7:30 a.m. on Sunday. Table Top Displays open at 7:30 a.m. on Sunday. Breakdown should be completed by 5 p.m. Mon., May 3rd.

We hope that you will join us May 1-4, 2010 for this exciting event. There are also many fun-filled activities in the Breckenridge area for you and your family to enjoy. So plan to spend a few days with us in Breckenridge, Colorado.

Member:	Non-member:
\$275 per booth	\$400 per booth

Booths will be assigned as the booth contracts and payment are received. Checks should be made payable to the Colorado Athletics Directors Association. (EIN# 26-4764161) and sent with exhibitor contract to:

Colorado Athletics Directors Association
 3030 West 81st Avenue, Westminster, CO 80031

Fee Includes one conference registration to all regular events, plus:

- > 6x8 area with
- > 6 foot table, draped
- > chair
- > Four Breaks
- > One reception
- > Sunday Luncheon

All other exhibitor personnel must register at the \$50 fee
 (fee covers reception, breaks and luncheon)



FREIGHT SHIPMENTS:

The following charges apply to package delivery and or handling fee:

	Incoming	Outgoing	Storage Fee (excess of 3 days)
Letter	No Charge	No Charge	No Charge
Package	\$4.00 each	\$4.00 each	\$2.00 each per day
Pallet*	\$50.00 each	\$50.00 each	\$25 each per day

*Pre-approval for all pallets must be obtained from shipping & receiving. Please call 970-453-8712 for more information. Shipments should arrive no earlier than one week prior to the Annual Conference.

Clearly mark the outside of all packages:
 Hold for CADA Annual Conference
 May 1-4, 2010
 Your Company Name
 Attn: Sales

Ship to: Beaver Run Resort
 620 Village Road
 Breckenridge, Colorado 80424
 970-453-6000

HOTEL INFORMATION:

Your hotel accommodations should be reserved directly with the Beaver Run Resort. CADA has reserved a block of rooms at a special rate. Check-in time is 4:00 p.m.; Check-out time is 12:00 p.m. If you would like to phone your reservations, you may call (800) 525-2253 and be sure to indicate that you will be attending the CADA Annual Conference. The room rates for the conference are as follows:

Hotel Room	\$101.00 per night
Deluxe Studio	\$111.00 per night
One Bedroom Condo	\$121.00 per night
Colorado Suite	\$121.00 per night
Premium One Bedroom Condo	\$141.00 per night
Two Bedroom Suite	\$173.00 per night
Two Bedroom Premium Condo	\$203.00 per night
Corporate Suite	\$267.00 per night
Three Bedroom Suite	\$244.00 per night
Four Bedroom Suite	\$295.00 per night
Presidential Suite	\$428.00 per night

Directions to Beaver Run Resort:

From I-70: Take Exit 203, Colorado Highway 9 southbound. Travel 10 miles and go through Breckenridge to South Park Avenue. Turn right on South Park Avenue and make the first left onto Village Road. Drive uphill to the Beaver Run Resort registration area located on the left at 620 Village Road.

From Colorado Springs or Colorado Highway 9 northbound: Turn left on South Park Avenue and make the first left onto Village Road. Drive uphill to the Beaver Run Resort registration area located on the left at 620 Village Road.

SPONSORSHIP OPPORTUNITIES:

There are several events at the conference that your company can sponsor:

- Lunch Sponsor - \$1500 (2 available)
- Sponsor a Speaker - \$500 (6 available)
- LTC Sponsor - \$250 (6 available)
- Break Sponsor - \$250 (8 available)
- Hand Outs - \$150 (10 available)

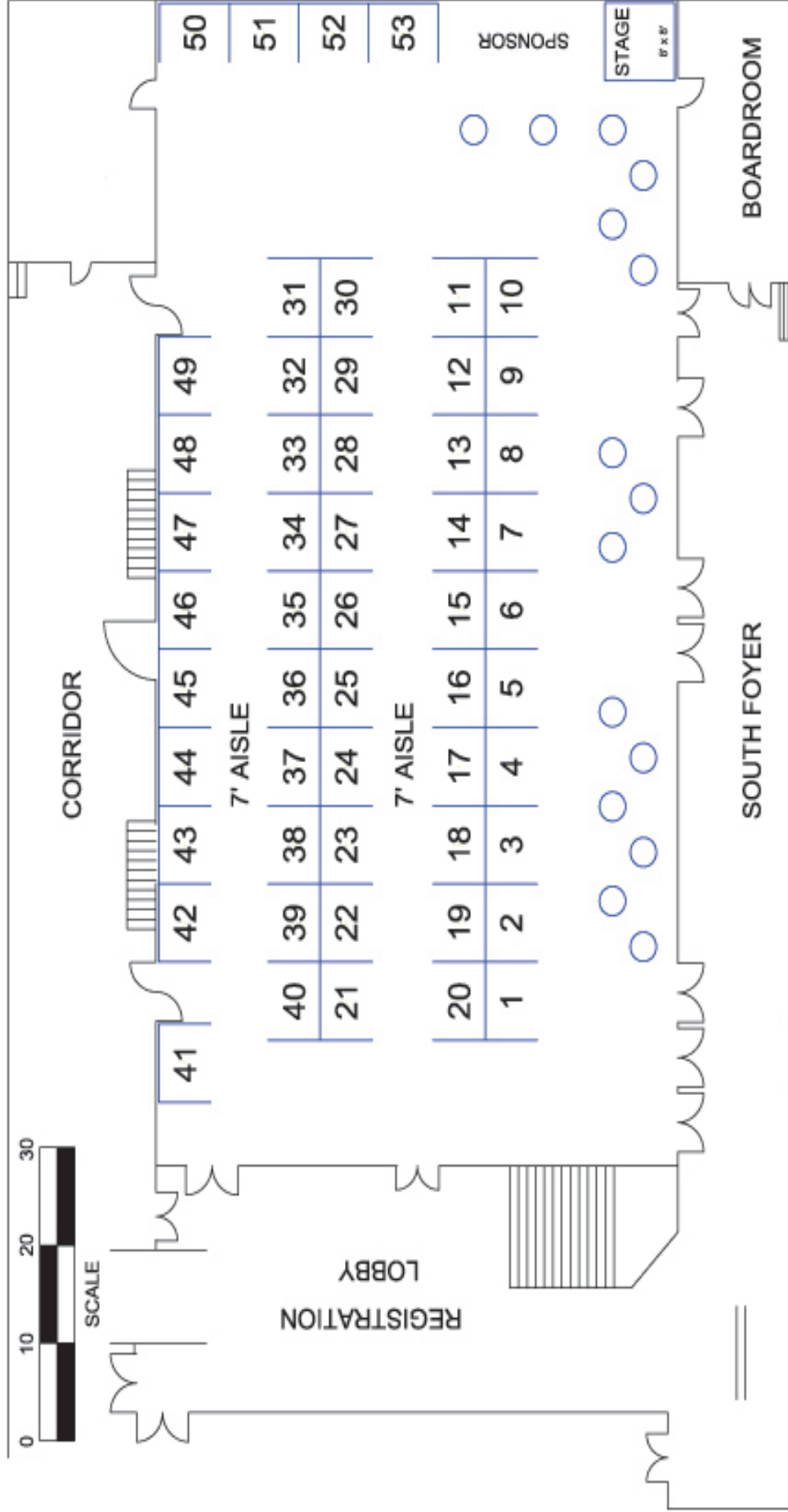
Please review the inserted sponsorship contract. If you have questions, please contact the CADA office at (303) 433-4446.

HOSPITALITY SUITES

Hospitality Suites are available during the conference through Beaver Run. For more information, please contact (970) 453-8712.



2010 Exhibitor Booth Layout



ATHLETIC DIRECTORS ASSOCIATION
BEVER RUN RESORT, COLORADO BALLROOM
BRECKENRIDGE, CO.

Investment per 6' deep x 8' wide Booth:

- £ \$275.00 - Member Fee
 - £ \$400.00 - Non-member Fee
 - £ \$50.00 - Electrical (if not marked, you will NOT have electricity)
 - £ \$50.00 - Per Additional Booth Personnel
- List names of ALL who will be present in booth for badges:

£ \$30.00 - Tuesday Award Breakfast and drawing

Fee Includes, one conference registration to all regular events, plus:

- > 6' deep x 8' wide area with
 - > 6 foot table, draped
 - > 2 Chairs, waste basket
 - > Four Breaks
 - > One reception
 - > Sunday Luncheon
- *All additional exhibitor personnel must register at the \$50 fee*** (fee covers reception, breaks and luncheon)

£ My booth will fit in the area described above.

Desired Booth Space: (See layout enclosed)
Booths 1-20 are for those that do NOT require electricity. *Spaces are NOT guaranteed.

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

Please do not place me by the following:

Payment & Cancellation:

I understand that full payment must be received by February 27, 2010 before booth assignment will be made. No phone or money orders accepted. Cancellation requests must be received by February 27, 2010 to receive a refund. **No refunds will be issued after February 27, 2010.**

£ Check enclosed with contract

Return this contract with payment to:
Colorado Athletics Directors Association
3030 West 81st Avenue
Westminster, CO 80031
Phone: (303) 433-4446

Primary contact information for exhibit:

Contact Name: _____

Company: _____

Address: _____

City, State and Zip: _____

Phone: _____

Fax: _____

*Email: _____

*Will be utilized for distribution of information.

Exhibitor Agreement and Information:

The agreement between CADA and the tabletop display exhibitors of the 2010 Annual Conference covers the time from 7:30 a.m. Sunday, May 2nd until 5:00 p.m. Monday, May 3rd. The exhibitor assumes the responsibility for setting up and dismantling the exhibit. By signing this contract, exhibitor agrees to waive and hold harmless CADA from any liabilities for the safety of its exhibit and other property against robbery, fire, accident, or any other hazard whatsoever, personal property owned, rented or leased by the exhibitor is the sole responsibility of the exhibitor.

Package Shipping and Receiving: The following charges apply to package delivery and or handling fee charges:

	Incoming	Outgoing	Storage Fee (excess of 3 days)
Letter	No Charge	No Charge	No Charge
Package	\$4.00 each	\$4.00 each	\$2.00 each per day
Pallet*	\$50.00 each	\$50.00 each	\$25 each per day

*Pre-approval for all pallets must be obtained from shipping & receiving. Please call 970-453-8712 for more information.

Liability:

I am aware that the CADA 37th Annual Conference and Table Top Display on May 1-4, 2010 at the Beaver Run Resort, is an open exhibition and that the primary responsibility for safeguarding my exhibit and its contents is mine. Neither the CADA, hotel administration nor any of their agents, officers, or employees assume any responsibility for such property. Since CADA does not maintain insurance covering exhibitors' property for any contingency except that arising from its own negligence, extra precautions should be arranged if you feel the items in your booth are easily stolen. CADA cannot be responsible for delays, damage, loss, or other unfavorable conditions caused by circumstances beyond its control. No party to the agreement for exhibit space at the show shall be responsible for any injury, loss or damage to any other party to said agreement or any third party except in the event the injury, loss, or damage arises out of the negligence or willful act of such party. As an exhibitor, I agree to indemnify and defend CADA for any injury, loss, or damage except for that caused by negligence of CADA.

Exhibitor Authorized Signature

Submission Date



2010 Annual Conference Sponsorship Opportunities

The 37th Annual Conference will be May 1-4, 2010 in Breckenridge, Colorado at the Beaver Run Resort

€ Hand Outs in Registration Packet - \$150

What do you get?

Your company has the opportunity to provide a handout (8 1/2 x 11) to be inserted in the conference registration packets. Please provide 250 copies of your insert by April 10, 2010. **No magazines or catalogs, please call with questions (303) 433-4446.**

€ LTC Course Sponsor - \$250 (6 available)

What do you get?

Recognition in the conference brochure
Signage at the event

€ Break Sponsor - \$250 (8 available)

What do you get?

Recognition in the conference brochure
Signage at the event

€ Speaker Sponsor(s) - \$500 (6 available)

What do you get?

Recognition in the conference brochure
Signage at the event
Five minutes to talk to the AD's in attendance prior to the speakers' presentation

€ Lunch Sponsor - \$1,500 (2 available)

What do you get?

Recognition in the conference brochure
Your banner at the event
Five minutes to talk to the AD's in attendance.

Contact Name: _____

Company: _____

Address: _____

City, State and Zip: _____

Phone: _____

Fax: _____

Email: _____

Payment & Cancellation:

Please return payment with signed contract, then (sponsors) email your company logo to nicolep@imigroup.org. Cancellation requests must be received by February 27, 2010 to receive a refund. **No refunds will be issued after February 27, 2010.**

€ Check enclosed with contract

Return this contract with payment to:

Colorado Athletics Directors Association
3030 West 81st Avenue
Westminster, CO 80031
Phone: (303) 433-4446



