



**2023 CONVENTION  
JANUARY 8-10, 2023  
CHARLOTTE CONVENTION CENTER  
CHARLOTTE, NORTH CAROLINA**

## **Frequently Asked Questions**

Here are answers to some of the most common questions asked by exhibitors:

### **WHAT ARE THE CONVENTION DATES?**

January 8-10, 2023, in Charlotte, North Carolina.

### **WHEN IS THE EXHIBITOR CHECK-IN AND SET UP?**

	<u><b>FRIDAY, JANUARY 6</b></u>	<u><b>SATURDAY, JANUARY 7</b></u>	<u><b>SUNDAY, JANUARY 8</b></u>
<b>CHECK-IN</b>	7:00 AM TO 6:00 PM	7:00 AM TO 6:00 PM	
<b>SET UP</b>	8:00 AM TO 5:00 PM	8:00 AM TO 5:00 PM	7:00 AM TO 8:30 AM

*ALL EXHIBITORS NEED TO BE CHECKED IN BY 6:00 PM ON SATURDAY, JANUARY 7, 2023*

*SUNDAY, JANUARY 8 – ALL EXHIBITS MUST BE READY FOR OPENING OF CONVENTION BY 8:30 AM*

### **WHAT ARE THE HOURS THE EXHIBIT HALL IS OPEN?**

<u><b>SUNDAY, JANUARY 8</b></u>	<u><b>MONDAY, JANUARY 9</b></u>	<u><b>TUESDAY, JANUARY 10</b></u>
9:00 AM TO 5:00 PM	8:30 AM TO 5:00 PM	8:30 AM TO 12:00 PM

### **WHO WILL VISIT MY COMPANY'S BOOTH?**

Exhibitors can reach over 6,500 coaches and support personnel from high school to professional ranks in the three-day convention.

### **IS THIRD PARTY CONTRACTOR ALLOWED?**

Yes, if you complete the Exhibitor Appointed Contractors Form.

### **WHAT IS INCLUDED IN MY BOOTH PACKAGE?**

A standard 10' x 10' booth will be set with 8' high black back drape and 3' high black side drape, a standard one-line identification sign, 4 Exhibit credentials, book within the AFCA Housing Room block, ability to book meeting room space in the hotels outside of show hours, pending AFCA approval.

New this year due to Exhibitor requests, we are now including compliant liability insurance, which meets all of our requirements with your booth space fee. You will no longer need to go through all the hassles and costs of getting and submitting your own compliant insurance. We want to make exhibiting at our show as easy as possible. We hope you appreciate this new benefit.

## **CAN I MOVE MY OWN STUFF INTO MY BOOTH?**

Exhibitors may hand carry or cart (non-motorized or mechanical) their booth materials themselves. The Freeman Company offers additional assistance for additional fees.

## **ARE THERE OTHER BENEFITS AVAILABLE FOR EXHIBITORS?**

Additional benefits, such as premium booth placement, social media and digital campaigns, product showcases, as well as signage and branding opportunities are available when you become a sponsor or a featured exhibitor. There are several packages available. For more information please contact, Bobby Staub, Director of Sponsorships and Development, at 254-754-9900 or [bstaub@afca.com](mailto:bstaub@afca.com)

## **CAN EXHIBITORS ATTEND THE CONVENTION EDUCATIONAL SESSIONS?**

Yes, exhibitors may attend any educational sessions, however, booths must have an exhibitor in them during Exhibit Hall hours.

## **Exhibit Cost**

<b>10' x 10' Standard Booth</b> (Includes 4 Exhibit Credentials)	\$2,000
<b>10' x 10' Premium Booth</b> (Includes 6 Exhibit Credentials)	\$2,500
<b>20' x 20' Standalone Booth</b> (Includes 12 Exhibit Credentials)	\$9,500
<b>20' x 30' Standalone Booth</b> (Includes 14 Exhibit Credentials)	\$12,000
<b>20' x 40' Area</b> (Includes 16 Exhibit Credentials)	\$13,500
<b>30' x 30' Area</b> (Includes 18 Exhibit Credentials)	\$14,500
<b>30' x 40' Special Large Bay</b> (Includes 20 Exhibit Credentials)	\$18,000
<b>30' x 50' Special Area</b> (Includes 22 Exhibit Credentials)	\$22,500
<b>30' x 60' Special Plaza</b> (Includes 24 Exhibit Credentials)	\$25,500

**Custom booth configurations are available, please contact [exhibits@afca.com](mailto:exhibits@afca.com) or call 254-754-9900 for more information.**

Additional credentials may be purchased by the exhibitor in advance for **\$50 each**. Any Credential name changes must be made by December 10, 2022. There will be a **\$10** fee associated with any Credential name changes starting January 1, 2023.

## **Exhibitor's Deadline Checklist:**

- Review Exhibitor Contract
- Submit Application with Exhibitor Booth Selection – 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> choices, Agree to AFCA terms of contract.
- AFCA will communicate that we have accepted your contract with payment in US dollars – acceptable payments – credit card or check.
- Submit Housing request via AFCA Housing once booth payment is made.
- Receive “Service Kit” from The Freeman Company along with other vendor service order forms.
- Contact Amy Gilstrap ([agilstrap@afca.com](mailto:agilstrap@afca.com) or [254-754-9900](tel:254-754-9900)) with any additional meeting space or suite inquiries.
- Make any Credential name changes by December 10, 2022. There will be a \$10 fee for any credential name changes beginning January 1, 2023.

Make checks payable (U.S. funds) to: **The American Football Coaches Association**

**AFCA – Attn: Exhibit Space  
100 Legends Lane  
Waco, TX 76706**

For any questions or more information please contact

***Diane McPheeters***

254-754-9900

[dmcpheters@afca.com](mailto:dmcpheters@afca.com)