

2013 Soccer Champions

Mohegan Sun
Convention Center

Exhibitor Registration & Information Kit



Mohegan Sun Convention Center
Mohegan Sun Resort & Casino
Uncasville, Connecticut
February 28 – March 2, 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. We invite you to join us as an exhibitor..

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

- **The Attendance:** Last year, we had more than 1,000 coaches join us from across the country and we expect this attendance level to grow in 2013. We offer one of the largest soccer clinics in the country.
- **The World-Class Presenters:** Our clinic 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 clinic while continuing to improve the exhibitor experience.
- **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 clinic takes 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 morning.
- **The Spectacular Venue:** 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. We've gone ahead and secured discounted rates on a block of rooms for the clinic, 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 clinic. 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 for a low price and you'll have the opportunity to reach a captive audience of more than 1,000 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 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:	<input type="checkbox"/> 10' x 10' booth - \$675.00	Mohegan Sun (2/28 – 3/2)
	<input type="checkbox"/> 10' x 20' booth - \$1,245.00	

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 event!



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.

Exhibitor Set-up: Thursday, February 28: 2:00 pm – 8:00 pm
Friday, March 1: 7:00 am – 8:00 am

Approximate Exhibitor Hours: Friday, March 1: 8:30 am – 5:30 pm
Saturday, March 2: 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, 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. 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 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.