



**2025 CONVENTION**  
**JANUARY 12-14, 2025**  
**CHARLOTTE CONVENTION CENTER**  
**CHARLOTTE, NORTH CAROLINA**

## EXHIBIT HALL DATES:

January 12-14, 2025

## EXHIBIT PRICING:

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

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, 2024. There will be a \$10 fee associated with any credential name changes starting January 1, 2025.

## Frequently Asked Questions:

### WHEN IS THE EXHIBITOR CHECK-IN & SET-UP?

Friday, January 10<sup>th</sup>: 8 AM to 6 PM  
 Saturday, January 11<sup>th</sup>: 8 AM to 6 PM

*SET-UP ENDS AT 5 PM ON JAN. 10 & 11<sup>th</sup>*  
*All Exhibitors must be Checked-In by 6 PM on Saturday, January 11<sup>th</sup>.*

Sunday, January 12<sup>th</sup>: 7 AM to 8:30 AM

### WHAT ARE THE HOURS OF THE EXHIBIT HALL?

Sunday, January 12<sup>th</sup>: 9 AM to 5 PM  
 Monday, January 13<sup>th</sup>: 9 AM to 5 PM  
 Tuesday, January 14<sup>th</sup>: 9 AM to 12 PM

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

Exhibitors will reach over 7,500 coaches and support personnel from high school to professional ranks in the 3-day convention.

### WHAT IS INCLUDED IN MY BOOTH PACKAGE?

A 10' x 10' booth will be set with 8' high black back drape and 3' high black side drape, booths 300 sq ft or less will receive an one-line identification sign (7" x 44"), included # of 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).*

*Tables, 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](mailto: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.

### REMINDERS:

1. Common Sense Prevails!
2. Backdrop height is 8ft tall and one sided.
3. Please stay in your provided booth space.
4. **Be Kind to One Another**