

2013 Soccer Champions

Mohegan Sun
Convention Center

South Point Arena

Exhibitor Registration & Information Kit



Mohegan Sun Convention Center
Mohegan Sun Resort & Casino
Uncasville, Connecticut
February 28 – March 2, 2013

South Point Arena
South Point Hotel, Casino & Spa
Las Vegas, Nevada
March 7 - 9, 2013

www.SoccerChampionsClinic.com



Dear Exhibitor,

The 11th annual **Soccer Champions Coaches' Clinics** will be held this year on February 28 - Saturday, March 2 at the spectacular Mohegan Sun Convention Center in Uncasville, Connecticut, and on March 7 - March 9 at the South Point Arena in Las Vegas, Nevada. We invite you to join us as an exhibitor at one or both.

Why should you plan to exhibit at this year's clinics? Here are **SIX GREAT REASONS**:

- **The Attendance:** Last year, we had more than 1,500 coaches join us from across the country and we expect this attendance level to grow in 2013. We offer two of the largest soccer clinics in the country.
- **The World-Class Presenters:** Our clinics will once again feature some of the world's top soccer minds and clinicians. Past soccer presenters/clinicians include: former U.S. Men's National Team Head Coach and current LA Galaxy Coach Bruce Arena; MLS Seattle Sounders Head Coach Sigi Schmid; Soccer Superstar Mia Hamm; World Cup Champion Brandi Chastain; current U.S. Women's National Team Head Coach Pia Sundhage, the FA's Elite Coaching Manager Dick Bate; National Champion Collegiate Coach Anson Dorrance of the University of North Carolina; former U.S. Men's National Team Player and ESPN Analyst Alexi Lalas; MLS Houston Dynamo Head Coach Dominic Kinnear; and, of course, World Cup Champion and Olympic Gold Medalist coach Tony DiCicco and National Champions Collegiate Coach Ray Reid, among many others.
- **The Fair Pricing:** We know that this is a competitive marketplace, so we've kept our exhibitor booth prices the same as last year's clinics while continuing to improve the exhibitor experience at both venues. If you decide to attend both clinics, you'll receive a multi-clinic discount.
- **The Exposure to Your Target Market:** We'll promote your brand and product to clinic attendees throughout the year. Once you complete your registration, we'll announce your participation at the event on our Facebook and Twitter pages (our following is increasing every week). You'll be listed in our Event Handout that is provided to every attendee, and we'll eblast all of our attendees to let them know your company's contact information is posted on our website, so that they can contact you at any time for their soccer needs, both before and after the clinics take place.



- **Our Commitment to Service:** We'll make sure you are taken care of from start to finish. We've once again hired Phoenix Exposition Services to handle all your set-up needs so that your booth is sure to look fantastic. You'll receive an information packet when you arrive, along with an Event Handout and personalized credentials for your staff. Our exposition services company and our clinic staff will make sure you have everything you need. And, we even offer complimentary coffee on Friday and Saturday mornings.
- **The Spectacular Venues:** The Mohegan Sun Convention Center offers a world-class casino, fine dining, upscale retail shopping, and luxurious and convenient accommodations. We also have partner hotels nearby that also offer special rates for our exhibitors. Our Las Vegas location, the South Point Hotel, is just minutes away from the famous Las Vegas Strip. Some of the many amenities include a state-of-the-art casino and gaming area, a 16-screen Century Theatre movie complex, 64-lane bowling center and a handful of restaurants that cater to all appetites and tastes. AND, we've gone ahead and secured discounted rates on a block of rooms for the clinic at both hotels, so that you can enjoy the convenience of staying right on the clinic site at the best price possible.



We invite you to exhibit at our clinics. We know you have choices, but we're sure you'll find this event to be a valuable investment. Your exhibitor booth fee gets you a booth (at either or both locations) for a low price and you'll have the opportunity to reach a captive audience of more than 1,500 soccer coaches.

The enclosed information kit will provide you with some additional details and a registration form for your use. Or, you can simply register online at www.soccerchampionsclinic.com. Additionally, you should always feel free to call the Event Office at 860.674.1500 with any clinic questions or for assistance in signing up.

We hope to see you at the 2013 Soccer Champions Coaches' Clinics at Mohegan Sun and in Las Vegas this coming February and March.

Sincerely,

Rick Orluk

P.S. If you are interested in playing a major role through sponsoring this event, please give us a call! We'd love to talk with you about this opportunity





Exhibitor Registration



Company Name (as you wish it to appear in clinic materials) _____

Type of Business/Products _____

Address _____

City _____ State _____ Zip _____

Contact _____ Email _____

Phone # _____ Fax # _____

Cell Phone # _____ Company Web Site _____

EXHIBITOR BOOTH RESERVATION FOR: Check appropriate box

Please enter quantity: _____ 10' x 10' booth - \$675.00
_____ 10' x 20' booth - \$1,245.00

Mohegan Sun (2/28 – 3/2 only)
Mohegan Sun (2/28 – 3/2 only)

_____ 10' x 10' booth - \$625.00
_____ 10' x 20' booth - \$1,125.00

Las Vegas (3/7 – 3/9 only)
Las Vegas (3/7 – 3/9 only)

**Register for both
events & SAVE!**

_____ 10' x 10' booth - \$1,200.00
_____ 10' x 20' booth - \$2,220.00

Mohegan Sun & Las Vegas – SAVE \$100
Mohegan Sun & Las Vegas – SAVE \$150

Total Amount Due: \$ _____ Please make check payable to "Soccer Champions Coaches' Clinic"

To provide additional brand exposure for your company, we are asking exhibitors to donate an item that will be showcased in a clinic raffle and/or in our Exhibitor Passport Program. This program is designed to encourage attendees to visit a series of participating booths in order to win prizes. For more information call the event office at 860.674.1500.

If paying by check, please mail this application, along with payment to:

2013 Soccer Champions Coaches' Clinic
c/o Gold, Orluk & Partners, LLC
172 West Main Street, PO Box 1177
Avon, CT 06001

***If you would like to pay by credit card, please call 860.674.1500 or register on the event website.*

Exhibitors' sale of products on site during the event requires written approval by the Clinic Director.

For an event schedule and more exhibitor info please visit www.SoccerChampionsClinic.com or call 860.674.1500.

Be sure to 'like' us on Facebook and follow us on Twitter for the latest news & announcements about the events!

Event Office: Gold, Orluk & Partners, LLC • PO Box 1177 • Avon, CT 06001 • 860.674.1500 • Fax: 860.674.1704



Exhibitor Information



Soccer Champions' Coaches' Clinic at Mohegan Sun: February 28 – March 2, 2013

Site: Mohegan Sun Convention Center
1 Mohegan Sun Blvd
Uncasville, CT 06382
www.mohegansun.com

Accommodations: Rooms are available at Mohegan Sun's spectacular on-site hotel. Please ask for the Soccer Champions Coaches' Clinic room block to receive the discounted rate of \$215.00, which is based on single or double occupancy. All room rates are guaranteed through February 14th on a space available basis. Reservations made after February 14th will be provided on a space-available basis and will be subject to current rates. The room block code for 2013 is **SCCC13A**. Please contact the Mohegan Sun Hotel for available rooms: 866.708.1340. Additional accommodations are available at nearby hotels (rates ranging from \$89 - \$149 plus tax); see website for details.

Soccer Champions Coaches' Clinic in Las Vegas: March 7 – 9, 2013

Site: South Point Hotel, Casino & Spa
9777 Las Vegas Blvd S
Las Vegas, NV 89183-4013
(702) 796-7111
www.southpointcasino.com

Accommodations: Please ask for the Soccer Champions Coaches' Clinic room block to receive the discounted rate of \$69 - \$99 applicable taxes, which is based on single or double occupancy. All room rates are guaranteed through February 14th on a space available basis. Reservations made after February 14th will be provided on a space-available basis and will be subject to current rates. Please see website for additional booking information and special hotel promotional code.

General Information for Both Soccer Champions Coaches' Clinics

Exhibitor Set-up:	Thursday, February 28 / March 7:	2:00 pm – 8:00 pm
	Friday, March 1 / March 8:	7:00 am – 8:00 am
Approximate Exhibitor Hours:	Friday, March 1 / March 8:	8:30 am – 5:30 pm
	Saturday, March 2 / March 9:	8:45 am – 4:00 pm



Exhibitor Information



Exhibitor Credentials

Each booth/exhibitor will be granted four (4) credentials total unless otherwise agreed upon by the Clinic Director. These credentials will allow the holder access to the presentation areas in addition to the Exhibitor Zone for the entirety of the event as well as for set-up and break-down of the exhibitor's booth. The first registered member of the exhibitor's group to arrive and sign in at the registration table will receive ALL of the credentials associated with their group, even for members not present at the time. Credentials are non-transferable to anyone other than associated members of the exhibitor company. Exhibitors needing additional credentials (beyond the original four included in booth purchase price) for exhibitor booth staff will be charged \$75.00 each.

Set-Up and Break-Down

Exhibitors will be allowed set-up time on the Thursday and/or Friday morning preceding the commencement of the pre-determined exhibitor hours (while change is not expected, times are subject to alterations). Under no circumstances are exhibitors allowed to set-up or break-down their booth during exhibitor hours. Exhibitors are required to remain open until 4:00pm Saturday, March 2 / March 9 respectively, and may only begin packing up following the commencement of the final coaches' session of the day, unless approved by the Clinic Director. This can include, but is not limited to, setting up or taking down signs, moving tables, putting away equipment, etc. We very much appreciate your adherence to these guidelines.

Exposition Services Contractor

Phoenix Exposition Services will be handling on-site exhibitor services at the Mohegan Sun & South Point Arena. An Exhibitor Packet prepared by Phoenix Exposition Services will be available for download on the clinic website six weeks in advance of clinic start date. For information regarding any exposition services such as pre-event shipments, additional furniture, porter service and booth cleaning needs, contact John LaPlant of Phoenix Exposition Services at 774.239.6303 or PHOEN44337@aol.com.

Exhibitor/Promotional Activities

All members associated with an exhibitor must remain within their booth's area while conducting any form of advertising, promotional, or business activity. Any activity which occurs outside of the contracted area either in the convention center/arena, or anywhere on associated hotel or casino grounds, which has not been pre-approved by the Clinic Director, will be immediately halted and the exhibitor's status at the clinic will be reviewed. Activities outside approved areas can include, but are not limited to, distributing flyers, posting posters/ads, product demonstrations, etc.

Use of Logos

The use of the logos of the Soccer Champions Coaches' Clinic or any other associated exhibitors/sponsors of the convention is strictly prohibited prior to, during, or following the event unless previously agreed upon by the parties involved.

Booth Assignments

Space is limited. Exhibitor space will likely sell-out; therefore reservations will be taken on a first-come, first-served basis. Booth numbers and locations for the current year's clinic will be based on exhibitor seniority and date of commitment; however, any requests involving placement or specialty booths made with enough time prior to booths being assigned will be taken into consideration if possible. Booth assignments will take place in the weeks preceding the commencement of the event and all exhibitors will be notified with ample time for preparations and accommodation.

Hotel Accommodations

Hotel accommodations are not included in the booth registration fee; however, special event rates are available at the Mohegan Sun Hotel & South Point Hotel and surrounding clinic partners hotels on a first-come, first-served basis. Please see the "Hotel/Directions" page on the Clinic website for partner hotels and special promo codes.