



2024 CONVENTION
JANUARY 7-10, 2024
GAYLORD OPRYLAND RESORT & CONVENTION CENTER
NASHVILLE, TENNESSEE

EXHIBIT HALL DATES:

January 7-9, 2024

EXHIBIT PRICING:

10' x 10' Standard (Includes 4 Credentials)	\$2,000
10' x 10' Premium (Includes 6 Credentials)	\$2,500
10' x 20' Bay (Includes 6 Credentials)	\$5,000
10' x 30' Bay (Includes 8 Credentials)	\$7,500
20' x 20' Bay (Includes 12 Credentials)	\$9,500
20' x 30' Bay (Includes 14 Credentials)	\$12,000
30' x 30' Bay (Includes 18 Credentials)	\$14,500
30' x 40' Bay (Includes 20 Credentials)	\$18,000
30' x 50' Bay (Includes 22 Credentials)	\$22,500
30' x 60' Bay (Includes 24 Credentials)	\$25,500

Custom booth configurations are available, please contact 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, 2023. There will be a \$10 fee associated with any credential name changes starting January 1, 2024.

Frequently Asked Questions:

WHEN IS THE EXHIBITOR CHECK-IN/SET-UP?

Friday, January 5th: 8 AM to 6 PM
 Saturday, January 6th: 8 AM to 6 PM
SET-UP ENDS AT 5 PM ON JAN. 5 & 6TH

Sunday, January 7th: 7 AM to 8:30 AM

WHAT ARE THE HOURS OF THE EXHIBIT HALL?

Sunday, January 7th: 9 AM to 5 PM
 Monday, January 8th: 8:30 AM to 4 PM
 Tuesday, January 9th: 9 AM to 12 PM
Convention programing will go on until January 10th.

WHO WILL VISIT MY COMPANY'S BOOTH?

Exhibitors will reach over 6,500 coaches and support personnel from high school to professional ranks in the 3-day convention.

WHAT IS INCLUDED IN MY BOOTH PACKAGE?

A standard 10' x 10' booth will be set with 8' high gray and blue back drape and 3' high gray 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. *Included in your booth space fee is compliant liability insurance, provided by Rainprotection Insurance. (Insurance will meet the requirements of the AFCA and Convention Center).*

Table, chairs, carpet, electrical, Wi-Fi, etc. are NOT included in your booth space fee. If you would like these items, please order via The Freeman Company Service Kit.

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 premier/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

IS A THIRD-PARTY CONTRACTOR ALLOWED?

Yes, if you complete the Exhibitor Appointed Contractors Form.

CAN EXHIBITORS ATTEND THE CONVENTION EDUCATIONAL SESSIONS?

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