



COLORADO ATHLETICS DIRECTORS ASSOCIATION

LEADING THE WAY

Exhibitor Prospectus

39th Annual Convention & Trade Show

April 28-30, 2012

Omni Interlocken Resort

Broomfield, Colorado

Colorado Athletics Directors Association

3030 W. 81st Avenue | Westminster, CO 80031

Phone: 303-433-4446 | Fax: 303-458-0002

Email: info@coloroad.org | Web: www.coloroad.org

Saturday, April 28, 2012

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|------------------------|---|
| 8:00 a.m. - 12:00 p.m. | LTI 611 Concepts/Strategies for Interscholastic Marketing, Promotions & Supplemental Fund-raising |
| 8:00 a.m. - 12:00 p.m. | LTI 719 Leadership, Mgmt./Supervision & Decision Making Concepts, Methods & Applications |
| 1:00 p.m. - 5:00 p.m. | LTI 630 Interscholastic Contest Management - Planning, Preparation and Methods |
| 1:00 p.m. - 5:00 p.m. | LTI 504 Legal Issues I (Risk Management) |

Sunday, April 29, 2012

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| 8:00 a.m. - 12:00 p.m. | Exhibits Open 12:00 p.m. - 7:00 p.m. | LTI 506 Legal Issues II - Title IX, Sexual Harassment |
| 8:00 a.m. - 12:00 p.m. | | LTI 705 Coach Centered Educational Athletics: A character based coach-to-coach mentoring program |
| 8:00 a.m. - 12:00 p.m. | | Exhibitor Set-up |
| 10:00 a.m. - 2:00 p.m. | | Conference Registration |
| 12:00 p.m. - 7:00 p.m. | | Exhibits Open |
| 12:30 p.m. - 1:00 p.m. | | New or First Time Conference Attendees |
| 1:00 p.m. - 1:15 p.m. | | Conference Welcome and Announcements |
| 1:15 p.m. - 2:30 p.m. | | Contest Management and Safety Jay Hammes, CAA |
| 2:30 p.m. - 2:55 p.m. | | Visit Vendors |
| 3:00 p.m. - 4:15 p.m. | | A Game Plan for Developing Student Athletes into Team Leaders Corey Dobbs |
| 4:15 p.m. - 4:25 p.m. | | Visit Vendors |
| 4:30 p.m. - 5:15 p.m. | | Breakouts 1. The Big 5 Questions, Corey Dobbs 2. Coaching Your Coaches, Tim Ottman 3. Effective Use of Technology in Your Office, Diane Shuck, CMAA |
| 5:30 p.m. - 7:30 p.m. | | CAA Exam |
| 5:30 p.m. - 7:30 p.m. | President's Open House - Sponsored by Josten's | |
| 7:30 p.m. | Dinner on your own | |

Monday, April 30, 2012

VENDOR DRAWINGS WILL BE POSTED IN THE REGISTRATION AREA

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| 7:30 a.m. - 9:00 a.m. | Exhibits Open 7:30 a.m. - 4:00 p.m. | Late Registration |
| 8:00 a.m. - 9:00 a.m. | | Continental Breakfast with Vendors |
| 9:15 a.m. - 10:30 a.m. | | Headaches Over Concussion: Implementing the Snakenburg Law at your School, Aaron Provance, MD |
| 10:30 a.m. - 10:55 a.m. | | Visit Vendors |
| 11:00 a.m. - 12:00 p.m. | | Breakout Sessions Presented by Children's Hospital Colorado 4. Sports Nutrition Topics for Young Athletes 5. Ready to Play: The Dynamic Warm Up and Injury Prevention 6. Hot Topics in Athletic Training |
| 12:00 p.m. - 1:30 p.m. | | Luncheon/Business Meeting/League Prize Drawing |
| 1:45 p.m. - 2:30 p.m. | | Breakout Session 7. Politics of Coaching, Tim Ottmann 8. Reducing your Risk Profile in Strength and Conditioning, Boyd Epley 9. Developing a Booster Club, Tim Walker, Jr., CAA |
| 2:30 p.m. - 2:40 p.m. | | Visit Vendors |
| 2:45 p.m. - 3:30 p.m. | | CHSAA Update |
| 3:30 p.m. - 3:40 p.m. | | Visit Vendors |
| 3:45 p.m. - 4:30 p.m. | | Breakout Sessions 10. Safe Training to Shatter Performance Records, Boyd Epley 11. Open Forum - Dealing with Parent Scenarios, moderator: Jim Thyfault 12. The 5 Secrets Great AD's Need to Know, Mike Hughes, CAA and Mike Krueger, Ed.S. |
| 5:00 p.m. - 7:00 p.m. | | Awards Dinner and Presentation 50/50 Raffle |

39th Annual Conference Tentative Schedule

PACKAGES/EXHIBIT MATERIALS:

Due to hotel space limitations the hotel is unable to store empty exhibit materials. CADA recommends that you do not send packages through the hotel, you should ship through Coast-to-Coast. You will be sent a exhibitor packet once you are registered. For more information, please contact Coast-to-Coast directly at (303) 991-2791.

HOTEL INFORMATION:

Your hotel accommodations should be reserved directly with the Omni Interlocken Resort. CADA has reserved a block of rooms at a special rate of \$109 per night. Be sure to make your reservations by **March 28, 2012**. Check-in time is 3:00 p.m.; Check-out time is 12:00 p.m. If you would like to phone your reservations, you may call 1-800-843-6664 and be sure to indicate that you will be attending the CADA Annual Conference or reserve online at <http://omnihotels.com/FindAHotel/DenverInterlocken/MeetingFacilities/ColoradoAthleticsDirectorsAssociation4.aspx>

DIRECTIONS:

FROM DENVER INTERNATIONAL AIRPORT – 30 MINUTES/28 MILES

Exit Airport via Pena Blvd. Take Pena Blvd to Exit # 6B to Fort Collins/E-470 Tollway. E-470 eventually becomes the Northwest Parkway. You will travel 32 miles along E-470 Tollway. Northwest Parkway ends and becomes Interlocken Loop, which will cross over US 36. Follow this to the next light and turn left onto Interlocken Blvd. The hotel is located up the hill on the left hand side, approximately two city blocks.

Other transportation options from the airport:

Taxi Service: Approximately \$70 one way

Shuttle Service: Approximately \$27 - \$50 per person. Operates 4:00 a.m. - 11:00 p.m.

SPONSORSHIP OPPORTUNITIES:

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

- Lunch Sponsor - \$1500 (1 available)
- Sponsor a Speaker - \$500 (4 available)
- LTC Sponsor - \$250 (6 available)
- Break Sponsor - \$250 (5 available)
- Hand Outs - \$150

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 Omni Interlocken Resort. For more information, please contact (303) 438-6600.

BOOTH/VENDOR HOURS

Each 8' x 8' Booth space will receive (the exhibit area is carpeted):

- 8' high black drapes
- 3' high side drapes
- 1 - 6' skirted table
- 2 - chairs
- 1 - wastebasket with liner
- 1 - 7" x 44" identification sign

VENDOR HOURS ARE:

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|------------|---------------------|------------------------|
| April 29th | Exhibitor Set-up | 8:00 a.m. - 12:00 p.m. |
| April 29th | Exhibits Open | 12:00 p.m. - 7:00 p.m. |
| April 30th | Exhibits Open | 7:30 a.m. - 4:00 p.m. |
| April 30th | Exhibitor Tear-down | 4:00 p.m. - 6:00 p.m. |

COAST-TO-COAST TRADE SHOW SERVICES

SAVE money by ordering all booth furnishings before the deadline. Each vendor will be provided to pricing levels: "discount" and "standard." To receive the "discount" price, a check, or money order, or credit card authorization must be accompany your order, which must be received by our office by the **deadline date** printed on the top of each form. When you arrive at the show, stop by the Coast to Coast service desk in the exhibit area during set up. They will be pleased to answer any questions and assist you with any last minute needs. A packet will be sent to you upon receipt of your contract and payment.

We hope that you will join us April 28-30, 2012 for this exciting event. There are also many fun-filled activities in the Broomfield area for you and your family to enjoy. So plan to spend a few days with us in Broomfield, Colorado.



2012 Exhibit Booth Layout

