

North American Society for Sport Management (NASSM)

2012 ANNUAL CONFERENCE

MAY 22 – 26 - RENAISSANCE HOTEL - SEATTLE, WA

*Hosted by the University of Washington's
Center for Leadership in Athletics*

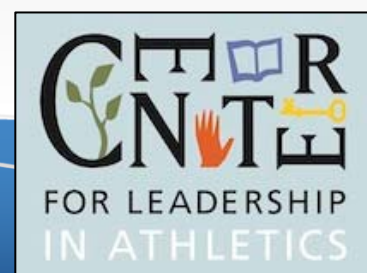


ABOUT NASSM

The North American Society for Sport Management (NASSM) is actively involved in supporting and assisting professionals working in the fields of sport, leisure, and recreation. NASSM's purpose is to promote, stimulate, and encourage study, research, scholarly writing, and professional development in the area of sport management – both theoretical and applied aspects. The annual conference, which attracts approximately 400-500 academicians and students, changes location each year. The 2012 conference will be held in Seattle, Washington at the Renaissance Hotel and is being hosted by the University of Washington's Center for Leadership in Athletics. The Center is being supported by Seattle University's Masters in Sports Administration & Leadership as well as Seattle Pacific University's Department of Physical Education & Sport Science.

ABOUT THE UW'S CENTER FOR LEADERSHIP IN ATHLETICS

The mission of Center for Leadership in Athletics at the University of Washington is to develop effective leaders and leadership practices that maximize the positive impact of athletics within educational settings. The Center's work is focused among four interrelated areas: Academic Programs, Research, Community Outreach & Partnerships, and Professional Development.








FOR MORE INFORMATION VISIT:

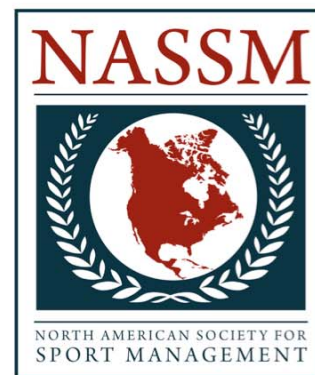
[HTTP://WWW.NASSM.COM/NASSM2012/](http://www.nassm.com/nassm2012/)

ADVERTISING OPPORTUNITIES

North American Society for Sport Management 2012 Annual Conference – Seattle, WA

2012 NASSM CONFERENCE PROGRAM

-  **Outside back cover** - \$350 (full color, 8.5" x 11")
-  **Inside front/back cover** - \$250 (full color, 8.5" x 11")
-  **Full page** - \$150 (b/w, 8.5" x 11")
-  **Half page** - \$100 (b/w, 8.5" x 5/5")
-  **Quarter page** - \$50 (b/w, 4.5" x 5.5")



MECHANICAL REQUIREMENTS

- Ad must be in eps or pdf format, at least 300 dpi. (Ads in Microsoft Office suite or Corel cannot be accepted).
- Ads must be submitted electronically via email to Hannah Owings by March 30, 2012 – hannaho@uw.edu.

METHOD OF PAYMENT

Check payable to: University of Washington
with "NASSM 2012" memo

Send to:
NASSM 2012
UW Center for Leadership in Athletics
Attn: Hannah Owings
Box 353600
Seattle, WA 98195



To reserve your ad space, please complete this page and return to Hannah Owings via email (hannaho@uw.edu) or fax (206.685.5629)

Company Name:

Contact Name & Title:

Phone:

Email:

Signature:

Date:



EXHIBITOR FAIR

North American Society for Sport Management 2012 Annual Conference – Seattle, WA

Location:

Renaissance Hotel
515 Madison Street
Seattle, WA 98104

Exhibit Hours:

May 23 – 8am to 6pm
May 24 – 8am to 6pm
May 25 – 8am to 6pm
May 26 – 8am to 4pm

Set-Up:

May 23 – 8am to 6pm

Tear-Down:

May 26 – 4pm to 6pm

BOOTH RATES



1 Exhibit Booth - \$1000
(one 6' x 3' table, 2 chairs)



2 Exhibit Booths - \$1500
(two 6' x 3' tables, 2 chairs)



3 Exhibit Booths - \$2000
(two 6' x 3' tables, 4 chairs)

Exhibitors will receive one Conference registration including one ticket to each special event. Additional registrations and/or event

Additional Event Tickets



Opening Reception - \$35/person
(Wednesday evening, May 23)



Paton/Educator Award Reception
\$35/person (Thursday evening, May 24)



President's Luncheon - \$30/person
(Friday, May 25)



Zeigler Banquet - \$50/person
(Saturday evening, May 26)

RESERVATIONS

To reserve your ad space, please complete this page and return to Hannah Owings via email (hannaho@uw.edu) or fax (206.685.5629).

Company Name:

Contact Name & Title:

Phone:

Email:

Signature & Date:

Exhibitor Fee _____

Add'l Event Tickets _____

TOTAL DUE _____

by March 30, 2012

Check payable to: University of Washington
with memo: "NASSM 2012"

Send to:

NASSM 2012
UW Center for Leadership in Athletics
Attn: Hannah Owings
Box 353600
Seattle, WA 98195



SPONSORSHIP OPPORTUNITIES

North American Society for Sport Management 2012 Annual Conference – Seattle, WA

EVENT SPONSORSHIPS

All event sponsors will have signage present at their sponsored event as well as verbal acknowledgment as the presenting sponsor. Event sponsors will also have their logo in the conference program and NASSM website. Additional sponsor benefits are detailed below.

Opening Keynote Address Sponsor (\$4,000) & President's Luncheon Sponsor (\$4,000)

- 4 complimentary tickets to the Earle F. Zeigler Award Banquet
- 4 complimentary tickets to the Opening Reception

Paton Reception Sponsor (\$3,000) & International Reception Sponsor (\$3,000)

- 2 complimentary tickets to the Earle F. Zeigler Award Banquet
- 4 complimentary tickets to the Opening Reception

Opening Reception – (\$2,000)

- 2 complimentary tickets to the Earle F. Zeigler Award Banquet
- 2 complimentary tickets to the Opening Reception



ADDITIONAL SPONSORSHIP OPPORTUNITIES

ELITE Level (\$1,000)

- 2 complimentary tickets to the Opening Reception
- Logo on NASSM website
- Half page ad & logo in conference program
- Literature drop in NASSM welcome bags

SUPPORTER Level (\$750)

- Logo on NASSM website
- Quarter page ad & logo in conference program
- Literature drop in NASSM welcome bags

FRIENDS of NASSM 2012 (\$500)

- Logo on NASSM website
- Logo in conference program
- Literature drop in NASSM welcome bags



FOR MORE DETAILS...

If you are interested in becoming a sponsor for the 2012 NASSM Annual Conference, please contact Hannah Owings (hannaho@uw.edu or 206.685.4926). When inquiring, please indicate the event or sponsorship level in which you have interest.

Please note that sponsorships must be paid in full by March 30, 2012