



EXHIBITOR PROSPECTUS



NIRSA 2025 Campus Rec Expo
Celebrating 75 years of the
NIRSA family!

Expo Dates: April 24–25, 2025

Location: Gaylord Palms, Florida Exhibition Halls C-F • Kissimmee, Florida

nirsa.org/exhibit



GAYLORD PALMS



Meet campus rec leaders at NIRSA's 75th anniversary event!

The 2025 NIRSA Conference & Campus Rec Expo marks a momentous occasion as we celebrate NIRSA's 75th anniversary at the beautiful Gaylord Palms Resort in vibrant Orlando, Florida.

This landmark event brings together campus recreation leaders from across North America for four days of inspirational learning, networking, and celebration.

The NIRSA family will gather to discover innovative ways to enhance their programming, services, and facilities. As an exhibitor, you have a unique opportunity to connect with the campus recreation community, offer fresh perspectives, showcase cutting-edge products and services, and foster lifelong relationships.

NIRSA is thrilled to provide a platform for you to engage with decision-makers and influencers in campus rec. Your participation will empower institutions to persevere and innovate, driving excellence in their facilities and programs.

Join us in celebrating 75 years of advancing campus recreation!

“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.”

Trooh



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 3,800 members who believe that campus recreation is a significant and powerful key to transforming lives and inspiring health and wellness in local, regional, and global communities.

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

Our Strategic Values

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

NIRSA by the numbers

- 3,800+ professional, student, and institutional members
- 85% professional members; 15% student members (*breakdown of individual membership*)
- Our members' work encompasses all areas of campus recreation: facility management, intramural/club sports, fitness, wellbeing, youth camps, outdoor recreation, aquatics, marketing, membership, climbing/challenge courses, research, esports, student development, risk management, athletic training, and more!
- 1150,000 unique visitors each year
- 600,000 monthly page views
- 22,509 social media followers
- Professional members by organizational level:
 - Division officer (VP/AVP): 2%
 - Executive strategy function (Rec Dpt Director): 17%
 - Management Function (Middle Management): 33%
 - Direct Service Function (Specialist): 31%
 - Classified/Support Staff: 3%
 - Faculty: 2%
 - Retired: 2%
 - Student (GA/Intern): 2%
 - Other: 8%

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

WellnessSpace Brands



Engage campus rec decision makers at NIRSA 2025!

Attendee Profile*

Discover new leads, reconnect with clients, and rise to the top of supply lists. The NIRSA Campus Rec Expo continues to be one of the most energetic experiences in collegiate recreation, and it's consistently one of the top attractions for NIRSA Conference attendees.

40%

of attendees make the final purchasing decisions or final recommendations, and **another 30%** influence purchasing decisions.

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

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

98%

of attendees visit the expo.

99%

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

29%

of attendees are currently or intend to build/renovate their campus rec facilities in the next five years.



**Average numbers from the last two years*



The NIRSA Campus Rec Expo features*



1,697
unique
attendees

420
institutions
represented from
four countries

129 unique
vendors

39%
first-time
attendees

“We love the interactions with campus recreation leaders at the NIRSA Conference. It is a wonderful community to be a part of and we look forward to this event annually.”

Spectrum Industries

14,000
subscribers receive
NIRSA 2025 email
updates

**Average numbers from the last two years*



Stay ahead of the competition!



The NIRSA Campus Rec 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 2025!

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





Our attendees want to meet you!



Our attendees are eager to engage, learn, and collaborate with you to transform their

facilities into can't-miss campus destinations. More than 98% of

NIRSA Conference attendees visit the expo, and 99% 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!

“NIRSA is a very interactive and exciting event. I had a great first-time experience as an exhibitor with many new leads, connections, and potential partnerships. Cannot wait for future shows!”

Keyless.Co

Sign up today for a booth at NIRSA 2025!



We bring energy to the expo hall!



Unopposed time to visit the expo hall: Ed sessions, preconference opportunities, general sessions, and other NIRSA events are largely scheduled at times that do not compete with the expo, so attendees have time to network with all exhibitors.

Interactive booth engagement: Attendees love the hands-on experience at our Campus Rec 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 giveaways in addition to the swag provided by exhibitors!

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! Our popular "Take a Student to Lunch" event is also hosted in the exhibit hall on Day 2.

Fitness Forum: Get your heart pounding in Orlando! The Fitness Forum provides attendees 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, golf simulator, pickleball tournament, and T-shirt and sticker exchanges.

"The NIRSA conference was informative, well attended, engaging, and highly energetic. Unlike many shows, NIRSA creates a great balance between education and fun."

Campus Stop





Embrace the benefits of exhibiting with NIRSA!

Access: Exhibitors get one-on-one access to leaders in the field of campus recreation. We anticipate more than 1,800 attendees at NIRSA 2025 with a high concentration of senior- and mid-level professionals, which means establishing brand-new relationships with the current and upcoming directors of campus rec.

Exposure: Develop and strengthen name recognition for your brand! We proudly feature comprehensive exhibitor profiles on the NIRSA 2025 website and event app, providing high visibility for your brand.

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

Networking & engagement: Exhibitors are granted full access to attend the NIRSA 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.

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

“The NIRSA Conference is a fantastic experience from planning to install to the show itself. There's exceptional foot traffic and engaging socials. It solidifies itself as the premier trade show for the collegiate recreation industry.”

Eleiko





Embrace the benefits of exhibiting with NIRSA!

All booths come standard with the following amenities:

- Access to all NIRSA 2025 educational sessions, roundtables, keynotes, and socials
 - Company listing on NIRSA's online floor plan and exhibitor website
 - Company listing in the NIRSA 2025 event mobile app
 - Customizable exhibitor graphics to promote your booth on social media
 - Lunch in the exhibit hall on Day 2
 - 8' Fern fireproof back hardwall and a 3' sidewall (excludes island booths)
 - Aisle carpet throughout the exhibit hall (booth carpet not included)
 - Wi-Fi in the exhibit hall*
 - 24/7 security
 - NIRSA associate member sticker displayed in front of associate member booths
 - Three complimentary badges for every 100 square feet of booth space
 - Additional badges can be purchased for \$75 each (\$100 each after April 9, 2025).
 - Three Annual Conference attendee lists with attendee email addresses (unless opted out)
- NOTE: NIRSA does not sell attendee lists. BEWARE of scams pertaining to NIRSA attendee lists.



**Wi-Fi is included for all hotel guests at the Gaylord Palms, so exhibitor representatives lodging outside of the resort will not have Wi-Fi access. The Wi-Fi is for general browsing and checking emails and may not be sufficient for streaming, downloading, and higher-bandwidth needs.*





Secure your booth!

In our last two exhibitor surveys, 99% of exhibitors reported that the NIRSA Conference captures their target audience, and 98% reported that exhibiting is worth their time and money. Reserve your space at nirsa.org/exhibit

Booth Pricing*

- Inline (per sq. foot, sold in 10x10 increments)
- \$24 early bird rate
- \$28 regular rate after October 3, 2024

Corner Fee

- \$225 per corner
- Not eligible for discounts

Island

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

Nonprofit

- \$18 per square foot, not subject to additional discounts.

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 with booth purchase and must be obtained separately through the Fern Exhibitor Kit.

Floor Plan

[View our up-to-date floor plan here.](#)

Floor plan subject to change.

“NIRSA provides our company with an opportunity to be in the room with the decision makers who represent our target clients. This show continues to be a valuable resource for our company, and we will definitely be back next year!”

Alvarado dormakaba Group





SECURE YOUR BOOTH!

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 2025 website, in the registration process, and in the exhibitor portal after reserving a booth.

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 **December 5, 2024**. Payment can be made by credit card during the registration process.

Checks* can be made payable to:
NIRSA
5060 SW Philomath Blvd. #355
Corvallis, OR 97333

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

*If you're mailing a check, please notify kelly.hungerford@nirsa.org.

Reserve your room at NIRSA host hotels

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

Important Dates**

October 3, 2024	Early bird period ends, booth fees increase, canceled booths incur 50% fee
December 5, 2024	Full payment for booth space due
January 8, 2025	Canceled booths incur 100% cancellation fee
Winter 2024/2025	Fern Exhibitor Kit available
March 17, 2025	First attendee list sent to all exhibitors
March 20, 2025	Certificates of insurance due to NIRSA
April 9, 2025	Booth staff assignments due, additional badge fees increase by \$25
April 9, 2025	Last day to reserve booth space without \$500 late fee
TBA 2025	Discounts for AV, electric, booth furnishings end
April 11, 2025	Second attendee list sent to all exhibitors
TBA 2025	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
April 23, 2025	Exhibitor setup Large booths only: 8:00am-11:00am, tentative All booths: 11:00am-5:00pm, tentative
April 24, 2025	Exhibitor setup: 8:00am-noon, tentative
April 24-25, 2025	Campus Rec Expo Hours 4/24: 2:00pm-6:00pm Hours 4/25: 10:00am-2:30pm
April 25, 2025	Exhibitor tear down: 2:30pm-10:00pm, tentative
April 28, 2025	Exhibitor survey sent out
May 1, 2025	Final attendee list shared with exhibitors
May 5, 2025	Exhibitor survey closes
July 30, 2025	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 April 9, 2025.

Where can I find an invoice for my purchase?

You'll find instructions for accessing your receipt online in the confirmation email from your booth purchase. 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 do not remember your NIRSA login credentials, please try the password reset feature or reach out to kelley.hungerford@nirsa.org or membership@nirsa.org. You will need your NIRSA login to purchase a booth or edit an existing booth reservation

If you do not remember your PheedLoop login credentials, please try the password reset feature or reach out to kelley.hungerford@nirsa.org. You will need PheedLoop logins to access the exhibitor portal and event app. Be sure to mark no-reply@pheedloop.com as a safe sender in your inbox.

What is PheedLoop?

PheedLoop is the event software platform for NIRSA 2025. 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 2025 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 registration. Badges are for exhibitor employees only and cannot be reassigned. Additional badges may be purchased for \$75 through April 8, 2025; starting April 9, 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 Assistant Director of Expo & Corporate Relations Kelley Hungerford at kelley.hungerford@nirsa.org for questions about associate membership.



Do you provide attendee lists?

NIRSA provides exhibitors with attendee lists before and after the expo. A tentative schedule of distribution can be found under the “Important Dates” timeline noted earlier in this prospectus. Please review Section 17 of 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 SCAMS. You can report these to [kelley.hungerford@nirsa.org](mailto:kelly.hungerford@nirsa.org) or to the Federal Trade Commission (FTC) (see below).

How do I book a room in your host hotels?

Room blocks at the Gaylord Palms will be open in early December 2024. BEWARE OF HOUSING SCAMS; they are rampant. The link provided by NIRSA is the ONLY way to book your room securely! No one will call you about booking a room unless you have already made a reservation and the call comes directly from the resort. Any emails or phone calls claiming to have our host hotel information or claiming that our room blocks are full are SCAMS. You can report these to [kelley.hungerford@nirsa.org](mailto:kelly.hungerford@nirsa.org) or to the Federal Trade Commission (FTC) (see below).

I received a scam email or phone call about your attendee list or hotel block. What do I do?

Hotel block and attendee list scams are rampant in the events industry. Hotel block and attendee list access will ONLY come from NIRSA Staff. Access to the host hotel block opens in early December. Attendee lists will be distributed closer to NIRSA 2025. Anyone else contacting you by email, phone, or otherwise does not have NIRSA's official hotel nor attendee information, and they should be reported to the Federal Trade Commission (FTC).

Here are instructions from the FTC on reporting impersonation fraud cases (hotel and attendee list scams):

1. Go to this website: reportfraud.ftc.gov.
2. Click the "Report Now" button in the hero image.
3. Select the "An impersonator" box (top left). Another question will appear below.
4. Select "Well-known or trusted business" (top right under new question).
5. Click the "Continue" button.
6. Fill in the additional information and complete the process, which should only take 1-2 minutes.

Is there Wi-Fi in the expo hall?

The Gaylord Palms offers complimentary Wi-Fi to all resort guests, including to exhibitors and in the exhibit hall. Exhibitor representatives lodging outside of the resort will not have free Wi-Fi access. The Wi-Fi is for general browsing and checking emails; it may not be sufficient for streaming, downloading, and higher-bandwidth needs. We recommend you order internet access in advance if you require a guaranteed, uninterrupted connection. More details will be available in the Fern Exhibitor Kit.

Is there a business center in the Gaylord Palms?

Yes, the Gaylord Palms has an onsite FedEx that handles shipping/receiving. You may also be able to ship items to your hotel room, and we recommend you check with the resort about this service. Whether you choose to ship to the hotel, with Fern, or another method, we strongly suggest you bring your tracking numbers with you and note how the shipment was labeled (i.e., with a Fern shipping label, etc.).

Is Kissimmee a union city?

You may need to allocate union labor for your booth to cover material handling and booth display setup/teardown. Material handling and freight movement (dock-to-booth and booth-to-dock) are union labor. Rates include receipt of freight, delivery to booth, storage and return of empty crates, and reloading. Fern offers NIRSA exhibitors a heavily discounted, flat rate for exercise equipment. Stipulations, labels, and pricing can be found in the exhibitor kit.

Exhibitor employees may park in designated lots and hand-carry items through the front of the hall in multiple trips. The use of dollies and hand carts is prohibited; if wheeled devices are required to move items, the items will be subject to material handling and freight services.

Exhibitor booth displays may be constructed by full-time employees of the exhibiting company without the use of power tools; if power tools are needed, labor will be required. This does not apply to company products or machinery for display. 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 in the winter for union regulations, labor, and material handling.

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

You can find the loading docks behind exhibit halls C-E. 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.

If you can hand-carry items into the exhibit hall without the use of a dolly or wheeled device, you can also park at the Convention Center Parking Lot and walk items in through the front of the hall.

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, complete a short form and exchange your business card for an expo-only day pass from the event registration area.

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 Conference & Campus Rec Expo events:

- **NIRSA 2026:** April 8–11, 2026, at the Gaylord Rockies Resort & Convention Center in Aurora, CO
- **NIRSA 2027:** March 1–4, 2027, at the Kansas City Convention Center in Kansas City, MO
- **NIRSA 2028:** April 4–7, 2028, at the Baird Center in Milwaukee, WI
- **NIRSA 2029:** April 3–6, 2029, at the Gaylord Opryland Resort & Convention Center in Nashville, TN

Are there opportunities for sponsorship and/or advertising?

Absolutely! We'd love to help you increase your brand visibility and engage 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 2025 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!

nirsa.org/partner



For sponsorship and partnership opportunities:

Emily Hughes, Director of Corporate Relations & Business Development
emily.hughes@nirsa.org
971-275-5378

For expo and associate member information:

Kelley Hungerford, Assistant Director of Expo & Corporate Relations
kelley.hungerford@nirsa.org
847-894-3844



Save the Dates!

NIRSA 2026

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

NIRSA 2027

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