



DATE: September 2007
TO: US Lacrosse Vendors
RE: Exhibit Space for the 2008 US Lacrosse National Convention

US Lacrosse is excited to invite you to the largest educational opportunity for the sport of lacrosse at the 2008 US Lacrosse National Convention. The Convention returns for its final year in Philadelphia on January 18-20, 2008, before it finds a home in Baltimore until 2012.

Last year's Exhibit Hall was a complete sell-out and we anticipate another record crowd of attendees in 2008. The vendors reach an excellent demographic of national lacrosse coaches, officials, and fans; in all over 4,000 lacrosse enthusiasts will be on hand to experience this premier event. Don't miss this once a year opportunity for maximum visibility as well as optimal retail opportunities with direct access to this captive audience of decision makers!

The 2008 US Lacrosse National Convention Vendor Fees are based on vendor status. Members of the **Lacrosse Industry Council** are given priority placement, as well as a discounted booth space.

For those vendors who join the **Lacrosse Industry Council** for 2008 (please note - 2007 membership expires September 30th 2007), the vendor fees are as follows:

Large Manufacturer, 20 x 30 Space	\$3000
Manufacturer, 10 x 20 Space	\$1500
Retailer / Catalog Company, 10 x 10 Space	\$ 900
Media / Communications, 10 x 10 Space	\$ 500

* Includes fee for pipe & drape, carpet, one table and two chairs

For those vendors who **DO NOT join the Lacrosse Industry Council**, the vendor fees are as follows:

Large Manufacturer, 20 x 30 Space	\$3350
Manufacturer, 10 x 20 Space	\$1700
Retailer / Catalog Company, 10 x 10 Space	\$1000
Media / Communications, 10 x 10 Space	\$ 600

* Includes fee for pipe & drape, carpet, one table and two chairs.

The cost for each vendor to participate is based on the vendor's type of business. Please choose the category that applies to you.

Exhibitors will be placed in spaces in the exhibit hall on a first come, **FIRST PAID** basis. Booth selection preferences are based on the timing of receipt of the vendor registration form with correct payment, convention sponsorship and Lacrosse Industry Council membership.

The process for booth placement is as follows:

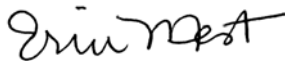
- 1) All large manufacturers sponsoring a portion of the convention are placed into the vendor layout first and given one of their three top choices; based on level of sponsorship and the date the vendor request form with payment was received. Last year Harrow, as presenting sponsor, was placed first.*
- 2) After sponsoring manufacturers are placed, the remaining large manufacturers are placed into the layout based on the date the vendor request form with full payment was received. If multiple manufacturer requests are received within 7 days of receiving this mailing and there is a conflict with booth requests, manufacturer's booth assignments will be made via a lottery process to insure fairness.*
- 3) Next all vendors sponsoring a portion of the convention are placed into the layout based on level of sponsorship and the date the vendor request form with payment was received. Every consideration is made to give them one of their top three choices.*
- 4) All remaining **Lacrosse Industry Council** members are placed into the layout based on the date the vendor request form with full payment was received.*
- 5) Next all vendors who have exhibited at the National Convention in previous years are placed into the layout based on the date the vendor request form with full payment was received.*
- 6) Lastly all remaining vendors are placed into the layout; once again based on the date and time the vendor request form with payment was received.*

All organizations wishing to vend at this convention must indicate first, second and third preferences for booth space on the Vendor Registration Form. **Please keep in mind that all spaces will be assigned on a first come, first paid basis and that exact preferences cannot be guaranteed. We will try to place you as close to your indicated choices as possible.** Vendors will be notified of their location in the exhibit area in early **December**.

Please note vendors will need to contact General Exposition Services 610-495-8866 to receive shipping information or to order any services such as electrical, data port access, labor and extra furniture that their booth may require.

All registration forms along with payment must be completed and received by November 1, 2007 to guarantee exhibit space.

If you have any questions, please do not hesitate to contact us!



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