



# EXHIBITOR

## FREQUENTLY ASKED QUESTIONS

**Convention Dates:** Indiana Convention Center  
**February 14 - 16, 2027** 100 South Capitol Ave  
Indianapolis, IN 46225

### Exhibitor Move-In/Set-Up:

February 12<sup>th</sup> 8 AM to 5 PM

February 13<sup>th</sup> 8 AM to 6 PM

(please be checked-in by 6PM)

February 14<sup>th</sup> 7 AM to 8:30 AM

### Exhibitor Move-Out begins at NOON on

February 16<sup>th</sup>

If you or your staff need to leave early for an extenuating circumstance, Freeman offers booth dismantling and freight handling services for an additional fee to help pack and ship materials.

## FREQUENTLY ASKED QUESTIONS:

### WHO WILL VISIT MY COMPANY'S BOOTH?

- Exhibitors will reach over 7,000 coaches and support personnel from high school to professional ranks during the 3-day convention.

### WHAT ARE SOME BENEFITS AVAILABLE FOR EXHIBITORS?

- Benefits, such as premium booth placement, social media and digital campaigns, product showcases, as well as signage and branding opportunities are available when you become a Sponsor.
- For more information, please reach out to:

#### **BOBBY STAUB**

Deputy Director  
(254) 754-9900

[Bstaub@afca.com](mailto:Bstaub@afca.com)

### WHAT IS INCLUDED IN MY BOOTH PACKAGE?

- A 10' x 10' booth will be set with an 8' high BLUE and RED back drape and a 3' high BLUE side drape



### WHAT IS INCLUDED IN MY BOOTH PACKAGE?

- Booths 300 sq ft or less will receive a one-line identification sign (7" x 44")
- Included # of badges based off booth size
- Book within the AFCA Housing Room block
- Ability to block meeting room space in hotels outside of show hours, pending AFCA approval
- Certificate of Liability Insurance, provided by **Rainprotection Insurance**, that meets the requirements of the AFCA and Convention Center
- Available for purchase:
  - Furniture (table/chair, etc.)
  - Flooring
  - Wi-Fi
  - Electrical
  - Rigging

### CAN I MOVE MY OWN STUFF INTO MY BOOTH?

- Exhibitors may hand carry or cart (non-motorized or mechanical) their booth materials themselves. The Freeman Company offers more assistance for an additional fee.

### IS A THIRD-PARTY CONTRACTOR ALLOWED?

- Yes, you will need to complete the [Exhibitor Appointed Contractor Form](#) before **January 22, 2027**.

## FREQUENTLY ASKED QUESTIONS:

### CAN I PLAY MUSIC/SOUND IN MY BOOTH?

- Sound equipment in booth is permitted, as long as, noise level does not disrupt the activities of neighboring exhibitors

### I PLAN TO SELL RETAIL ITEMS IN MY BOOTH; DO I NEED TO APPLY FOR A PERMIT?

- Yes, the Indiana Department of Revenue requires exhibitors selling goods (new or used) to register and submit a Business Tax Application for sales tax.
- All exhibitors selling products or tangible items are required to collect the Indiana state sales tax (currently 7%) and declare it to the IDOR. Presently, a \$25.00 business registration fee applies. Please visit [here](#) to register and for additional information.

### CAN I GIVE OUT FOOD OR BEVERAGE SAMPLES OF MY PRODUCT?

- Yes, but it must be approved by AFCA and Sodexo Live!
- Email your request to [exhibits@afca.com](mailto:exhibits@afca.com)

### CAN EXHIBITORS ATTEND THE CONVENTION'S EDUCATIONAL SESSIONS?

- Yes, badged exhibitors may attend any educational sessions, however, booths must have an exhibitor in them during Exhibit Hall hours.

### FRIENDLY REMINDERS:

1. Common Sense Prevails!
2. Backdrop height is 8 ft tall and one-sided
3. Exhibit within your respective space – signs, demonstrations, and solicitations DO NOT belong in the aisles, this is the AFCA's space
4. **MOVE-OUT begins at NOON on Tuesday, February 16<sup>th</sup>** – if you have an extenuating circumstance causing you to move-out early, The Freeman Company will be happy to aid you in dismantling your booth and handling freight for an added fee
5. **BE KIND TO ONE ANOTHER** – Please be a good and respectful Exhibitor to one another

## OFFICIAL SERVICE PARTNERS OF THE AFCA

- **THE FREEMAN COMPANY**
  - Booth Furnishing / Flooring
  - Shipping Advanced and On-Site
  - Can aid in booth Assembly and Dismantling
- **SMARTCITY**
  - Wi-Fi
  - Electrical
- **SOUND & LIGHT DEPARTMENT**
  - Rigging
  - Audio Visual
- **FASTBREAK TRAVEL, LLC**
  - Official Housing of AFCA
- **MYS (MAP YOUR SHOW)**
  - Exhibitor Profile on digital Floor Plan and Mobile App
  - Schedule appointments during Convention
  - Promotional Opportunities
  - And much more
- **RCS EXPOSMART APP**
  - Lead Retrieval via badge scanning

# How to become an Exhibitor:

- **Step 1:** Review the Exhibitor Floor Plan
- **Step 2:** Agree to the AFCA Agreement of Terms & Complete the Exhibitor Application
- **Step 3:** Once assigned, Invoice will be emailed. Payment is due upon receipt

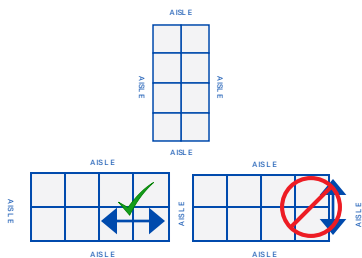
Exhibitor Selection Waves				
Wave 1	Wave 2	Wave 3	Wave 4	Wave 5
June 1 <sup>st</sup>	July 13 <sup>th</sup>	August 10 <sup>th</sup>	September 8 <sup>th</sup>	October 5 <sup>th</sup>
<ul style="list-style-type: none"> <li>• Partner, Champion, Platinum, and Gold Sponsors</li> </ul>	<ul style="list-style-type: none"> <li>• Silver and Bronze Sponsors</li> <li>• 30' x 30' and larger booths</li> </ul>	<ul style="list-style-type: none"> <li>• Legacy Exhibitors (10+ years)</li> </ul>	<ul style="list-style-type: none"> <li>• Exhibitors (1 to 9 years)</li> </ul>	<ul style="list-style-type: none"> <li>• New Exhibitors</li> </ul>

We use a Wave system for Exhibitors to select a booth(s)

## Booth Types:

### • In-Line Booth

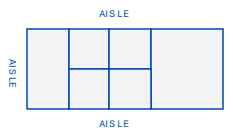
- AFCA Standard 10' x 10' (\$2,000) and/or Premium 10' x 10' (\$2,500)
- Can combine to create 10' x 20', 10' x 30', etc. please note on application



No End-Cap booths are permitted unless noted on the Floor Plan Map

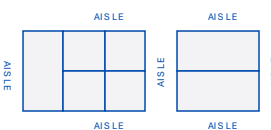
### • End-Cap Booth

- Booth that backs up to two In-Line booths
- Aisles on 3 sides



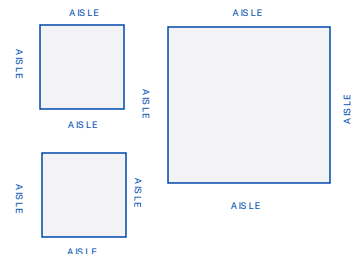
### • Peninsula Booth

- Aisles on 3 sides



### • Island Booth

- Booth expose on all 4 sides
- 20' x 20' or larger



### • Custom Booth

- Custom booth configurations are available, please contact exhibits@afca.com or call (254) 754-9900 for more information

# 2027 Booth Pricing

<b>Booth Type</b>	<b>Included # of Name badges</b>	<b>Price</b>
Standard 10'x10'	4	\$2,000
Premium 10'x10'	6	\$2,500
10' x 20' End-Cap	6	\$5,000
10' x 30' Island	8	\$7,500
20' x 20' Island	12	\$9,500
20' x 30' Island	14	\$12,000
30' x 30' Island	18	\$14,500
30' x 40' Island	20	\$18,000
30' x 50' Island	22	\$22,500
30' x 60' Island	24	\$25,500

**Custom booth configurations are available, please contact [exhibits@afca.com](mailto:exhibits@afca.com) or call (254) 754-9900**

Name Badges are for those individuals working your Exhibit Booth. Additional badges can be purchased in advanced for \$50 each. Any badge name changes must be made by January 22, 2027, to avoid a late charge.

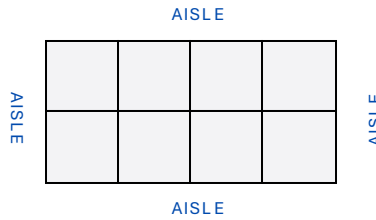
There will be a \$10 fee associated with any badge name changes starting February 1, 2027.

# BOOTH DISPLAY GUIDELINES

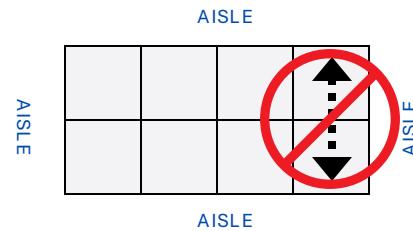
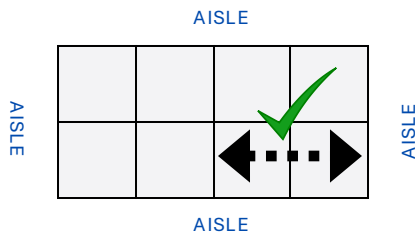
The AFCA follows the IAEE Guidelines for Display Rules and Regulations

## LINEAR OR IN-LINE BOOTH

PLAIN VIEW



- AFCA Standard 10'x10' (\$2,000) and/or Premium 10'x10' (\$2,500)
- Can be purchased in a row to make a 10'x20, 10'x30' etc. provided the exhibitor abides by the following:
  - No end-cap booths are permitted (unless otherwise noted on the Floor Plan)

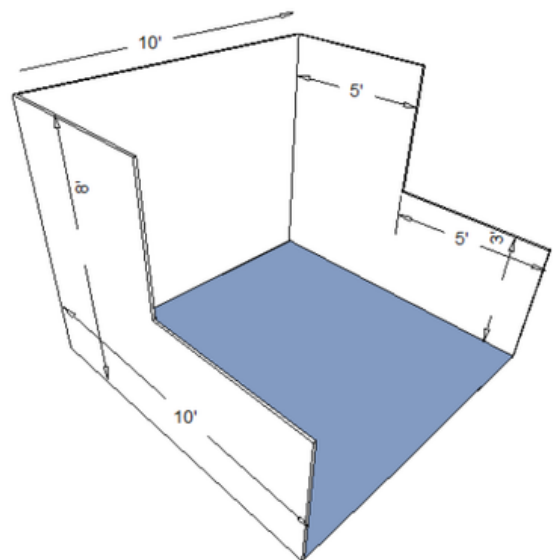
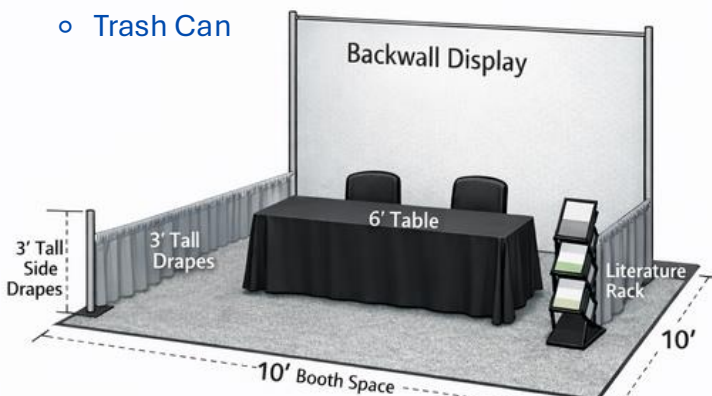


- Max height 8 ft is allowed in the rear half of the booth space, with a 4 ft height restriction imposed on all materials in the remaining space forward to the aisle.
- Backdrop must be single sided (front only)
- Display needs to be confined to booth space - DO NOT exceed to aisle
- Booth materials should NOT obstruct sight lines of neighboring exhibitors

CORNER BOOTH: Is considered a Linear/In-Line booth at the end of a series of in-line booths with exposure to intersecting aisles. All guidelines for Linear/In-Line Booths apply. Side drape on the aisle side will not be provided, unless requested.

### Booth Does Not Include:

- Flooring
- Furniture (no table, chair, etc.)
- Trash Can



### Example of possible Display Set-Up

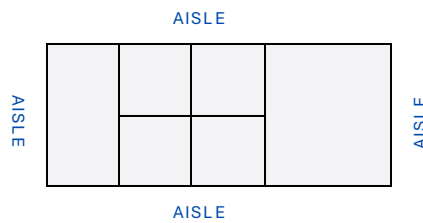
Table, table drape, chairs, and literature rack are additional fees, for pricing please refer to the Freeman Company's Service Kit.

# BOOTH DISPLAY GUIDELINES

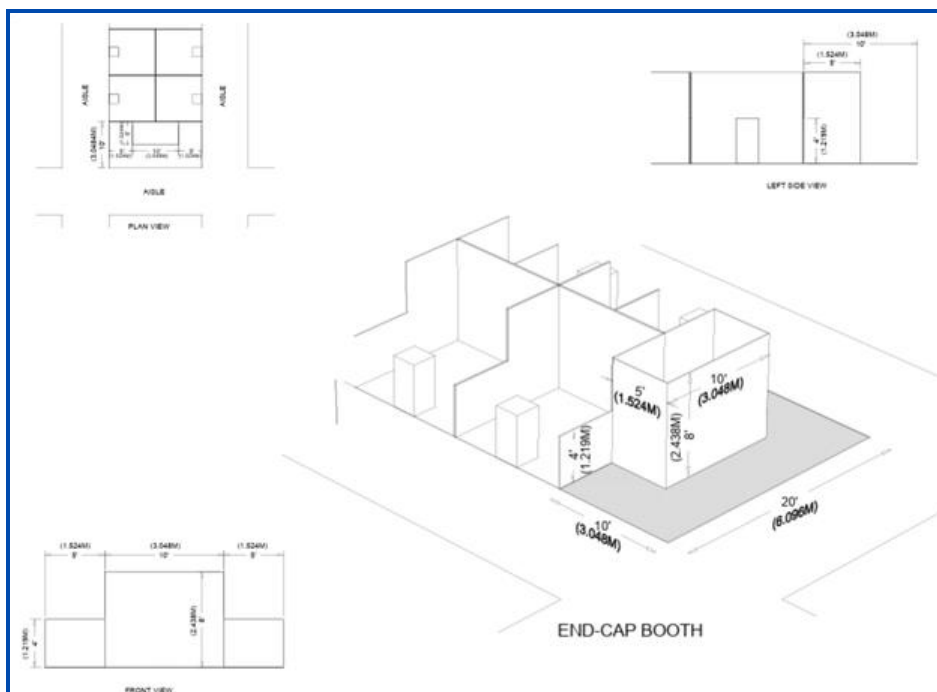
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## END-CAP BOOTH

PLAIN VIEW



- An End-Cap booth is a booth that backs up to two Linear/In-Line booths, open to traffic on 3 sides
- The maximum back wall height allowed is 8 ft and the maximum backwall width allowed is 10 ft at the center of the backwall with maximum 5 ft height on the two aisle sides
- Display needs to be confined to booth space - DO NOT exceed to aisle
- Booth materials should NOT obstruct sight lines of neighboring exhibitors

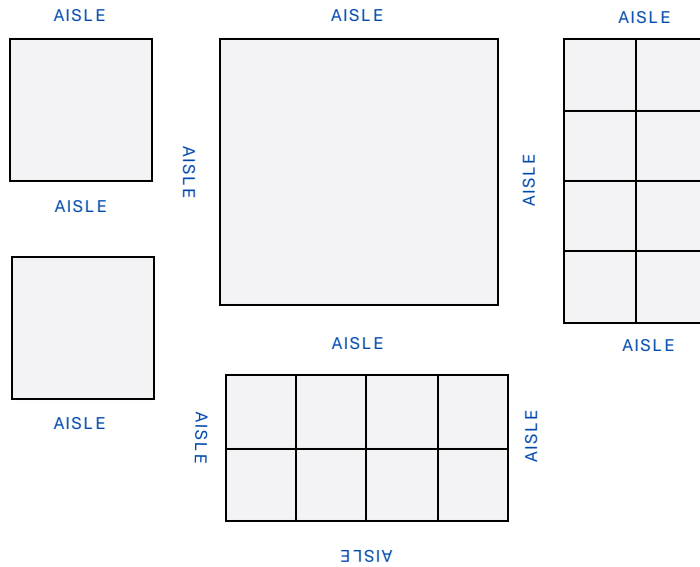


# BOOTH DISPLAY GUIDELINES

The AFCA follows the IAEE Guidelines for Display Rules and Regulations

## ISLAND BOOTH

### PLAIN VIEW



- An Island Booth is any size booth exposed to aisles on all four sides
- 20' x 20' or larger
- If using a backdrop on any side, the back facing the aisle must be neat and presentable, otherwise you may be required by Show Management to drape it at the Exhibitor's expense

