



IGNITE

THE FUTURE

**EXHIBITOR
INFORMATION PACKET**

JANUARY 20-22, 2023

BALTIMORE CONVENTION CENTER



LOCATION

Baltimore Convention Center
1 West Pratt St, Baltimore, MD 21201

EXHIBITOR REGISTRATION & CUSTOMER SERVICE CONTACT

Shannon Minter | Sr. Manager, Events

USA Lacrosse

2 Loveton Circle

Sparks, MD 21152

Phone: 410-235-6882 x180

Email: sminter@usalacrosse.com

EXHIBIT HALL SCHEDULE

Thursday, January 19th

Move-In: 12 PM – 5 PM

Friday, January 20th

Move-In: 6:30 AM – 2 PM

*(All booths must be set by 2 PM to allow for cleaning,
removal of crates, and a show management inspection)*

Official Kickoff: 4 PM – 8 PM

Welcome Reception in Expo: 6 PM – 8 PM

Saturday, January 21st

Exhibit Hall Open: 9 AM – 6 PM

(All booths must remain open until the exhibit hall closes)

Move-Out: 6 PM – 11 PM

**For any questions, please email Shannon
Minter, Sr. Manager of Events,
at sminter@usalacrosse.com.**

BOOTH PRICES

BOOTH SIZES (FT):

10X10

10X20

20X20

20X30

30X30

40X40

BOOTH PACKAGE:



**1ST ROUND
PRICING**
through Nov. 30

	BASIC	BRONZE	SILVER	GOLD
	Booth Only	Booth + \$500	Booth + \$1000	Booth + \$1500
10x10	\$1,550.00	\$2,050.00	\$2,500.00	\$3,050.00
10x20	\$2,550.00	\$3,050.00	\$3,550.00	\$4,050.00
20x20	\$3,750.00	\$4,250.00	\$4,750.00	\$5,250.00
20x30	\$5,000.00	\$5,500.00	\$6,000.00	\$6,500.00
30x30	\$7,500.00	\$8,000.00	\$8,500.00	\$9,000.00
40x40	\$10,000.00	\$10,500.00	\$11,000.00	\$11,500.00
Lunch Voucher (Sat. Only)		x4	x6	x10
Location Upgrade		★	★	★
LaxCon Gift x4		★	★	★
Lead Capture		★	★	★
General Session Registration			x2	x4
Virtual Gift Bag			★	★
Expo Hall Promo Announcements		1 per day	2 per day	4 per day
Additional Promotions (pre- & post-event social media post)				★

EXHIBITOR BOOTH & PACKAGE INFORMATION

PACKAGE BREAKDOWN

All companies will be placed according to their 2023 package, and the date both the registration and payment is received. USA Lacrosse reserves the right to make changes to the floor plan at any time

BASIC PACKAGE (BOOTH ONLY)

- » Includes standard booth items
- » Includes listing in event program
- » Includes Company Name listed on event website

BRONZE PACKAGE

- » Includes standard booth items
- » Includes listing in event program
- » Includes location upgrade over the "Basic" Package
- » Includes Company Name listed and linked on event website
- » Includes four (4) lunch vouchers for Saturday
- » Includes LaxCon Gift
- » Includes Lead Retrieval App
- » Includes one (1) PA Announcement on Friday AND Saturday

SILVER PACKAGE

- » Includes standard booth items
- » Includes listing in event program
- » Includes location upgrade over the "Basic & Bronze" Packages
- » Includes two (2) General Session Badges
- » Includes Company Name listed and linked on event website
- » Includes six (6) lunch vouchers for Saturday
- » Includes LaxCon Gift
- » Includes Lead Retrieval App
- » Includes Virtual Gift Bag
- » Includes two (2) PA Announcements on Friday AND Saturday

BEST
VALUE!

GOLD PACKAGE

- » Includes standard booth items
- » Includes listing in event program
- » Includes location upgrade over the "Basic, Bronze & Silver" Packages
- » Includes four (4) General Session Badges
- » Includes Company Name listed and linked on event website
- » Includes ten (10) lunch vouchers for Saturday
- » Includes LaxCon Gift
- » Includes Lead Retrieval App
- » Includes Virtual Gift Bag
- » Includes four (4) PA Announcements on Friday AND Saturday
- » Includes additional promo

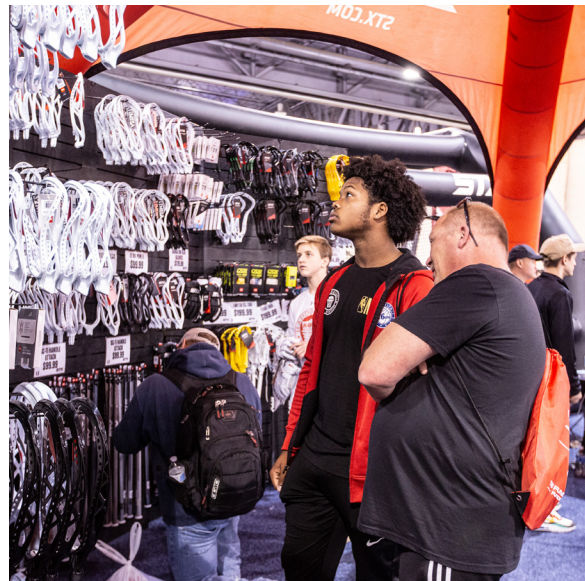
STANDARD BOOTH ITEMS

Basic and Bronze Package Includes:

- » 8' high back drape and 3' high drape
- » Exhibitor Identification Sign (7" x 44")
- » 24" wide by 30" high by 6' long table with skirt
- » Two (2) standard chairs
- » Two (2) tables and Four (4) chairs for booths 20x20 and larger
- » One (1) wastebasket
- » Standard carpeting
- » Wi-Fi
- » Four (4) exhibitor badges per 10 x 10 space

Silver and Gold Package Includes:

- » 8' high back drape and 3' high drape
- » Exhibitor Identification Sign (7" x 44")
- » 24" wide by 30" high by 6' long table with skirt
- » Two (2) standard chairs
- » Two (2) tables and Four (4) chairs for booths 20x20 and larger
- » One (1) wastebasket
- » Standard carpeting
- » Wi-Fi
- » Four (4) exhibitor badges per 10 x 10 space



ADD MORE TO YOUR BOOTH

EXHIBITORS WILL BE ABLE TO PURCHASE THE FOLLOWING ITEMS ONCE REGISTERED:

LaxCon Board: \$125

Drive traffic to your booth with this Monopoly-inspired game! Attendees must obtain a stamp at each participating exhibitor's booth to be eligible to win prizes. This add-on is a proven method of increasing your traffic and exposure in the exhibitor hall and will provide a one-on-one opportunity for greeting customers and prospecting for additional business partners from your booth.

Pre-Event Email to Attendees: \$1000

Promote your services or products before everyone's arrival to Baltimore! Your company will receive a dedicated email sent to LaxCon attendees that will include your logo, booth number, and short advertisement. USA Lacrosse will send the email. This DOES NOT include access to the event attendee list. A limited number of these emails will be available, and they will be subject to approval.

Post-Event Email to Attendees: \$1000

Follow-up with attendees after LaxCon! Your company will receive a dedicated email sent to LaxCon attendees that will include your logo and short advertisement. USA Lacrosse will send the email. This DOES NOT include access to the event attendee list. A limited number of these emails will be available, and they will be subject to approval.

General Session Badge: \$100 per badge

This add-on gives you the option for additional booth personnel to access additional general sessions outside of the exhibitor hall. This price is an exclusive offer for Exhibitors.

Exhibitor Badge: \$20 per badge

Need additional exhibitor badges? Once the allotted amount from your package has been allocated, this add-on allows you to increase your booth staff as needed. As LaxCon approaches, the names for these badges will be collected and printed ahead of time. These badges will be picked up at Exhibitor Registration. Please review our standard items list (on page 5), as a reminder of the maximum number of badges allowed.

As a reminder, each 10 x 10 space purchased receives four (4) exhibitor badges with their booth or package price. If you would like to purchase more, please email Shannon Minter at sminter@usalacrosse.com.

FREQUENTLY ASKED QUESTIONS

Why should I spend money for a booth space?

Your booth will be a part of the largest educational, networking and expo event in the lacrosse world. We anticipate a record crowd this year. Don't miss this chance to maximize your visibility to the decision makers in this fast-growing sport!

Who will visit my company's booth?

LaxCon exhibitors will reach an excellent demographic of national lacrosse coaches, officials, players and fans. The event has averaged 7,000+ attendees in previous years, and we expect every bit of that and more this year. Our typical breakdown is about 50% coaches, 30% officials, and 20% program administrators.

What is the event show dates and hours?

Friday, January 20th from 4 PM – 8 PM*

Saturday, January 21st from 9 AM – 5 PM

**The Welcome Reception is 6 PM - 8 PM.*

What is included in the booth packages?

Please reference Page 5 of this exhibitor packet.

Is there a special rate for non-profit organizations?

YES. Please contact Shannon Minter at sminter@usallacrosse.com for more information about securing non-profit booth pricing. Certain restrictions may apply.

I want to become an exhibitor, what are my next steps?

1. Thoroughly read and understand this Exhibitor Information Packet and the Terms and Conditions.
2. Check availability of your staff to work your booth during the exhibit hall hours.
3. Prepare your budget, including travel, meals, freight, shipping, labor, wages, and other pertinent needs.
4. Register and submit payment online!
5. Receive Exhibitor Kit from Shepard Exposition Services.
6. Contact Shepard to reserve labor and/or arrange for reduced rate cart service.
7. Complete any necessary labor, electrical, telecommunications and other forms provided in the Exhibitor Kit.
8. Arrive at the Baltimore Convention Center to set up during installation hours.
9. Set up your Exhibitor Account at the on-site Shepard counter.
10. Network. Sell. Have Fun!

Is wireless internet service and power provided for my booth?

Wi-Fi will be provided to all Convention exhibitors and attendees. Power needs are not included in your package. Power will need to be purchased through Edlen. Edlen's order forms are provided in the Exhibitor Service Kit that will be e-mailed 60 days prior to the event.

Can I carry or move-in my own items to my booth?

Exhibitors may hand carry or cart (using their own equipment) their booth materials themselves. Shepard Exposition Services can provide assistance for additional fees.

FREQUENTLY ASKED QUESTIONS

Can I build my booth myself?

Exhibitors are allowed to build their booth as long as it does not require the use of machinery or any power tools. If booth installation requires the use of machinery or any power tools, this must be contracted through Shepard Exposition. For further details on rules and regulations, please refer to the Exhibitor Service Kit or contact Shepard Exposition's service department.

Are meals provided to exhibitors?

Heavy hors d'oeuvre will be provided at the Kickoff Reception in the exhibitor hall on Friday from 6pm – 8pm. Companies who purchase the Bronze, Silver, or Gold package will be provided a lunch voucher on Saturday. Companies who just purchase a booth will not receive a lunch voucher.

Can exhibitors attend educational sessions?

Yes, if they have purchased the Silver or Gold package, badges for educational sessions held in classrooms are provided. Exhibitors can also purchase additional badges at a discounted rate. Otherwise, this is not included.

What is the cancellation and refund policy?

All cancellations and refund requests must be submitted in writing to USA Lacrosse via e-mail to Shannon Minter at sminter@usalacrosse.com. Telephone requests will not be honored.

- » No refunds will be made on-site.
- » A 50% refund minus a \$125 administrative fee will be issued if USA Lacrosse is notified in writing by 11:59 p.m. EST on December 31, 2022. Refund requests will not be granted starting January 1, 2023. No exceptions.
- » USA Lacrosse is not responsible for any change/cancellation charges assessed by airlines, travel agents, hotels, or other similar vendors.
- » No additional refunds will be issued for package enhancements and/or booth add-ons.

What costs might incur in addition to my booth space fee?

Most exhibitors will incur or need material handling/drayage charges and shipping charges. Some exhibitors may incur or need electronic service, phone service, or additional booth furniture. Prices will be available in the Exhibitor Service Kit emailed to you 60 days prior to the show dates.

Can I have extra badges to provide to extra staff and/or clients?

If you have exceeded the allotment that comes complimentary with your booth, you can purchase additional badges for \$20/badge. These can be added on through our add-on page. If you have not exceeded your complimentary amount, please provide those names as you would normally prior to LaxCon.

Can I have access to the LaxCon attendee list?

USA Lacrosse does not share our attendee list. If you would like to collect attendee information, we suggest purchasing one of the upgraded booth packages to receive a lead capture license.

FREQUENTLY ASKED QUESTIONS

How do I work with a tight budget?

- » Order discounted services before the deadlines.
- » Consolidate freight and shrink wrap it to avoid additional material handling charges.
- » Bring back up supplies so you don't have to rent them at a premium rate on-site.
- » Consider items you can bring with you or ship to the show rather than renting them at the show. This is a cost-effective solution for items like power strips, extension cords, fake plants, wastebaskets, etc.
- » Consider the cost of rental displays and booth furnishing versus shipping and material handling charges for your display.
- » Avoid additional surcharges on shipping by meeting freight target times (if applicable). Instruct your driver to check-in at the marshalling yard before the deadline time noted in the Service Kit.
- » For larger booths, ship hanging signs in advance to allow for straight-time installation when possible.



EXHIBITOR RULES AND REGULATIONS

PLEASE READ CAREFULLY. ALL EXHIBITORS ARE SUBJECT TO THE FOLLOWING RULES:

1. BOOTH DESIGN

- » Inline Booths: all exhibit fixtures, components and identification signs will be permitted to a maximum height of 10'. All display fixtures over 4' in height and placed within 10' of an adjoining exhibit must be confined to that area of the exhibitor's space which is at least 5' from the aisle line. When standing at the end of an aisle, there must be a clear sightline of 5' from the aisle into each booth in that aisle.
- » Island Booths: Exhibit fixtures, towers and components will be permitted to a maximum height of 18', except for USA Lacrosse's official sponsor/supplier.
- » Hanging identification signs and graphics will be permitted to a maximum of 22' from the floor to the top of the sign, except for USA Lacrosse's official sponsor/supplier.
- » USA Lacrosse reserves the right of approval of any and all exhibitor promotions and/or displays.

2. EXHIBITOR RECEPTION AND OUTSIDE FUNCTIONS

No non-USA Lacrosse function involving more than 100 LaxCon attendees, through private invitation or open to the public, may be scheduled during:

- » Exhibit hours Friday evening, 6 PM to 8 PM
- » Saturday evening, 9 PM to 11 PM

Interested in sponsoring one of the LaxCon Receptions? Please see the sponsorship opportunities during registration.

3. HOSPITALITY SUITES

Hospitality Suites at all LaxCon contracted hotels are available to exhibitors, approved by USA Lacrosse. Please contact Shannon Minter at sminter@usallacrosse.com to request a suite.

4. EXHIBITOR BADGES

Each 10 x 10 booth is allotted four (4) exhibitor badges. The exhibitor badge allows access to the exhibit floor during setup, tear-down and one hour before regular show hours. Badges must be visible and always worn while on the exhibit hall floor.

Exhibitors will be charged \$20.00 per badge for any additional badge needed, requested on-site, or for any changes to badges after they are printed. USA Lacrosse must receive this payment before badges are issued. Acceptable forms of payment include company check, credit card payment, or cash (on-site only).

Exhibitor Appointed Contractors (EAC) will be able to pick up temporary work badges for access to the show floor for installation/dismantle purposes. If contractors require access to the show floor on show dates, exhibitors must register them as booth personnel.

Any imprinting, defacing or alteration of the Convention badges is prohibited. Badges for the USA Lacrosse Convention are non-transferable and nonrefundable. All exhibitors agree to supply proper names for each exhibitor badge by deadlines requested.

EXHIBITOR RULES AND REGULATIONS

5. SHOW HOURS

All exhibitors shall abide by the show hours. No exhibitors shall be allowed to dismantle their booth prior to the closing of the show on January 21, 2023, at 6:00 PM EST. This includes any type of packing such as the packing of brochures, taking down signs, etc. Any company violating this regulation may be denied exhibit space at any future USA Lacrosse Conventions.

6. DISTRIBUTION OF LITERATURE AND PROMOTIONAL ITEMS

Exhibitor personnel, including models, hostesses and any other hired help, are not allowed to distribute literature or promotional items of any kind outside the confines of the contracted space. This restriction includes convention center lobby space, other booths, sidewalks outside the convention center, as well as hotel locations in conjunction with the event. The distribution of any item that interferes with the activities in or obstructs access to neighboring booths, or that impedes the flow of traffic in the aisles, is prohibited. All sales literature representing NON-EXHIBITING companies will be excluded from distribution at the Convention. Companies or persons doing so will be excluded from exhibiting at future USA Lacrosse Conventions and their literature will be removed immediately.

7. DEMONSTRATION AND PROMOTIONAL ACTIVITIES

As a matter of safety and courtesy to others, exhibitors must conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange display product presentation and demonstration areas to ensure compliance. Booth displays and equipment shall not extend into the aisles. This includes all signs, banners, etc. Exhibitor personnel wearing distinctive costumes or carrying banners or signs separately or as part of their attire must remain in their contracted exhibit space. Show Management may stop all further demonstrations and promotional activities, including participatory generation activities or traffic builders, by the exhibitor until the exhibitor has taken appropriate action to ensure there will be no further violations.

8. SOUND/MUSIC

Exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Show Management reserves the right to restrict sounds from any source that interferes with activities in neighboring booths. A maximum of 85db will be maintained on the show floor at all times. Exhibitors may not exceed a maximum sound level of 85db measured at a distance of ten (10) feet from the source. If an exhibitor exceeds an acceptable sound level and Show Management's request to lower said levels goes unheeded, Show Management has the option to disconnect the electrical power to that booth. All fees to be incurred by reinstating the electrical power will be the responsibility of the exhibitor in violation.

EXHIBITOR RULES AND REGULATIONS

9. CHILDREN

No one under the age of 21 is allowed in the exhibit hall on Friday night during the official LaxCon Welcome Reception, with the exception of Junior Officials and Junior Coaches who have purchased a LaxCon registration. During move-in and move-out, no one under the age of 18 may work within or be in the hall, unless received prior written approval from USA Lacrosse.

10. USA LACROSSE MARKS

No logo or trademark logo may be used in conjunction with the USA Lacrosse, USA Lacrosse Convention, or USA Lacrosse Fan Fest logo without written approval from USA Lacrosse.

11. SUBLETTING

Booths cannot be sublet without prior approval from USA Lacrosse. Violation of this rule will result in both companies losing their booth space in the Exhibit Hall and no refunds will be given.

12. VIOLATION

USA Lacrosse reserves the right to restrict exhibits which, because of noise, method of operation, materials or any other reason becomes objectionable. USA Lacrosse will prohibit or remove any exhibit which, in the sole opinion of USA Lacrosse, may detract from the general character of the show, or consists of products and/or services inconsistent with the purpose of the show without liability for any refunds or other exhibit expenses incurred. In the event the exhibitor violates any rules or regulations of the show, USA Lacrosse has, at all times, the right to regain the immediate possession of any space and all payments shall be forfeited.

The following steps will be taken to handle any violations:

1st Violation: Verbal warning and/or written warning from Show Management

2nd Violation: Verbal warning and written warning from Show Management

3rd Violation: Removal from booth space

13. BOOTH PAYMENTS

May not be transferred to future Conventions or areas of the Convention, unless otherwise noted.
No exceptions.

