

NIRSA 2024 PHOENIX



Exhibitor PROSPECTUS

**NIRSA 2024 Campus Rec
& Wellness Expo**

Expo Dates: April 18–19, 2024

Location: Phoenix Convention Center,
North Halls 5 & 6, Phoenix, Arizona

nirsa.org/exhibit

 **NIRSA**SM Leaders in
Collegiate Recreation

Connect with campus rec leaders at NIRSA 2024!

The 2024 NIRSA Annual Conference and Campus Rec & Wellness Expo brings together campus recreation leaders from across North America for four days of inspirational learning and networking.

The NIRSA family will gather in Phoenix to discover new ways to heighten their programming, services, and equipment back home.

NIRSA is thrilled to provide opportunities for you to connect with the campus recreation community to offer fresh perspectives, showcase products and services, and create lifelong relationships. You have the tools to help institutions persevere and innovate their facilities and programs.

With a focus on connection, inspiration, and innovation, NIRSA 2024 is a must-attend event!



“NIRSA is the community of choice to engage and network with campus recreation professionals. The Association and the access to its membership have directly led to Trooh’s growth in the industry. Our team cannot wait for NIRSA 2024 in Phoenix!”

Trooh, 2023 Exhibitor



About NIRSA: Leaders in Collegiate Recreation

We are the premiere professional association for recreation and wellbeing on college and university campuses. NIRSA comprises and supports more than 3,700 members who believe that campus recreation is a significant and powerful key to transforming lives and inspiring health and wellbeing in local, regional, and global communities.

Since its founding in 1950, NIRSA has grown its membership to include dedicated individuals and businesses, serving an estimated 8.1 million students. Our network of passionate professional and student members drives the Association and is supported by NIRSA Staff.

Our Strategic Values

- Equity, Diversity, and Inclusion
- Global Perspective
- Health & Wellbeing
- Leadership
- Service
- Sustainable Communities

NIRSA by the numbers

- 3,700+ member professionals, students, and institutions
 - 85% professional members; 15% student members (*breakdown of individual membership*)
- 1.7 million page views each year
- 143,000 monthly page views
- 19,075 social media followers: Facebook, Instagram, LinkedIn, Twitter
- Professional members by organizational level:
 - Division officer (VP/AVP): 2%
 - Executive strategy function (Rec Department Director): 16%
 - Management Function (Middle Management): 33%
 - Direct Service Function (Specialist): 40%
 - Student (GA/Intern): 1%
 - Classified/Support Staff: 2%
 - Faculty: 1%
 - Retired: 6%

“Any vendor not attending NIRSA is missing out on a treasure trove of potential business.”

HydroMassage



Engage campus rec leaders at NIRSA 2024!

Discover new leads, reconnect with contacts, and rise to the top of supply lists.

The NIRSA Campus Rec & Wellness Expo continues to be one of the most energetic experiences in collegiate recreation, and it's consistently one of the top attractions for Annual Conference attendees.



Attendee Profile*

98%

of exhibitors report that the NIRSA Annual Conference captures their target audience.

84%

of our attendees make or influence purchasing decisions on their campuses.

98%

of our attendees visit the Expo.

75%

of our attendees are under the age of 45—start building relationships now!

The **top 3 reasons** attendees report going to the Campus Rec & Wellness Expo:

1. See what's new in the industry
2. Build and maintain relationships
3. Purchasing opportunities

*Average numbers from the last two years



By the numbers*

The **NIRSA Campus Rec & Wellness Expo** features ...

1,438 unique attendees

114 unique vendors

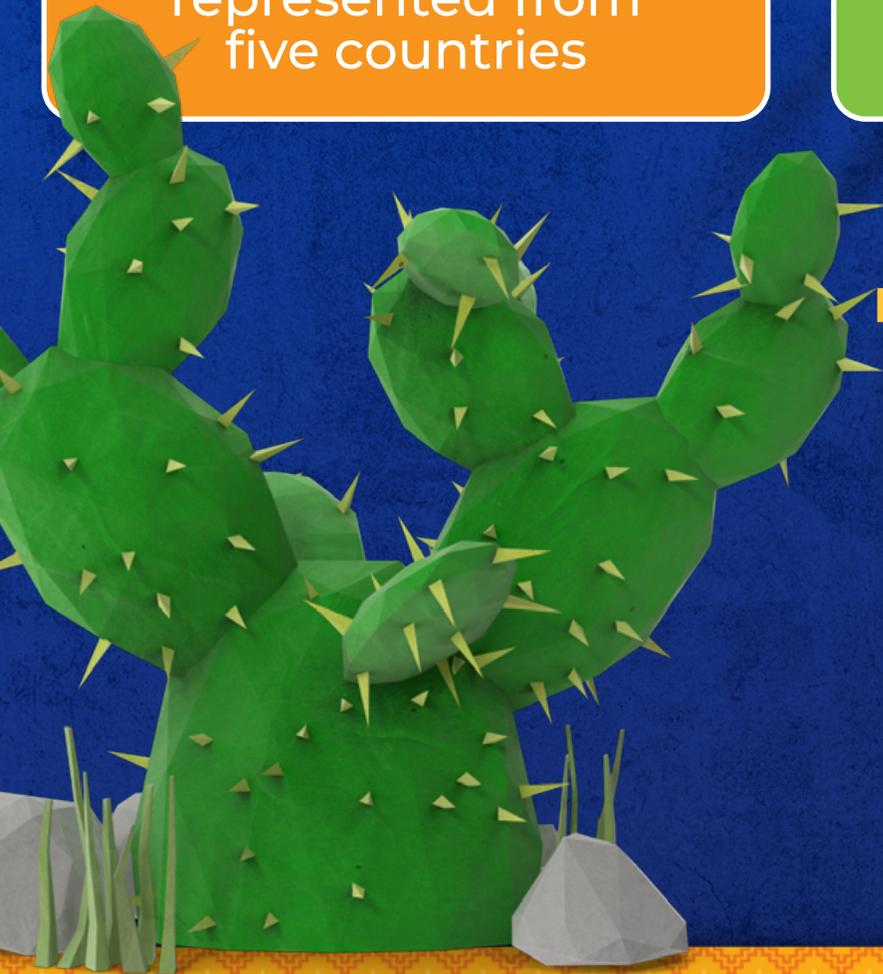
403 institutions represented from five countries

34% first-time attendees

15,500

subscribers receive NIRSA 2024 email updates

*Average numbers from the last two years



Stay ahead of the competition!

The NIRSA Campus Rec & Wellness Expo attracts companies, organizations, and nonprofits from across many industry sectors. If you provide one of these products or services*, you should be at NIRSA 2024!

- Admin/software/computers
- Apparel/uniforms
- Aquatics maint/supplies
- Architect/planner
- Assessment/monitoring equip
- Audio/visual/sound
- Awards/trophies
- Badminton
- Baseball/softball
- Basketball
- Bleachers
- Body composition analysis
- Bowling
- Boxing
- Cardiovascular equip
- Certification/education
- Challenge course
- Cleaning/disinfecting
- Climbing
- Communication/publication
- Concussions
- Construction management
- Educational/instructional materials
- Equip maint/repairs
- Esports
- Facilities/facility components
- Fans
- Fences/field markers
- Fields/courts
- First aid/medical/PPE
- Fitness/exercise equip
- Flag football
- Flooring/athletic surfaces/turf
- Football
- Golf
- Hospitality
- Inclusive/adaptive recreation
- Insurance
- Internet/web services
- Lacrosse
- Laundry supplies/towels
- Lighting
- Lockers/locker room amenities
- Maintenance/janitorial
- Mats/padding/covers
- Membership
- Mobile app
- Music/entertainment
- Nets/net supports
- Nutrition
- Officials' apparel/equip
- Outdoor fitness equip
- Outdoor recreation
- Pickleball
- Portable flooring
- Racquetball/squash products
- Revenue generation/fundraising
- Rugby
- Safety/risk management
- Sauna/steam
- Score/time/message boards
- Security systems/supplies
- Signage
- Soccer
- Special events/marketing/promotional
- Sporting goods/equipment
- Strength/functional training equip
- Sustainability
- Tennis
- Volleyball
- Water play equip
- Water polo
- Water safety
- Water systems
- Weight training
- Wellness/wellbeing
- Yoga/Pilates

“NIRSA is the place to be if you want to get in front of campus recreation professionals and design firms. There is no comparison even close.”

NinjaCross Systems

*These industry categories are self-reported by past NIRSA exhibitors and associate members.



WHY EXHIBIT?

**NIRSA
2024
PHX**

Our attendees want to meet you!

Our attendees are interested in engaging with, learning from, and collaborating with you to achieve their campus recreation goals. More than 98% of NIRSA Annual Conference attendees visit the Expo, and 98% of exhibitors report that the conference captures their target audience.

Your expertise is needed to:

- Demonstrate business solutions for the evolving needs of campus rec
- Showcase your knowledge and thought leadership
- Equip rec centers with products and services that empower student success
- Connect your company values with the interests of attendees
- Help the campus rec community persevere into the future



Take this opportunity to engage influential campus rec decision makers, acquire new customers, generate sales leads, increase exposure of your brand, and establish relationships that build your brand reputation. [Sign up today for a booth at NIRSA 2024!](#)

“We all talk about the 'NIRSA family' among our fellow collegiate recreation professionals, but that mindset extends to relationships with many vendors, too. It really goes beyond the sale.”

Suzanne Ries, Florida Gulf Coast University



We bring energy to the expo hall!

Unopposed time to visit the Expo Hall: Most ed sessions, preconference opportunities, general sessions, and other NIRSA events are scheduled at times that do not compete with the Expo so all attendees can have time to network with all exhibitors.

Interactive booth engagement: Attendees love the hands-on experience at our Campus Rec & Wellness Expo! They can test the most innovative equipment, and exhibitors can show off business solutions to their direct audience.

Networking: NIRSA events always feature outstanding networking opportunities. Take this chance to build relationships with attendees in the Expo Hall and see if you can supply their rec center with your latest and greatest products and services!

Business-to-business connections: Networking isn't limited to attendees; many exhibitors also discover new industry partners! All over the Expo Hall, you'll find exhibitors who have chosen to be long-time "booth neighbors," maintaining connections year after year.

Giveaways & contests: Throughout the two-day Expo, attendees can enter their names to win prizes and pick up the event giveaway in addition to the SWAG provided by exhibitors!



Unified Sports Experience: NIRSA supports Unified Recreation, and we have many exhibitors who support Special Olympics as well. Make sure to stop by the Unified Sports area!

Free food: Attendees love free snacks while they network and mingle with exhibitors, and exhibitors can grab a bite to stay fresh for the entire expo!

Fitness Forum: Get your heart pounding in Phoenix! The Fitness Forum provides attendees with an opportunity to work up a sweat with the latest fun and engaging workouts. Exhibitors can apply to run classes in the forum.

Fun activities, friendly competition: The Expo always features fun activities that draw in attendees and encourage friendly competition. Past examples include the Early Morning Workout, Hoop Shoot, T-Shirt and Sticker Exchanges, and attendee raffle.

"My team at RecRe has done a dozen higher ed shows, and NIRSA has the most engaging expo crowd we've ever seen."

RecRe





Embrace the benefits of exhibiting with NIRSA!

Access: Exhibitors get one-on-one access to leaders in the field of college recreation. We anticipate more than 1,900 attendees at NIRSA 2024 with a high concentration of senior and mid-level professionals, which means establishing brand-new relationships with the current and upcoming directors in campus rec.

Exposure: Develop and strengthen name recognition for your brand! We proudly feature comprehensive exhibitor profiles on the NIRSA 2024 website and event app, providing high visibility for your brand.

Networking & engagement: Exhibitors are granted full access to attend the NIRSA Annual Conference including socials, ed sessions, keynote sessions, and roundtable discussions. Don't miss out on the many networking opportunities outside the Expo Hall!

Lead generation: With access to lead retrieval service, exhibitors can capture qualified leads by scanning badges to turn booth visitors into customers.

Advertising: Exhibitors have opportunities to advertise their brand at the NIRSA Annual Conference via the mobile app and other sponsorship opportunities.

Education: Position your company as a thought leader! There are multiple opportunities to present your knowledge, values, and product/service solutions directly to attendees.

Additional booth amenities

- Each booth comes with an 8' Fern fireproof back hardwall and a 3' sidewall
- Aisle carpet throughout exhibit hall (booth carpet not included)
- Clean exhibit hall
- 24/7 security
- NIRSA associate member sticker displayed in front of associate member booths
- Fern Exhibitor Services Center and exhibitor lounge
- Registered Annual Conference attendee list both pre- and post-show

NOTE: NIRSA does not sell attendee lists. BEWARE of scams pertaining to NIRSA attendee lists.

Complimentary badges

- Exhibitors receive three complimentary badges, which include full conference registrations, for every 100 square feet of booth space purchased.
- Additional badges can be purchased for \$50 each (\$75 each after March 2, 2024).
- Badges are non-transferrable.



Secure your booth!

In our NIRSA 2023 exhibitor survey, 97% of exhibitors reported that the NIRSA Annual Conference captured their target audience, and 98% reported that exhibiting was worth their time and money. [Reserve your space at nirsa.org/exhibit](https://nirsa.org/exhibit)

Booth Pricing*

- Inline (per sq. foot, sold in 10x10 increments)
- \$23.50 early bird rate
- \$26.50 regular rate after September 6, 2023

Corner Fee

- \$225 per corner
- Not eligible for discounts

Island

- 400 sq. foot minimum
- Additional 5% large booth discount

Nonprofit

- Nonprofits receive a special, flat discounted rate.

Discounts

- NIRSA Associate Members receive a 10% discount—find out how to become a member!
- Large booths (400+ sq. foot) receive an additional 5% discount
- Partners receive prime booth locations—find out how to be a partner!

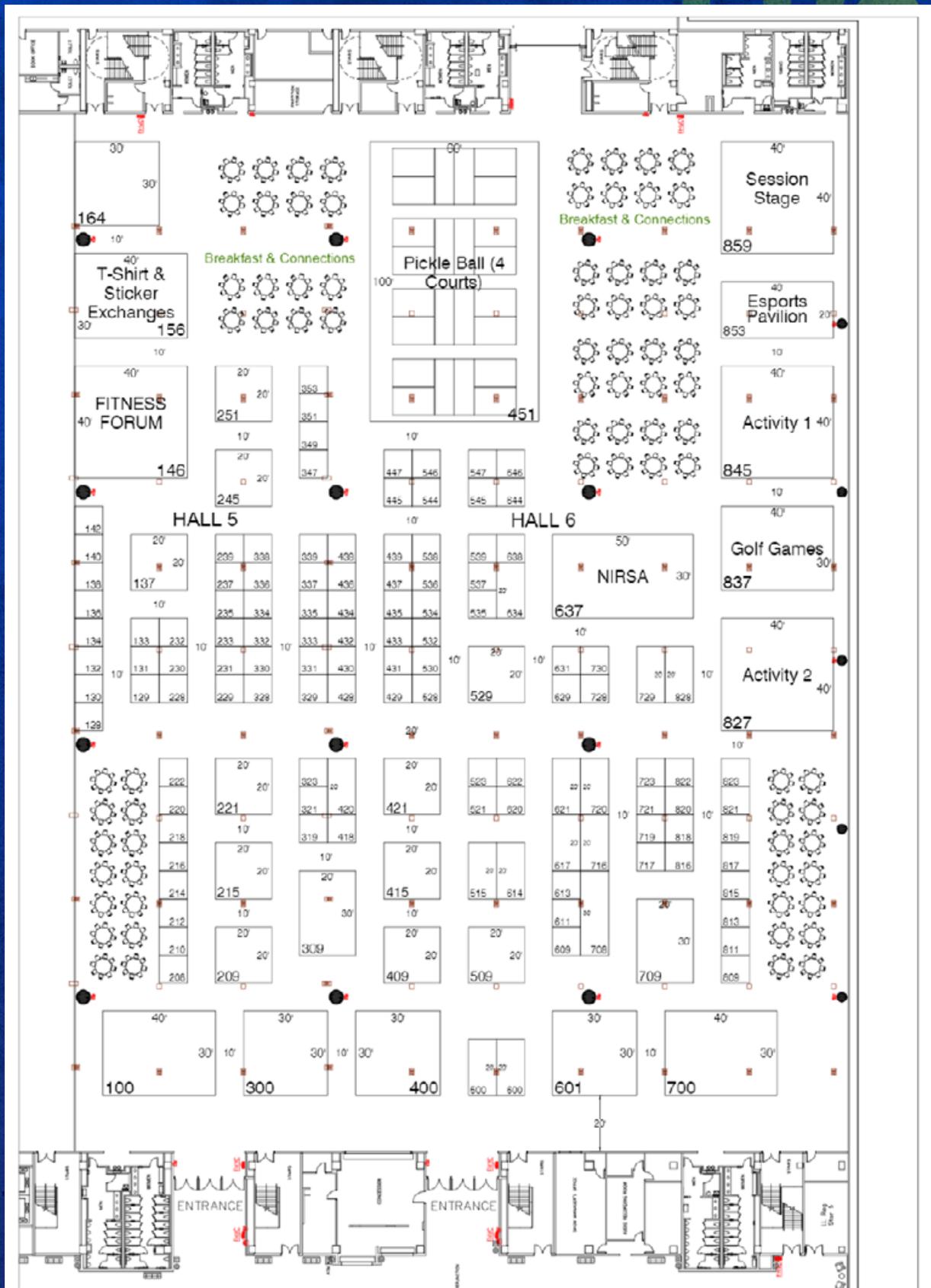
* PLEASE NOTE: Booth furniture, accessories, electrical, booth carpet, labor, etc. are not included in booth purchase and must be obtained separately through the Fern Exhibitor Kit.



Phoenix Convention Center North Halls 5 & 6

NIRSA
2024
PHX

Floor plan is subject to change. Visit nirsa.org/exhibit for the most up-to-date floor plan.



Details & dates

Please read the terms of service before securing your booth space.

[Terms of service](#) can be found on the exhibitor information page on the NIRSA 2024 website, during the registration process, and in the exhibitor portal after reserving a booth. Feel free to contact Assistant Director of Expo & Corporate Relations Kelley Hungerford at kelley.hungerford@nirsa.org for a copy.

Booth payments

All booth reservations require a 50% deposit at the time of checkout unless approved in writing by NIRSA. The full balance for booth space is due Friday, November 3, 2023. Payment can be made by credit card in the registration process.

Checks* can be made payable to:
NIRSA
4185 SW Research Way
Corvallis, OR 97333-1067

For Wire Transfers/ACH payments:
Routing • 123 205 054
NIRSA Checking • 486 285 9180

*If you are mailing a check, please notify Kelley Hungerford at kelley.hungerford@nirsa.org.

Reserve your room at NIRSA host hotels

Room blocks will be open Winter 2023/2024. BEWARE of housing scams. The link provided by NIRSA is the ONLY way to book your room securely!

Important Dates**

September 6, 2023	Early bird period ends, booth fees increase, canceled booths incur a 50% fee
November 3, 2023	Full payment for booth space due
December 8, 2023	Canceled booths incur a 100% cancellation fee
Winter 2023/2024	Fern Exhibitor Kit available
TBA	Early bird pricing deadline for booth furnishings in Exhibitor Kit
February 23, 2024	Certificates of insurance due to NIRSA
March 12, 2024	Initial attendee list sent to all exhibitors
TBA	All Exhibitor Kit purchases should be made by this date or you will be subject to additional onsite fees and all labor being previously booked
March 22, 2024	Booth staff assignments due
March 25, 2024	Additional badge fees increase by \$25
April 2, 2024	Second attendee list sent to all exhibitors
April 4, 2024	Last day to reserve booth space without incurring a \$500 late fee
April 17, 2024	Move-in for Expo Large booths: 8:00am-11:00am, tentative All other booths: 11:00am-5:00pm, tentative
April 18, 2024	Move-in for Expo: 8:00am-noon, tentative
April 18-19, 2024	Campus Rec & Wellness Expo Hours 4/18: 3:30pm-6:30pm Hours 4/19: 9:00am-2:00pm
April 19, 2024	Move-out for Expo: 2:00pm-10:00pm, tentative
April 24, 2024	Exhibitor survey sent out
April 26, 2024	Final attendee list shared with exhibitors
May 3, 2024	Exhibitor survey closes
July 25, 2024	Access to attendee list closes; exhibitor mailing must be completed

**All dates are subject to change

FAQ

You've got questions. we've got answers. If the FAQ below doesn't address your concerns, please reach out to Kelley Hungerford today: kelley.hungerford@nirsa.org

How do I book a booth? Is there a deadline?

Exhibitors can use their NIRSA login credentials to book a booth online at nirsa.org/exhibit. The deadline to purchase a booth without incurring a \$500 late fee is Thursday, April 4, 2024.

Where can I find an invoice for my purchase?

In the confirmation email from your booth purchase, you'll find instructions for accessing your receipt online. If you need additional assistance, you can also reach out to billing@nirsa.org.

What are my NIRSA and PheedLoop logins and passwords?

If you don't remember your NIRSA login credentials, please try the password reset feature or reach out to Kelley Hungerford at kelley.hungerford@nirsa.org or the NIRSA Membership Department at membership@nirsa.org. You will need your NIRSA login to purchase a booth or edit an existing booth reservation; you will need PheedLoop logins to access the exhibitor portal and event app.

What is PheedLoop?

PheedLoop is the event software platform for NIRSA 2024. After you purchase a booth, you will be emailed access to a private exhibitor portal. In the portal, you can design your exhibitor listing, see tasks to complete, and more. Booth details you update in the exhibitor portal will sync with your exhibitor listing on the NIRSA 2024 website and event app.

How many exhibitor registrations come with my booth?

Each exhibitor receives three complimentary badges per 100 sq. feet of booth space, and those badges include full conference registrations. Additional badges may be purchased for \$50 through Sunday, March 24, 2024; starting Monday, March 25, an additional \$25 processing fee will be applied to any badges purchased.

Do I have to be a NIRSA member to exhibit?

No—everyone's welcome! But being a NIRSA associate member provides 10% off booth fees, early access to the floor plan, as well as many year-round benefits. Contact Kelley Hungerford at kelley.hungerford@nirsa.org for questions about associate membership.

Do you provide attendee lists?

NIRSA provides exhibitors attendee lists before and after the Expo. Please review the terms of service for conditions around use of these lists. DO NOT use them to send email blasts to attendees. DO NOT sell or distribute these lists outside of your organization.

PLEASE NOTE: NIRSA DOES NOT EVER SELL ATTENDEE LISTS. Any emails or phone calls claiming to have lists of our conference attendees are a SCAM. You can report these scams to Kelley Hungerford at kelley.hungerford@nirsa.org so cease and desist messaging can be sent.

Is there free Wi-Fi in the Expo Hall?

The Phoenix Convention Center does not include complimentary Wi-Fi in expo halls, ballrooms, or meeting rooms. If you need Wi-Fi access in your booth, it must be ordered from the convention center in advance. More details will be available in the Fern Exhibitor Kit.

Is there a business center in the Phoenix Convention Center?

Yes, the center has an onsite UPS Store located at 125 N. 2nd Street, Suite 110.

Is Phoenix a union city?

Yes, you must allocate union labor for your booth unless you can hand-carry items in and do not require power tools. This applies to exhibit display structures and not company products or machinery. Products may be placed by exhibitors regardless of booth size. Labor can be ordered through the Fern exhibitor portal or by visiting the Fern service lounge onsite. Please check the Fern Exhibitor Kit this winter for union regulations, labor, and material handling.

“Can I walk the Expo Hall if I don’t plan to exhibit?”

Of course! If you’re not planning to exhibit but want to walk the show floor, exchange your business card for an Expo-only day pass from the event registration area.

I am personally taking my items to my booth. Where is the loading dock?

Right behind Expo Halls 5-6 (where the Expo is located), you can find the loading docks. Fern will control access to the loading docks to provide a safe and orderly move-in/move-out. Please check the Fern Exhibitor Kit in the winter for union regulations, labor, and material handling.

I’d like to get NIRSA’s future shows on my calendar. Do you know any future dates?

Save the following dates for upcoming NIRSA Annual Conferences and Campus Rec & Wellness Expos:

- **NIRSA 2025:** April 23–26, 2025 at the Gaylord Palm Springs Resort & Convention Center in Kissimmee, FL
- **NIRSA 2026:** April 8–11, 2026 at the Gaylord Rockies Resort & Convention Center in Aurora, CO

Are there opportunities for sponsorship and/or advertising?

Absolutely! We’d love to help you increase brand visibility with our audience. Contact Director of Corporate Relations & Business Development Emily Hughes at emily.hughes@nirsa.org for more information.



Contact us today!

Interested in NIRSA 2024 sponsorship and advertising? Curious about other corporate opportunities within NIRSA, the NIRSA Foundation, or the NIRSA Championship Series?

We're always happy to hear from you and would love to help you achieve your goals. Contact us today!

For sponsorship and partnership opportunities:

Emily Hughes, Director of Corporate Relations & Business Development

emily.hughes@nirsa.org
541-368-5841

For general expo and associate member information:

Kelley Hungerford, Assistant Director of Expo & Corporate Relations

kelley.hungerford@nirsa.org
541-368-5878

Save the Dates!

NIRSA 2025
April 23–26, 2025 at the
Gaylord Palm Springs
Resort & Convention Center
in Kissimmee, FL

NIRSA 2026
April 8–11, 2026 at the
Gaylord Rockies Resort
& Convention Center in
Aurora, CO

