



US YOUTH SOCCER

adidas Workshop

February 25-27, 2010

EXHIBITOR REGISTRATION

2010 US Youth Soccer *adidas* Workshop Exhibit Space Application

The following is an application for exhibit space for the 2010 US Youth Soccer *adidas* Workshop in Fort Worth, TX which will become a binding contract when such application is received. The undersigned company ("Exhibitor") does hereby make application to participate as an Exhibitor in the 2010 US Youth Soccer *adidas* Workshop to be held at the Fort Worth Convention Center February 25-27, 2010. We request Thom Meredith Inc to reserve the following exhibit space area for our use at the Workshop. We understand that specific booths will be assigned based on a point system.

EXHIBIT SPACE RATES: (10' x 10') Booth Rate is as follows:
IF PAID Prior to October 31, 2009: \$ 850
IF PAID Between October 31, 2009 and February 1, 2010: \$1,000
IF PAID After February 1, 2010: \$1,250

BOOTH FEE MUST ACCOMPANY REGISTRATION

Please make check payable to **US Youth Soccer** and mail to:
Thom Meredith, Inc 13 Skyview Way, Newtown, PA USA 18940-1185
IF PAYING BY CREDIT CARD (VISA, MASTERCARD, AMEX):

No.: _____
 Exp Date: _____
 V-Code: _____
 Name on Card: _____
 Signature: _____

2010 US YOUTH WORKSHOP ORDER

Number of booths _____
 (Each 10x10 Space)
 Cost Per 10x10 Space **X** _____
 Total Booth Cost = _____
 Goody Bag Insert Cost + _____
 Advertising Cost + _____
 Indicate Ad Size: _____
 TOTAL DUE = _____

Company Name (as it will read on all advertising and signage): _____

Exhibitor Contact: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 EMail: _____

US YOUTH SOCCER 2010 EXHIBITOR AGREEMENT

THIS AGREEMENT is entered into as of the signature date shown below between Unites States Youth Soccer Association (US Youth Soccer) and _____

(Exhibitor)

The Parties Agree As Follows:

1. Exhibitor subscribes for booth space at the **2010 US Youth Soccer *adidas* Workshop** at the Fort Worth Convention Center ("FWCC") in Fort Worth, TX February 25-27, 2010, for a fee and will be supplied with one 6' skirted table, two chairs, pipe and drape, one wastebasket, booth carpet, and one 7' x 44" Exhibitor sign.
2. The Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of Exhibitor's activities on the premises and will indemnify, defend, and hold harmless the Fort Worth Convention Center, US Youth Soccer, Thom Meredith Incorporated ("TMI"), its agents, servants and employees from any and all such losses, damages and claims.
3. The FWCC and/or US Youth Soccer may employ an attorney or attorneys to protect its rights, for which the Exhibitor shall pay the FWCC or US Youth Soccer reasonable attorney fees and expenses incurred.
4. In addition, Exhibitor acknowledges that US Youth Soccer and the FWCC do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain interruption and property damage insurance covering such losses by Exhibitor.
5. Exhibitor shall not be liable for damage or injury occasioned by the negligence of US Youth Soccer, the FWCC, TMI and their designated agents and employees, unless covered by insurance it is required to provide hereunder.
6. The FWCC does not provide equipment, decorations and related services, guard services, labor or carpenters, storage of exhibit materials, special lighting and electrical power, gas and water supply. All arrangements for these items must be made by the Exhibitor and must comply with the above indemnification paragraphs.
7. US Youth Soccer will provide security services through a licensed firm, but US Youth Soccer will not be responsible for any losses which might be suffered by Exhibitor.
8. US Youth Soccer reserves the right to deny participation in the exhibit show to entities that promote, sell or represent products or services in conflict with our policies and/or determined to not be in the best interest of US Youth Soccer players, coaches, administrators or referees.
9. US Youth Soccer and Thom Meredith Inc. have the right to require Exhibitor to conform to the space limitations of Exhibitor's subscribed space. Exhibitor shall not cause light, activities or noise which interferes with the use of other space by other exhibitors. Exhibitor shall not create any dangerous or hazardous situations.

This agreement has been entered into on (Date) _____

By: _____ By: _____ Exhibitor
 US Youth Soccer

September 1, 2009

THE WORKSHOP

Here it is — the biggest and best opportunity to reach all of youth soccer in the United States — the **2010 US Youth Soccer adidas Workshop** taking place February 25-27, 2010 at the Fort Worth Convention Center in Fort Worth, Texas.

The **2010 US Youth Soccer adidas Workshop** will draw over 2,000 soccer administrators, youth coaches, referees and soccer enthusiasts from throughout the United States. In addition to the Exhibit Show, highlighting this annual event is the US Youth Soccer Awards Gala, President's Reception, Gala After Party Presented by adidas, seminars, demonstrations and clinics.

2010 EXHIBIT SPACE RATES: (10' x 10') Booth Rate is as follows:
If Paid Prior to October 31, 2009: \$ 850
If Paid Between October 31, 2009 and February 1, 2010: \$1,000
If Paid After February 1, 2010: \$1,250
PAYMENT IN FULL IS DUE WITH SPACE RESERVATION

EXHIBITOR REGISTRATION

Advance registration is required to guarantee space. Each 10' x 10' booth space is provided with one 6' skirted table, 2 chairs, a wastebasket, pipe and drape, booth carpet and a 7"x44" exhibitor sign. Four name badges are supplied per booth.

In order to assign space, a registration/contract for exhibit space must be received by Thom Meredith Inc accompanied by **payment in full**. Spaces will be assigned to applicants according to the placement system where first consideration is given to official US Youth Soccer sponsors. Thereafter, priority is based on the company with the highest placement number. The placement number is the sum of ten (10) points for each consecutive year of participation and one (1) point for each booth space (each individual 10' x 10' booth). Priority is given on a first-come, first-serve basis to companies who have not previously exhibited. Every effort will be made to create maximum traffic for all exhibitors.

All exhibitors must be completely set up by 5:00 p.m. on Thursday, February 25, 2010. All booths must be staffed by at least one person for the duration of the show and cannot be dismantled prior to 4:00 p.m. on Saturday, February 27, 2010. **Early dismantling of booth may result in a loss of accumulated booth points for future booth assignments.**

GOODY BAG CONTRIBUTIONS

For a fee of \$300, Exhibitors may place an item in the Goody Bag given to all attendees. For non-exhibitors, the following fees apply:

If Paid Prior to October 31, 2009: \$ 850
If Paid Between October 31, 2009 and February 1, 2010: \$1,000
If Paid After February 1, 2010: \$1,250

All Goody Bag inserts must be pre-approved by US Youth Soccer. Instructions for Goody Bag insert delivery will be provided upon approval of the insert.

Workshop Program Advertising Opportunities

| Type | Rate | Dimensions |
|---------------------------|-------|-----------------------|
| Four-Color Full Page | \$600 | 4.25" x 5.75" + bleed |
| Four-Color Half Page | \$400 | 3.75" W x 2.375" H |
| Black-and-White Full Page | \$500 | 4.25" x 5.75" + bleed |
| Black-and-White Half Page | \$300 | 3.75" W x 2.375" H |

Four-Color, full-page based on full bleed, so please allow 1/8" all the way around for trim. Camera-ready artwork according to US Youth Soccer specifications **must** be provided by the advertiser. All rates are net and payment is due with the order. A separate, one-page agreement will be completed through TMI upon order.

INSERTION ORDER DEADLINE IS DECEMBER 14, 2009
CAMERA-READY ARTWORK IS DUE BY JANUARY 20, 2010

Payment Policies

The Exhibitor agreement and the application/contract for exhibit space must be signed and accompanied by a check (**made out to US Youth Soccer ONLY**) for the full amount, or paid by credit card (VISA, MasterCard or American Express accepted) when the order is placed.

Once this agreement is signed, it will be a binding contract for the number of booths reserved. Failure to comply with payment requirements will delay the application process and space assignment which may prevent acceptance of an application since available space may be sold out before payment is received in full. Assigned exhibit space will be confirmed by December 1, or when the application is accepted, whichever is later.

Companies cancelling booths prior to October 1, 2009 will receive a refund less a \$100 processing fee — **no exceptions**. Companies cancelling booths after October 1, 2009 will forfeit all monies paid for the booth — **no exceptions**.

Contractor Services

Each exhibitor will receive an exhibitor kit with all relevant information for show decorating and drayage for their booth by December 1, 2009. All inquiries regarding electrical, shipping, audio-visual needs and other typical booth requirements **must** be directed to Paramount, the Show Decorator. That contact information will be available no later than January 15, 2010.

Fort Worth Convention Center
1201 Houston Street
Fort Worth, TX 76102
866-630-2588

**2010 US YOUTH SOCCER adidas WORKSHOP
PRELIMINARY SCHEDULE OF EVENTS***

Wednesday, February 24, 2010

- Exhibitor Set Up/Registration 3:00 p.m. to 6:00 p.m.

Thursday, February 25, 2010

- Exhibitor Set Up/Registration 8:00 a.m. to 5:00 p.m.
- Workshop Registration 2:00 p.m. to 8:00 p.m.
- Exhibit Hall Opening Reception 6:00 p.m. to 8:00 p.m.
- Exhibit Hall Hours 6:00 p.m. to 8:00 p.m.

Friday, February 26, 2010

- Workshop Registration 7:30 a.m. to 4:00 p.m.
- Exhibit Hall Hours 8:30 a.m. to 5:00 p.m.
- Coaching Demonstrations 9:00 a.m. to 4:00 p.m.
- Educational Sessions 9:00 a.m. to 4:00 p.m.
- President's Reception 6:30 p.m. to 7:30 p.m.
- US Youth Soccer Awards Gala 7:30 p.m. to 10:00 p.m.
- + Gala After Party Presented by adidas 10:00 p.m. to midnight

Saturday, February 27, 2010

- Registration 8:30 a.m. to 11:00 a.m.
- Exhibit Hall Hours 8:30 a.m. to 4:00 p.m.
- Coaching Demonstrations 9:00 a.m. to 4:00 p.m.
- Educational Sessions 9:00 a.m. to 4:00 p.m.
- Exhibit Tear Down and Load Out 4:00 p.m.

***All events and times are tentative and are subject to change.**

- Exhibits to take place in Exhibit Hall at Fort Worth Convention Center
- Educational Sessions to take place in Fort Worth Convention Center
- + Events to take place in the Headquarters Hotel

**SEE YOU IN
LOUISVILLE, KY!
February 24-26, 2011**



FOR MORE INFORMATION:

Contact Thom Meredith or Chris Wyche at Thom Meredith, Inc
13 Skyview Way, Newtown, PA USA 18940-1185

Thom Office Phone 267-364-5356 NOTE NEW FAX 267-430-0305
Chris Phone 913-706-6611

E-mail usyouthexhibitsinfo@comcast.net