

Discover inspiration in the Rockies!



NIRSA 2026 Campus Rec Expo

Exhibitor Prospectus

Expo Dates: April 9-10, 2026

Location: Gaylord Rockies,
Aurora Halls 1-3, Aurora, CO

nirsa.org/exhibit





Meet campus rec leaders at NIRSA 2026!

Set your sights on the peak event for campus recreation at the 2026 NIRSA Conference & Campus Rec Expo. This annual gathering brings together campus rec professionals from across North America for four days of inspirational learning, meaningful networking, and high-impact engagement.

NIRSA offers a powerful platform for you to showcase the peak of industry innovation to decision-makers and influencers shaping the future of campus rec and wellbeing. As an exhibitor, you have a unique opportunity to connect with the campus rec community, offer fresh perspectives, display cutting-edge products and services, and foster lifelong relationships. Your participation will empower institutions to persevere and innovate, elevating their facilities and programs.

Join us at the majestic Gaylord Rockies Resort to help campus rec and wellness professionals scale new heights in their programming, facilities, and services.



page 2

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for details

“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 3,200 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

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

WellnessSpace Brands

NIRSA by the numbers

- 3,200+ professional, student, and institutional members
- 89% professional members; 11% 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!
- 150,000 unique visitors each year
- 600,000 monthly page views
- 18,773 social media followers
- Professional members by organizational level:
 - Division Officer (VP/AVP): 2%
 - Executive Function (Rec Dept Director): 19%
 - Senior Management Function: 6%
 - Management Function (Middle Management): 36%
 - Direct Service Function (Specialist): 27%
 - Classified/Support Staff: 1%
 - Faculty: 3%
 - Retired: 6%



page 3

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Engage campus rec decision makers at NIRSA 2026!

39%

of attendees make the final purchasing decisions or final recommendations, and **another 28%** influence purchasing decisions

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.



99%

of attendees visit the expo

96%

of exhibitors report that the NIRSA Conference captures their target audience

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

1. Build/maintain relationships
2. See what's new in the industry
3. Exhibitor booth activities

33%

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



page 4

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**Average numbers, last three years*



The NIRSA Campus Rec Expo features*...

1,527
unique
attendees

374
institutions
represented

13,773
subscribers
received NIRSA 2025
email updates

41%
first-time
attendees

133 unique
vendors

**Average numbers, last three years*



page 5

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Spectrum Industries

“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.”



Join companies shaping the future of rec & wellness!

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 2026!

“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



page 6

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- 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
- Cold plunge/cryotherapy
- 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
- Governing body/sports association
- Hospitality
- Inclusive/adaptive recreation
- Insurance
- Internet/web services
- Lacrosse
- Laundry supplies/towels
- Lighting
- Lockers/locker room amenities
- Maintenance/janitorial
- Massage
- 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
- Red light therapy/infrared
- 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

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



Our attendees want to meet you!

If campus rec and wellbeing are part of your market, NIRSA 2026 is where you need to be.

More than 99% of attendees visit the expo, making it a hub of connection and discovery at the NIRSA Conference. And with 96% of exhibitors reporting they reach their target audience, it's no wonder companies return year after year.

Your expertise is needed to...

- Provide solutions that meet the evolving needs of campus rec and wellness
- Share insights and thought leadership that help shape the future of the field
- Equip rec centers with tools that empower student health, belonging, and student success
- Align your brand with the values that drive this purpose-driven industry

- Support the resilience and innovation of recreation and wellbeing offerings on campuses

NIRSA 2026 offers a high-impact opportunity to...

- Engage key buyers and decision-makers
- Generate quality leads and close new business
- Increase brand visibility and credibility
- Strengthen long-term relationships in a tight-knit industry

This is your chance to be part of the movement that's redefining student wellbeing. Reserve your booth today and connect with the people who make campus rec thrive!

"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



page 7

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for details



High-elevation engagement and excitement awaits!

“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

Unopposed time to visit the expo

hall: Ed sessions, keynotes, and other conference activities are strategically scheduled to give attendees dedicated time to explore the expo hall without distractions.

Hands-on booth engagement:

Attendees don't just browse – they play! From testing equipment and software to sampling wellness tools, they're looking for real solutions they can take back to campus.

Unmatched networking: Whether it's spontaneous conversations at your booth or planned meetups during expo activities, NIRSA creates an environment where relationships grow naturally. Maintaining existing and building new relationships are always among the top reasons attendees visit the expo.

B2B connections: Networking isn't limited to attendees. Many exhibitors develop new vendor partnerships and return year after year to reconnect with their “booth neighbors.” The expo hall is as much about industry connection as it is customer engagement.

Giveaways & contests: Our attendees love competition and swag! Whether it's your own booth promo or NIRSA-sponsored contests and giveaways, swag and friendly (or fierce!) competition are sure-fire ways to create buzz among attendees.

Free food: Complementary snacks and refreshments fuel attendees and exhibitors while they mingle, keeping everyone fresh for the entire expo! Our popular “Take a Student to Lunch” event brings a fresh wave of interaction into the hall on Day 2.

Fitness Forum: Stay active in Aurora! The Fitness Forum gets attendees moving, and exhibitors can apply to lead sessions. It's a great way to showcase your fitness products and programming in action.

Games & activities: The expo always features fun activities that draw crowds and encourage friendly competition. Past events include a pickleball tournament, T-shirt and sticker exchanges, climbing wall, interactive smart wall competition, and more!



page 8

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Scale new heights in campus rec!

"Bar none, the best-organized trade show each year, and we always look forward to attending!"

Texon Towel & Supply

Access to key decision makers:

Exhibitors get unmatched access to a connected, mission-driven community of campus rec and wellbeing professionals. Get face time with than 1,200 attendees, including a strong concentration of senior- and mid-level professionals: The current and future directors of campus rec. Whether you're forging new relationships or reconnecting with long-time clients, NIRSA is where real conversations happen.

Elevated brand exposure: Maximize your visibility before, during, and after the event. All exhibitors receive enhanced profiles on the NIRSA 2026 website and mobile app, giving your brand a consistent presence where attendees are looking.

Advertising opportunities: Want even more exposure? Advertising opportunities pre-event, on-site, and post-event will make your brand stand out above the competition.

Engagement beyond the expo:

Exhibitors receive full access to the NIRSA Conference including socials, ed sessions, keynotes, and roundtable discussions. These additional touchpoints deepen relationships and increase your presence beyond your booth.

Showcase thought leadership:

Be more than a vendor: Be a valued resource. Exhibitors can apply to present, share expertise, or demonstrate solutions through education sessions, the Fitness Forum, and sponsored opportunities that align your company with innovation and impact.

Qualified lead generation: With access to attendee lists and a lead retrieval service, it's easy to scan badges, track booth traffic, and follow up with interested prospects—turning conversations into customers.



page 9

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Embrace the benefits of exhibiting with NIRSA!

All booths come standard with the following amenities:

- Access to all NIRSA 2026 educational sessions, roundtables, keynotes, and socials
- Company listing on NIRSA's online floor plan and exhibitor website
- Company listing in the NIRSA 2026 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 March 26, 2026)
- Three NIRSA Conference & Campus Rec Expo attendee lists with attendee email addresses (unless opted out)
 - NOTE: NIRSA does not sell attendee lists. BEWARE of scams pertaining to NIRSA attendee lists



page 10

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**Wi-Fi is included for all hotel guests at the Gaylord Rockies, 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.*

"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



Secure your booth!

In our last three exhibitor surveys, 96% of exhibitors reported that the NIRSA Conference is worth their time and money and captures their target audience. 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 2, 2025

Corner Fee

- \$225 per corner
- Not eligible for discounts

Island

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

Nonprofit

- \$19 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 OneView Exhibitor Kit.

Floor Plan

Floor plan subject to change.

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



page 11

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for details

“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



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 2026 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 **November 20, 2025**. 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 billing@nirsa.org.

Reserve your room at NIRSA host hotels

Room blocks at the Gaylord Rockies will be open in early December 2025. BEWARE of housing scams. The link provided by NIRSA is the ONLY way to book your room securely!

Important Dates**

October 2, 2025	Early bird period ends, booth fees increase, canceled booths incur 50% fee
November 20, 2025	Full payment for booth space due
January 9, 2026	Canceled booths incur 100% cancellation fee
Winter 2025/2026	Fern OneView Exhibitor Kit available
March TBA, 2026	First attendee list sent to all exhibitors
March 5, 2026	Certificates of insurance due to NIRSA
March 26, 2026	Booth staff assignments due, additional badge fees increase by \$25
March 26, 2026	Last day to reserve booth space without \$500 late fee
TBA 2026	Discounts for AV, electric, booth furnishings end
March 27, 2026	Second attendee list sent to all exhibitors
TBA 2026	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 8, 2026	Exhibitor setup Large booths only: 8:00am-11:00am, tentative All booths: 11:00am-5:00pm, tentative
April 9, 2026	Exhibitor setup: 8:00am-noon, tentative
April 9-10, 2026	Campus Rec Expo Hours 4/9: 2:00pm-5:00pm, tentative Hours 4/10: 9:00am-2:00pm, tentative
April 10, 2026	Exhibitor tear down: 2:00pm-10:00pm, tentative
April 14, 2026	Exhibitor survey sent out
April 16, 2026	Final attendee list shared with exhibitors
July 15, 2026	Access to attendee list closes, exhibitor mailing must be completed

***All dates are subject to change.*



page 12

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FAQ

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

Exhibitors can book a booth online at nirsa.org/exhibit. The deadline to purchase a booth without incurring a \$500 late fee is March 26, 2026.

Where can I find an invoice for my purchase?

A copy of your invoice was attached to the confirmation email you received from no-reply@pheedloop.com when you registered. You'll also find a copy of your purchase under the "Purchases and contract" tab of your PheedLoop exhibitor portal. If you need additional assistance, you can also reach out to billing@nirsa.org.

What are my PheedLoop login and password?

If you do not remember your PheedLoop login credentials, please try the password reset feature or reach out to nirsa@nirsa.org. You will need your PheedLoop login 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 2026. 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, discover helpful links, and more. Booth details you update in the exhibitor portal will sync with your exhibitor listing on the NIRSA 2026 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 March 26, 2026; starting March 27, 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 nirsa@nirsa.org with questions about associate membership.



page 13

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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 nirsa@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 Rockies will be open in early December 2025. 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 nirsa@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 2026. 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 Rockies 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 OneView Exhibitor Kit.

Is there a business center in the Gaylord Rockies?

Yes, the Gaylord Rockies 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 Aurora 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 discounted material handling rates on freight. New this year, all freight over 1,000 pounds will qualify for discounts as opposed to just exercise equipment. The higher the weight, the higher the discount, to encourage exhibitors to ship products and booth displays that will enhance their presence at the show.

More conveniently, there is no need to separate freight or apply different labels this year. Discounts and shipping labels can be found in the Fern OneView 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 OneView Exhibitor Kit in the winter for union regulations, labor, and material handling.



page 15

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

You can find the loading docks behind exhibit halls 2-3. 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 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. Check out our [NIRSA 2026 sponsorship menu](#) and contact Director of Corporate Relations & Business Development Emily Hughes at emily.hughes@nirsa.org for more information.



page 16

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Contact us today!

Interested in NIRSA 2026 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



page 17

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Save the Dates!

NIRSA 2027
March 1-4, 2027
at the Kansas City Convention Center
in Kansas City, MO

NIRSA 2028
April 4-7, 2028
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in Milwaukee, WI

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in Nashville, TN