2018 UNIVERSITY ATHLETICS TRADESHOW

WE ARE UNIVERSITY SPORT
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ABOUT THE TRADESHOW

The U SPORTS University Athletics Tradeshow is held in conjunction with the U SPORTS Annual General Meeting and Conference from Monday June 4 to Thursday June 7, 2018. It is designed to help key decision-makers from Canadian University Athletic Departments find the latest products and services to help their programs and facilities to ultimately serve students and their communities.

Representatives from all 56 Canadian Universities will be present at the one-day tradeshow on Tuesday June 5th. Past exhibitors include athletic, fitness, facility, apparel and manufacturers companies.

WHO ATTENDS

- Athletic Directors/Associate Athletic Directors: 43%
- Senior Management/CEO: 39%
- Coordinators/Coaches: 10%
- Other: 8%

FAST FACTS ABOUT CANADIAN UNIVERSITY ATHLETICS

- 110: number of years the organization has existed (formerly known as CIAU, CIS)
- 12,000: U SPORTS athletes competing in 12 sports for 21 National Championships
- 8,000: additional athletes competing in varsity sports outside of U SPORTS events
- 60,000: average monthly attendance for University athletic facilities
- 97%: of student athletes consider being an athlete to be an important part of their university experience
- 50%: of Team Canada Athletes had connections to U SPORTS
- 158: Canadian Olympians at the RIO Olympics had ties to U SPORTS
- 7: Olympic medals won by current/former U SPORTS athletes
About WE ARE UNIVERSITY SPORT

MEMBERSHIP MAP

University of Alberta
Brandon University
UBC
UBC Okanagan
University of Calgary
University of the Fraser Valley
University of Lethbridge
University of Manitoba
MacEwan University
Mount Royal University
UNBC
University of Regina
University of Saskatchewan
Thompson Rivers University
Trinity Western University
University of Victoria
University of Winnipeg

Algoma University
Brock University
Carleton University
University of Guelph
Lakehead University
Laurentian University
McMaster University
Nipissing University
UOIT

University of Ottawa
Queen’s University
RMC
Ryerson University
University of Toronto
Trent University
University of Waterloo
University of Western Ontario

Wilfrid Laurier University
University of Windsor
York University

Bishop’s University
Concordia University
Université Laval
McGill University
Université de Montréal
Université du Québec à Montréal
Université du Québec à Trois-Rivières
Université de Sherbrooke

Acadia University
Cape Breton University
Dalhousie University
Memorial University
Mount Allison University
Université de Moncton
University of New Brunswick
University of PEI
Saint Mary’s University
St. Francis Xavier University
St. Thomas University
LOCATION

Sheraton Vancouver Wall Centre
Grand Ballroom
1088 Burrard Street
Vancouver, BC
V6Z 2R9, Canada

Phone: (604) 331-1000
Hotel Reservations: 888-627-7058

www.sheratonvancouver.com

SCHEDULE

Tuesday June 5, 2018
10:00 am – 4:00 pm

Agenda
Coming soon.
EXHIBITORS

LOADING INFO

COMING SOON

WIFI & POWER

There is complimentary WIFI for Guests and Exhibitors. Additional charges apply for power connections.

More information will be available.

HOTEL RESERVATIONS

There will be a limited time offer for a special block of rooms for Exhibitors.

Please phone the hotel at: 888-627-7058 and indicate that you are with the U SPORTS Tradeshow.

VEHICLE RENTAL

While staying in Vancouver, Tradeshow Management has arranged special rates with Discount Car & Truck Rental.

Please contact us for more details.

COMING SOON
EXHIBITOR BOOTH
$700 CDN + donation of one door prize valued at $40 or more. Includes:

- 6’ Skirted vendor table with two chairs
- Opportunity to distribute information packages
- Logo and promotion on list of tradeshow materials
- All other material must be provided by the exhibitor
- Opportunity to display banners, flags, table cloths etc.

- List of attendees available following the event
- Inclusion in one pre-event e-blast to each University Athletics Department one week prior to the Tradeshow
- Inclusion in one post-event Tradeshow summary e-blast to each University Athletics Department
- One-post event mailing to each University Athletics Department (limitations on size and weight of material)
**DEMONSTRATION AREA**

$1,000 CDN. Includes:

- 2 30 minute demonstration time slots (am/pm)
- Opportunity to leave behind materials/ gifts

**MORNING WORKOUT SPONSOR**

$1,000 CDN. Includes:

- Branding on workout t-shirt and water bottle for each participant
- Opportunity to lead the morning workout on any or all of the mornings of the conference
- Time of workout is to be determined

**CLICK TO WATCH THE VIDEO**
TRADESHOW RECEPTION
$1,000 CDN. Includes:

• Post-Tradeshow Reception
• Introduction/ welcome to attendees
• Branding on all materials

LUNCH SPONSOR
$1,500 CDN. Includes:

• Introduction/ welcome to delegates
• Opportunity to leave behind materials/ gifts
• Two opportunities available – June 5 or June 6

Additional Sponsorship Opportunities available.

Please inquire with Show Management for more details.
### AWARDS BANQUET DINNER SPONSOR
$5,000 CDN. Includes:

- Introduction/ welcome to delegates
- 140 Special Guests
- Opportunity to leave behind materials/ gifts
- Corporate branding at banquet
- 5 tickets to attend banquet

### HOSPITALITY SPONSOR
$4,000 CDN. Includes:

- Daily Invitation-Only Hospitality for Delegates and Special Guests (4x)
- Introduction/ welcome to delegates
- Branding on all materials related to Hospitality

### DELEGATE WELCOME GIFT
$1,000 CDN. Includes:

- Branding on Delegate golf shirt
- Opportunity to include samples/product in Delegate Welcome Gift
SPECIAL EVENTS

LUNCHEON
Join 120 special guests and delegates for the luncheon on June 5 and/or June 6. There will be a keynote speaker at each luncheon.

AWARDS
The U SPORTS Annual Awards Ceremony recognizes people within the industry for their achievements.

Jean-Marie De Koninck Coaching Excellence Award is presented annually to an individual who has made an outstanding contribution to university sport as demonstrated by his/her long term commitment and leadership as a coach at the local, provincial, national and/or international levels of U SPORTS.

Fred Sgambati Media Award is presented to a member of the news media who has made a major contribution to the development and growth of Canadian university sport.

Austin-Matthews Award is presented annually to an individual who has made an outstanding contribution university sport as demonstrated by his / her long term commitment and leadership as a coach, director, chairperson and/or executive committee member at the local, provincial and / or national levels of U SPORTS.

L.B. “Mike” Pearson Award is presented annually to a distinguished Canadian citizen of outstanding achievements who once participated in university sport.

POST-TRADESHOW RECEPTION
Immediately following the Tradeshow, there will be a special networking Reception for all Delegates, Special Guests and Exhibitors.

TESTIMONIALS

“It was a great show. We’re very happy the have been part of it.”

Jeff Caughill
Marchant’s School Sport

“We believe this is an excellent venue for us to spread the word about our company and opportunity for partnerships with Canadian Universities.”

Mark McGuire
Hub Media Inc.
REGISTER

Company Name:  
Address:  
City:  
Province:  
Postal Code:  

Primary Contact Name:  
Primary Contact Email:  
Primary Contact Phone #:  

Please check which package you are purchasing:

- [ ] Booth $700  
- [ ] Morning Workout $1,000  
- [ ] Lunch $1,500  
- [ ] Hospitality $4,000  
- [ ] Demonstration Area $1,000  
- [ ] Tradeshow Reception $1,000  
- [ ] Awards $5,000  
- [ ] Delegate Welcome Gift $1,000  
- [ ] Other:  

Do you require electricity for your booth?  
Yes ☐  No ☐  

Do you require an invoice?  
Yes ☐  No ☐  

TERMS

All funds are listed in Canadian Dollars. Registration must be accompanied by full payment otherwise Tradeshow Management reserves the right not to accept the Exhibitor or Sponsor. All sales are final and there are no cancellation refunds will be available. All sales and promotion must be done within the allotted booth space unless previously discussed with conference organizers. Conference coordinators reserve the right to determine the location of exhibitor booths.

Methods of payment include cheque, money order, MasterCard, VISA.

PLEASE SEND PAYMENT TO:

U SPORTS  
Attn: AGM Tradeshow  
45 Vogell Road, Suite 701  
Richmond Hill, ON  
L4B 3P6  
P: 905-508-3000

CONTACT: U SPORTS University Athletics Tradeshow Management

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