



EXHIBITOR

FREQUENTLY ASKED QUESTIONS

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

February 14th: 9 AM to 5:30 PM February 15th: 9 AM to 5 PM

February 16th: 9 AM to 12 PM

Exhibitor Move-In/Set-Up:

February 12th 8 AM to 5 PM

February 13th 8 AM to 6 PM

(please be checked-in by 6PM)

February 14th 7 AM to 8:30 AM

Exhibitor Move-Out begins at NOON on

February 16th

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:

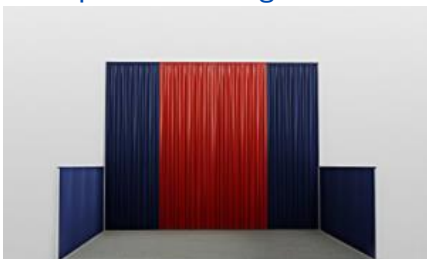
BOBBY STAUB

Deputy Director
(254) 754-9900

Bstaub@afca.com

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

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 16th** – 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

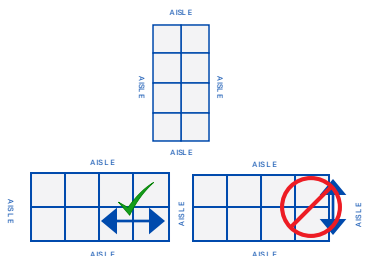
Exhibitor Selection Waves				
Wave 1	Wave 2	Wave 3	Wave 4	Wave 5
June 1 st	July 13 th	August 10 th	September 8 th	October 5 th
• Partner, Champion, Platinum, and Gold Sponsors	• Silver and Bronze Sponsors • 30' x 30' and larger booths	• Legacy Exhibitors (10+ years)	• Exhibitors (1 to 9 years)	• New Exhibitors

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

Booth Types:

• In-Line Booth

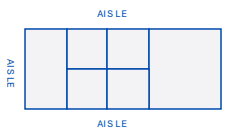
- AFCA Standard 10' x 10' (\$2,000) and/or Premium 10' x 10' (\$2,500)
- Can combine to create 10' x 20', 10' x 30', etc. please note on application



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

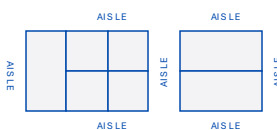
• End-Cap Booth

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



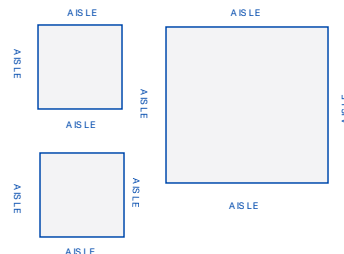
• Peninsula Booth

- 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

Booth Type	Included # of Name badges	Price
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

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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.

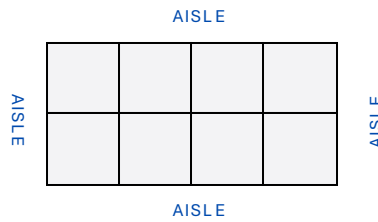
There will be a \$10 fee associated with any badge name changes starting February 1, 2027.

BOOTH DISPLAY GUIDELINES

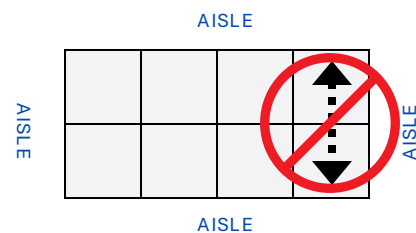
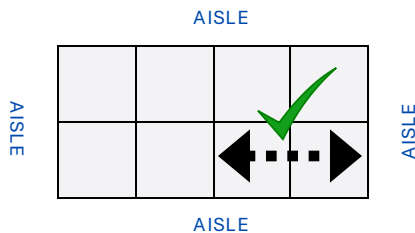
The AFCA follows the IAEE Guidelines for Display Rules and Regulations

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)

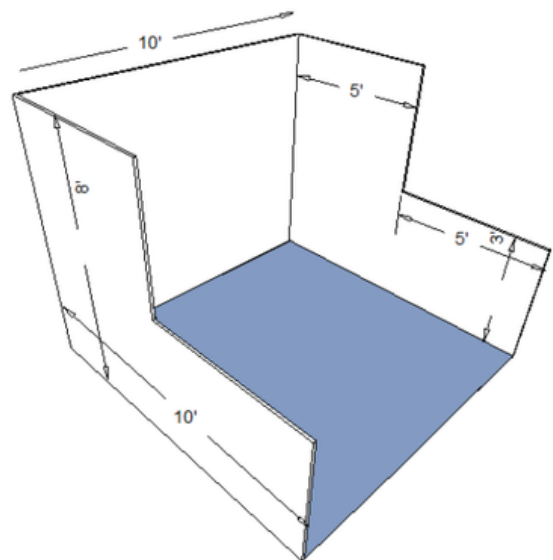
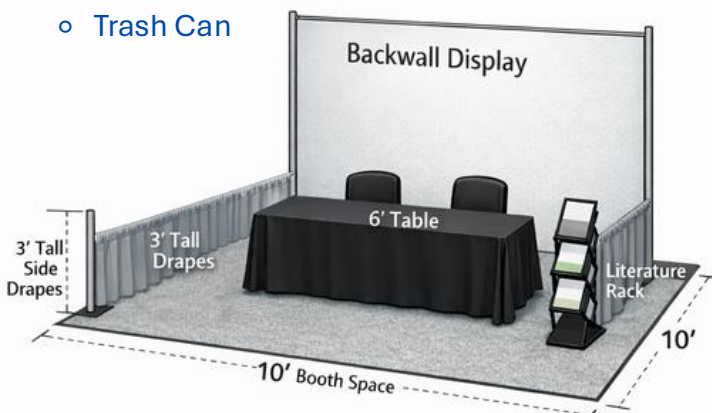


- Max height 8 ft is allowed in the rear half of the booth space, with a 4 ft height restriction imposed on all materials in the remaining space forward to the aisle.
- Backdrop must be single sided (front only)
- Display needs to be confined to booth space - DO NOT exceed to aisle
- Booth materials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

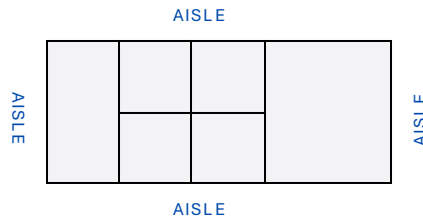
Table, table drape, chairs, and literature rack are additional fees, for pricing please refer to the Freeman Company's Service Kit.

BOOTH DISPLAY GUIDELINES

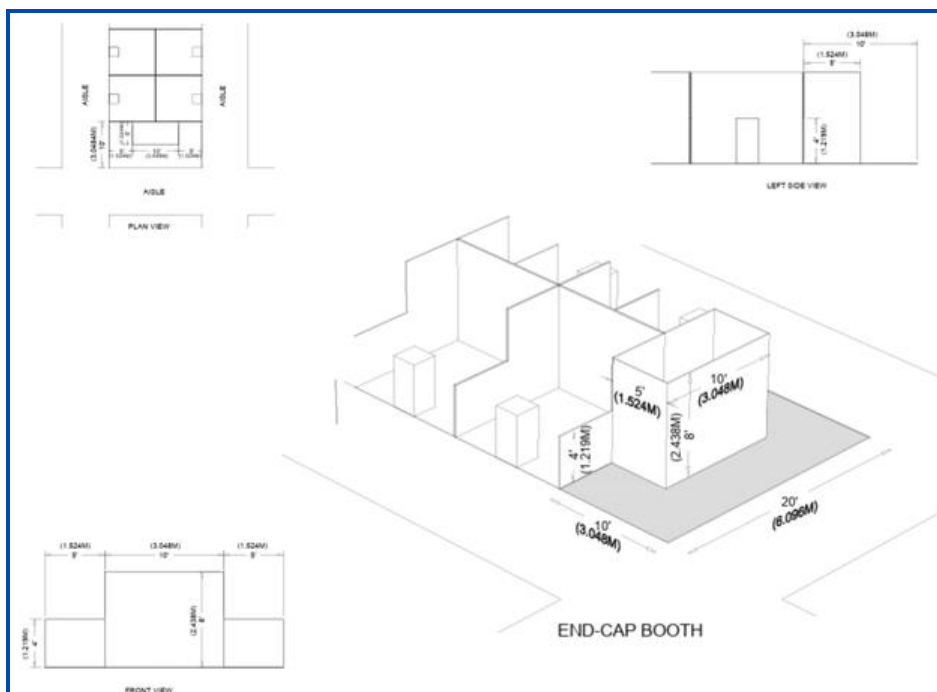
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END-CAP BOOTH

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

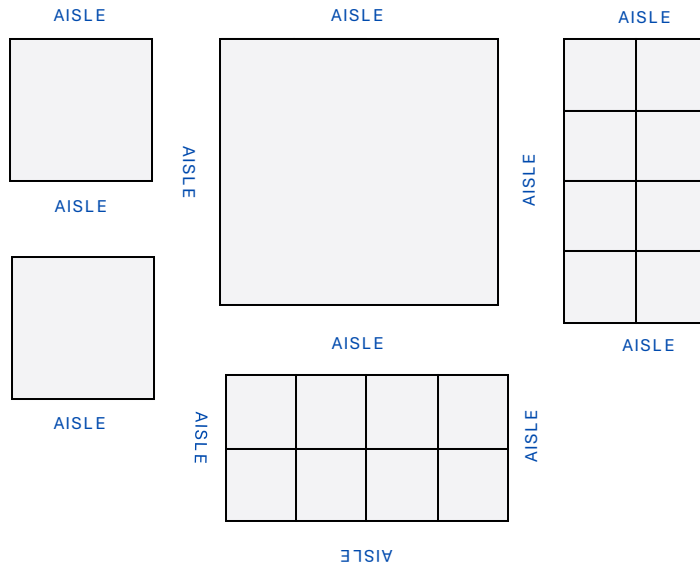


BOOTH DISPLAY GUIDELINES

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

