

2011 NATIONAL HIGH SCHOOL DRILL TEAM CHAMPIONSHIPS

APRIL 30TH - MAY 1ST - 2ND, 2011

DAYTONA BEACH, FLORIDA

EXHIBITOR PROPOSAL



THE NATIONALS OVERVIEW

As the Event Manager for the National High School Drill Team Championships (NHSDTC or "The Nationals"), Sports Network International, Inc. would like to present this proposal for consideration of securing an Exhibitor position at the 2011 National High School Drill Team Championships. This exhibitor contract period extends from January 1st, 2011 through August 30th, 2011 which includes the 2011 NHSDTC event held April 30th-May 1st/2nd at the Ocean Center in Daytona Beach, Florida.

The 2011 NHSDTC will be celebrating its 29th year and is universally recognized as the premiere JROTC drill and ceremony competition held in the world. Event Manager Sports Network International is contracted by the U.S. Navy Education & Training (NETC) to produce their NJROTC Nationals - Academic, Athletic and Drill Championships, and by the U.S. Army Cadet Command (USACC) and U.S. Air Force Junior ROTC Headquarters (AFJROTCHQ) to produce both their Eastern and Western National Drill Championships annually. But it is the SNI-controlled NHSDTC event that is the crown jewel in our drill arsenal. The Nationals competition is a three-day, all-service drill event that encompasses both Challenge and Masters Level teams competing in up to five team and four individual events per division. The NHSDTC typically draws over 140 schools, 225 teams and 3500 cadets from across the United States to compete with the best of the best and is annually **the largest single gathering of JROTC cadets under one roof in the world.**

The Nationals has a rich history of elevating the sport of drill and ceremony to an art form. In the past 28 years, schools have had the opportunity to travel to Daytona Beach to compete among the finest programs in the world. The influence of this expertise is not limited to those schools that travel to the event. Through the expansion of the "Best of the Nationals" video series, the creativity and excellence in drill has spread like wildfire to programs throughout the world. Over 1,900 JROTC programs have purchased over 9,800 copies of this video series in its 17 years of distribution. But it is on the floor of the Ocean Center where that fire is ignited. Nowhere in the vast world of JROTC is there a more majestic and thrilling display of the pursuit of excellence and the breathtaking culmination of hundreds of hours of practice, planning and execution. The dazzling individual efforts on display along with the intensity and esprit de corps shown by each team makes the Nationals unparalleled in the Junior ROTC spectrum.



OCEAN CENTER EXPANSION

Each year, the Nationals competition field fills on the registration deadline in early December. There is typically a waiting list of programs following this date to fill the slots vacated by those few schools that must withdraw for unforeseen reasons. The quantity of event attendees cannot expand significantly beyond the current level of competing schools and cadets as the schedule already runs from early morning to late evening. However, the future of the Nationals is far from limited.



Through the massive doubling in size of the Ocean Center, the Nationals has undergone the most dramatic evolution in its history. With the addition of dozens of meeting rooms as well as a 95,000 SF Exhibit Hall, the Nationals will have the ability to not only reach and interact with the thousands of cadets in attendance on multiple levels, but also expand its scope to include a vast number of spectator programs along with extensive support from the Central Florida military and civilian communities. This Exhibit Hall will be home to the new **NATIONALS VILLAGE**, a gathering of exhibitors that have a unique and specific benefit to all those in attendance.

THE NATIONALS VILLAGE



Not unlike the Olympic Village that flourishes every four years with a spirit of social networking, fun and exploration, the **NATIONALS VILLAGE** will be the centerpiece of the new National High School Drill Team Championships. The Ocean Center will feature a broad, unobstructed expanse running 750' feet from the Arena through the west concourse to the Exhibit Hall which will allow the event's emphasis to be shifted across the entire facility (see Diagram B). The massive nature of this area allows configuration to be flexible year to year to meet the needs of the exhibitors looking to attend virtually regardless of the space needs they maintain! Anything an exhibitor needs can

be obtained from the professional staff of the Ocean Center (advanced electrical, communications, etc.) and loading/unloading is simple with multiple truck bays directly adjacent to the exhibit floor.

The **NATIONALS VILLAGE** will be comprised of multiple premium flagship exhibitor(s) (space needs vary greatly between each), as well as mid level exhibitors (625 sf) and approximately thirty standard exhibitors (100 sf). In designing the **NATIONALS VILLAGE** for visual impact and appeal, we will feature dramatic larger exhibitors that will draw cadets into the village, along with ensuring that every exhibitor is of potential interest to our cadets and other spectators. It is critical that the **NATIONALS VILLAGE** be as dramatic as possible and set the tone for the entire Ocean Center.

Cadets and spectators will be drawn into the Exhibit Hall by not only the **NATIONALS VILLAGE** but also to nearby competition areas, indoor practice areas, a large concession food court and restrooms. These exciting areas help to ensure that all attendees visit the Exhibit Hall, traveling first through the **NATIONALS VILLAGE**, multiple times each day. Signage will be hung in an appealing manner to encourage a flow of traffic that maximizes activity around all Nationals exhibitors all weekend.

There will be a variety of exhibitors involved in the **NATIONALS VILLAGE** including post-high school interests such as collegiate opportunities (ROTC scholarships in general as well as specific colleges or universities), manufacturers marketing to the JROTC community and other companies targeting the Nationals demographic of young adults about to step into the consumer world. All exhibitors will be of the highest caliber, of unique benefit to our cadets and in keeping with the values of the NHSDTC.

The west concourse that joins the Arena with the Exhibit Hall will feature the event Information Desk and the Nationals PX. This location will be the only site where attendees can purchase Nationals memorabilia along with the primary distribution location for event programs, schedules, etc. There will also be an internet center where cadets can utilize multiple stations for their internet usage. The stations will be secured to allow cadets access to only specific, authorized sites, including the Nationals website, our new DrillNATION.net website, and the websites of exhibitors found within the **NATIONALS VILLAGE**. This focal point of activity will be located adjacent to the entrance of the Exhibit Hall.

MARKETING CAMPAIGN

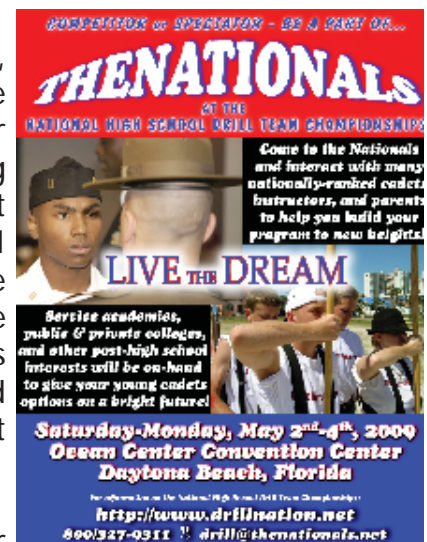
In order to maximize the ability for exhibitors to reach attendees, SNI has formulated a marketing campaign designed to ensure the connection to our competing cadets along with expanding our reach beyond that of our competing schools. When each competing school registers for the Nationals they provide not only basic contact information, but also background on their program that will allow SNI to better analyze the programs in attendance. This profile will include data on their community (urban, suburban, rural, upper class, middle class, disadvantaged) and their cadets (gender/ethnic percentiles along with class ranking percentiles). These profiles will be shared with exhibitors in advance so they will have the opportunity to contact the instructor to better prepare for the event.

Additionally, SNI will send a letter to each school for distribution to their cadets and their parents informing them of what the **NATIONALS VILLAGE** entails and encouraging them to attend the Nationals with a basic scholastic package that will allow collegiate oriented exhibitors to have an instant snapshot of that cadet's academic status.

In order to reach beyond the scope of the competing schools, SNI will mail a classroom poster and welcoming letter to all JROTC programs in Florida & Georgia to encourage them to attend the event as spectators. This mailing will include information on the **NATIONALS VILLAGE** as we feel that this will be a great draw for them to attend the event. The local Central Florida community will also be informed about the event in order to maximize attendance. We project that our past attendance of roughly 5,500 people will be equalled or exceeded in 2011. The scope of this facility will maintain little boundaries for the solid growth we foresee in future years as well.

BEYOND THE NATIONALS

The world of Junior ROTC is at once vast and intimate. It spans the country, touching communities both large and small, even reaching the corners of the globe. It appeals to all types of students across gender lines and ethnicities. And while the SNI calendar of events touches thousands of these cadets each year, there are enormous numbers of unreached cadets, looking for a greater sense of belonging. Sports Network International looks to bring this vast world into a manageable cyber-galaxy!



To satisfy that need for social networking, SNI has developed a website that runs concurrently with our current corporate site, www.thenationals.net. This new website, www.drillnation.net, is a hub of information and connectivity for both schools and individual cadets. DrillNation.net allows schools to define a presence and personality for their program along with allowing cadets to express their individuality in a world that honors and respects their interests. This website provides a clearinghouse of data on drill competitions throughout the school year (all drill meets, not just SNI produced events) and their schedules and results. The cadet level side of this website incorporates many of the qualities of Facebook and encourages cadets to show their pride in themselves, their school and their service in a respectful and congenial manner.



DrillNation.net also functions within the mission of the Nationals with an eye to encouraging cadets to maximize their potential – both during their high school career and beyond. We will include highlights of cadet achievements and present a forum that will allow instructors to nominate cadets to be “JROTC All Americans” overseen by a board of advisors. We also hope to incorporate a mentoring aspect to this website that will pair up motivated cadets and interested members of the military community to create an email oriented relationship of support that will hopefully guide cadets to a positive future beyond JROTC. Nationals Exhibitors will be given the opportunity to be involved in DrillNation.net via web banner links and other forums that encourage cadets logging in to take advantage of opportunities being offered.

DEMOGRAPHICS & THE NATIONALS CADET

Sports Network International, Inc. currently produces the following military events:



- **Nationals Drill Camp** (Summer) two camps - Texas & Georgia; Participants: 90–125 each
- **Raider Nationals** (November) Georgia; Participants: 700–800
- **Air Force JROTC Eastern Drill Championships** (March) Washington DC; Participants: 900–1100
- **Army Cadet Command Eastern Drill Championships** (March) Washington DC; Participants: 1300–1500
- **Air Force JROTC Western Drill Championships** (March) San Antonio, Texas; Participants: 600–800
- **Army Cadet Command Western Drill Championships** (March) San Antonio, Texas; Participants: 900–1100
- **Navy Nationals - Academic, Athletic & Drill Championships** (April) Pensacola, Florida; Participants: 1200–1400
- **National High School Drill Team Championships** (May) Daytona Beach, Florida; Participants: 4000 – 4400

Junior ROTC provides a unique demographic within the high school community. By and large, drill cadets are motivated to improve themselves, seek out inclusion in a community where much is expected of them, where their skills are constantly tested. They are motivated to progress throughout their high school years. This self-propelled motivation is the biggest factor that makes these cadets successful long after their drill team days are behind them. In addition to this baseline of characteristics, cadets that compete on Nationals level drill teams are driven to excel within a team setting, are willing to sacrifice great amounts of time in order to prepare for competition, are focused on maintaining their academic eligibility and are committed to achieving excellence in all that they do.



Throughout every aspect of the events managed by Sports Network International, we strive to integrate not only the principles of a superiorly-run drill meet, but also nurture the dreams and spirit of each cadet that crosses our path. The mission of the National High School Drill Team Championships is to create an unparalleled competitive arena for the advancement of drill and ceremony while fostering an unquenchable pursuit of excellence within every cadet that will carry them throughout their life.

... (Nationals) cadets have mastered a level of discipline and determination along with a sense of civic duty and selflessness that is unparalleled among high school students.

There is little question that the roughly 4,000 cadets within the Ocean Center are at the top of their peer group and possess qualities that will predispose them to success throughout life. It is in the pursuit of this national title that champions are born. Regardless of their team's outcome in Daytona



Beach, these cadets have mastered a level of discipline and determination along with a sense of civic duty and selflessness that is unparalleled among high school students.

Many of this country's finest citizens discovered their lifelong passion for excellence within the framework of the Nationals. There is no doubt that in the year 2034, the elite strata of both general & flagship officers and corporate CEOs will be infused with cadets from within the 2011 National High School Drill Team Championships.

EXHIBITOR BENEFITS

- Contract timeframe: January 1st, 2011 – August 30th, 2011
- Premium Flagship/Flagship Exhibitor (space is totally flexible)
- Mid Level Exhibitor space is 25' x 25' (slightly flexible)
- Standard Exhibitor space is 10' x 10' (cannot change)
Multiple 10'x10' booths can be reserved and placed together for a larger display)
- Standard electric included
Additional high-amp or multi-plug electric needs available as an option)
- Tables, chairs & wastebaskets included *(see grid for quantities)*
- Staffing badges provided *(see grid for quantities - badges provide full-access to the Ocean Center & free coffee)*
- Back and side pipe & drape (placement varies by location)
- Parking passes included for entire event *(see grid for quantities)*
- Full-page, full-color ad in event program (Premium Flagship) / 1/4-page, full-color ad (Flagship & mid level only)
- Premium Flagship Exhibitors to receive three, 30-minute time slots on Saturday & Sunday to utilize the Nationals Village Symposium area to provide information, lecture-style (seating, 150 - see diagram), Video ad (max one minute in length) to play before Masters Level Awards Gala Monday evening, Video ad (max one minute in length) to play on continuous loop at Nationals PX booth in West Concourse - *Large screen showing info & multiple video clips during the day.*
- Distribution of literature in on-arrival package (some limitations apply)
- Listing of all school contacts (name, address, email, profile) – sent starting Feb 1st
- Use of NHSDTC logo identifying you as an “Official NHSDTC Supporter” in marketing materials
- Logo, official supporter status and banner web link on both websites - www.thenationals.net (immediate) & www.drillnation.net, as well as your ability to use same on your materials.
- Optional extras:
 - Phone hook up and/or high-speed internet hook up / upgraded electric needs / other similar
 - Additional Meeting Space within the Ocean Center
 - Meal-plans within the Ocean Center Arena for event judges, VIPs and select exhibitors
 - Discounted hotel rates exclusively through SNI's housing bureau



EXHIBITOR PRICING

Premium Flagship Exhibitor:	Currently, USN Recruiting Command & USACC (space needs can range from 6K to 12K sq. ft.) cost: \$20,000 to \$35,000*
Flagship Exhibitor:	Currently available / (space needs range from 3K to 5K sq. ft.) cost: \$3,000 to \$12,500*
Mid Level Exhibitor:	Currently 1-2 slots available / cost: \$2,000* per 25' x 25' booth
Standard Exhibitor:	Numerous Available on first registered basis / cost: \$350 to \$400* per 10' x 10' booth

* for the weekend to include items listed next page

ADDITIONAL SPONSORSHIP OPTIONS

Nationals Awards & Trophy Sponsor:	\$3000	includes program recognition, verbal awards ceremony recognition, recognition on big screen during Masters Awards Ceremony and select trophy presentations
Judges & VIP Hospitality Room:	\$2500	includes signage & welcome gift for judges & VIPs
Nationals Villiage Internet Stations:	\$1000	includes signage & imprinted pen handouts
Instructor & VIP Coffee Station:	\$1000	includes signage & logo imprinted coffee cups
Exhibit Hall Grand Prize*:	\$ 500	includes lobby display table, notice in program, etc. (*Must provide prize worth minimum \$1,000.)

EXHIBITOR BENEFITS GRID

	Premium	Flagship	Mid Level	Standard
Booth Space	100' x 60' to 100' x 120'	60' x 50' to 87' x 57'	25' x 25'	10' x 10'
Square Footage of Booth Space	6,000- 12,000	3,000- 5,000	625	100
Speaking opportunity at both awards ceremonies	Yes			
Full-page, full-color ad in event program (inside cover)	Yes			
Logo printed on complimentary canvas bags for schools	Yes			
Joint service scholarship briefing to all cadets (2 days)	Yes	Yes		
Presentation of Achievement Award during awards	Yes	Yes		
Graphic listing of scholarships presented during awards	Yes	Yes		
Special unit performance & interaction	Yes	Yes		
Speaking opportunity at Commander's Calls	Yes	Yes		
Video spot during Masters Awards Gala	Yes	Yes		
Video spot before Best of Nationals video series	Yes	Yes		
Distribution of literature in private & dressing rooms	Yes	Yes		
Full-page, full-color <u>IDR</u> ad (distribution of 3500+)	Yes	Yes		
Full-page, full-color ad within event program	n/a	Yes		
Full-color, ¼ page ad within event program	n/a	n/a	Yes	
Video ad to play as a part of presentation at PX booth	Yes	Yes	Yes	
Banner web links on SNI websites	Yes	Yes	Yes	
Half-page, full-color <u>IDR</u> ad (distribution of 3500+)	n/a	n/a	Yes	
Staffing personnel included	20	20	8	4
Complimentary parking passes	5	5	2	1
Tables & Chairs	All	All	Limited	Limited
Standard electric needs	Yes	Yes	Yes	Yes
Pipe & drape needs	Yes	Yes	Yes	Yes
Logo & official supporter status allowed for PR use	Yes	Yes	Yes	Yes
Distribution of literature in on-arrival packages	Yes	Yes	Yes	Yes
Listing of all school contact information in advance	Yes	Yes	Yes	Yes

EXHIBITOR REQUIREMENTS

- Exhibitors must have their booth load-in completed by 7pm on April 29th
- Exhibitors must have their booth load-out completed by 10pm on May 2rd
- Exhibitors cannot extend their scope outside the parameters of the exhibit agreement (i.e., to promote a different product or service)
- Exhibitors cannot sublet or share their space with another company without the express agreement of SNI

EXHIBITOR BENEFITS GRID				
	Premium Flagship	Flagship	Mid Level	Standard
Booth Space configuration	flexible	flexible	some flex.	no flex.
Speaking opportunity at both awards ceremonies	Yes	n/a*		
Full-page, full-color ad in event program (inside cover)	Yes			
Logo printed on complimentary canvas bags for schools	Yes			
Graphic listing of scholarships presented during awards	Yes			
Presentation of Achievement Award during awards	Yes			
Symposium briefing 3x daily to all cadets (2 days)	Yes	Yes		
Special unit performance & interaction available	Yes	Yes		
Speaking opportunity at Commander's Call(s)	Yes	Yes		
Video spot during Masters Awards Gala	Yes	Yes		
Video spot before Best of Nationals video series	Yes			
Distribution of literature in private & dressing rooms	Yes	Yes		
Full-page, full-color <u>IDR</u> ad (distribution of 3500+)	Yes	n/a*		
Full-page, full-color ad within event program	Yes	Yes		
Full-color, ¼ page ad within event program	n/a	n/a	Yes	
Video ad to play as a part of presentation at PX booth	Yes	Yes	Yes	
Banner web links on SNI websites	Yes	Yes	Yes	
Half-page, full-color <u>IDR</u> ad (distribution of 3500+)	n/a	n/a	Yes	
Staffing personnel included	20	20	8	4
Complimentary parking passes	5	5	2	1
Tables & Chairs	All	All	Limited	Limited
Standard electric needs	Yes	Yes	Yes	Yes
Pipe & drape needs	Yes	Yes	Yes	Yes
Logo & official supporter status allowed for PR use	Yes	Yes	Yes	Yes
Distribution of literature in on-arrival packages	Yes	Yes	Yes	Yes
Listing of all school contact information in advance	Yes	Yes	Yes	Yes
Additional opportunities not listed to meet your needs	<i>are always available for discussion</i>			

* item is already included within this package or is already maintained within existing Cadet Command contract.

CONTACT INFORMATION

Sports Network International, Inc.
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Daytona Beach, Florida 32114-1213

Office: 800/327-9311 or 386/274-1919
Fax: 386/274-1255
Email: drill@thenationals.net
Website: <http://drill.thenationals.net>

Contact: **Samantha Ste.Claire**
President & Chief Executive Officer
Cell: 386/527-0206

Justin Gates
Vice President & Competition Director
Cell: 386/527-3493

Matthew Graifer
Nationals Village Coordinator
Cell: 386/405-1286

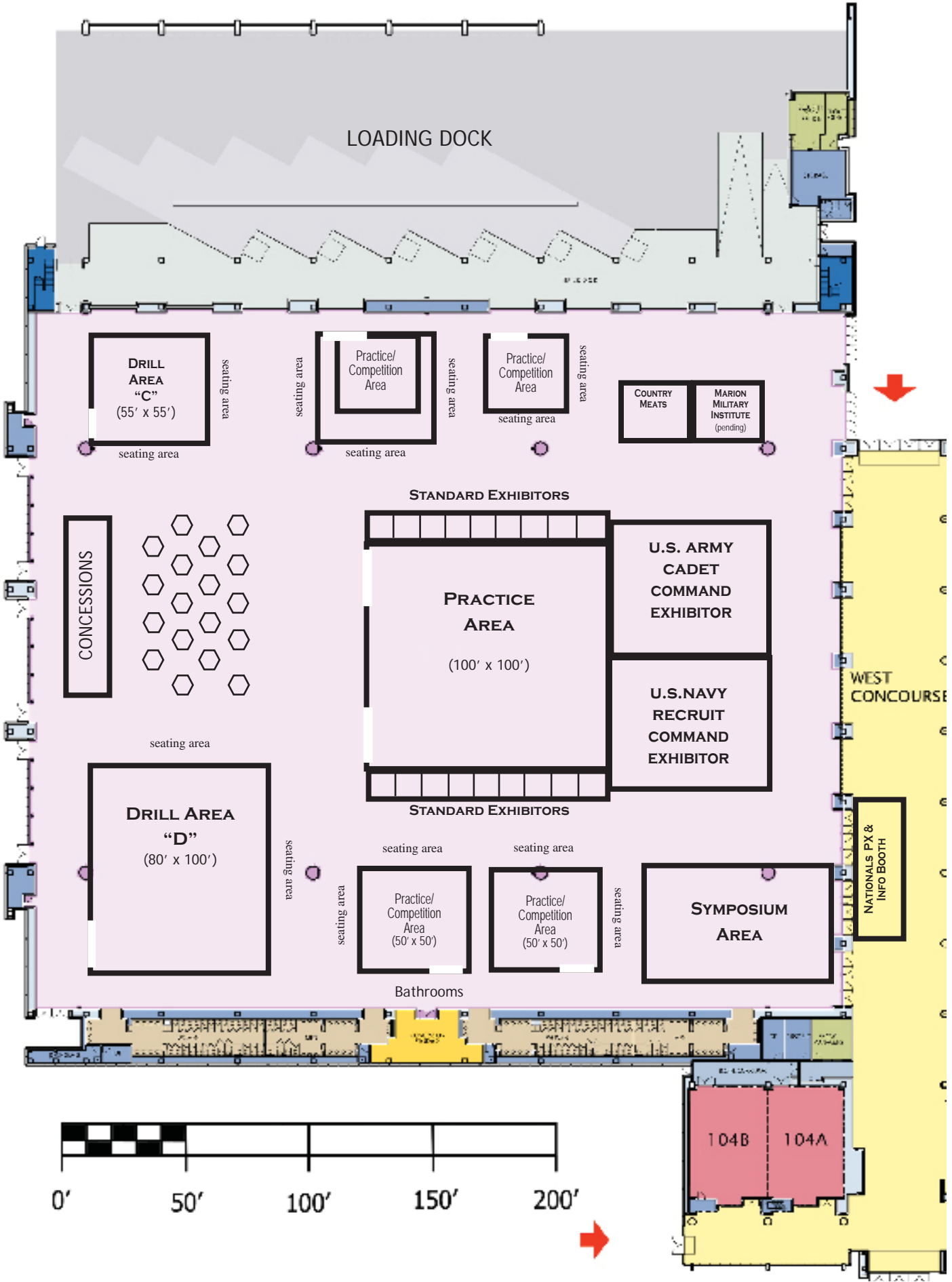
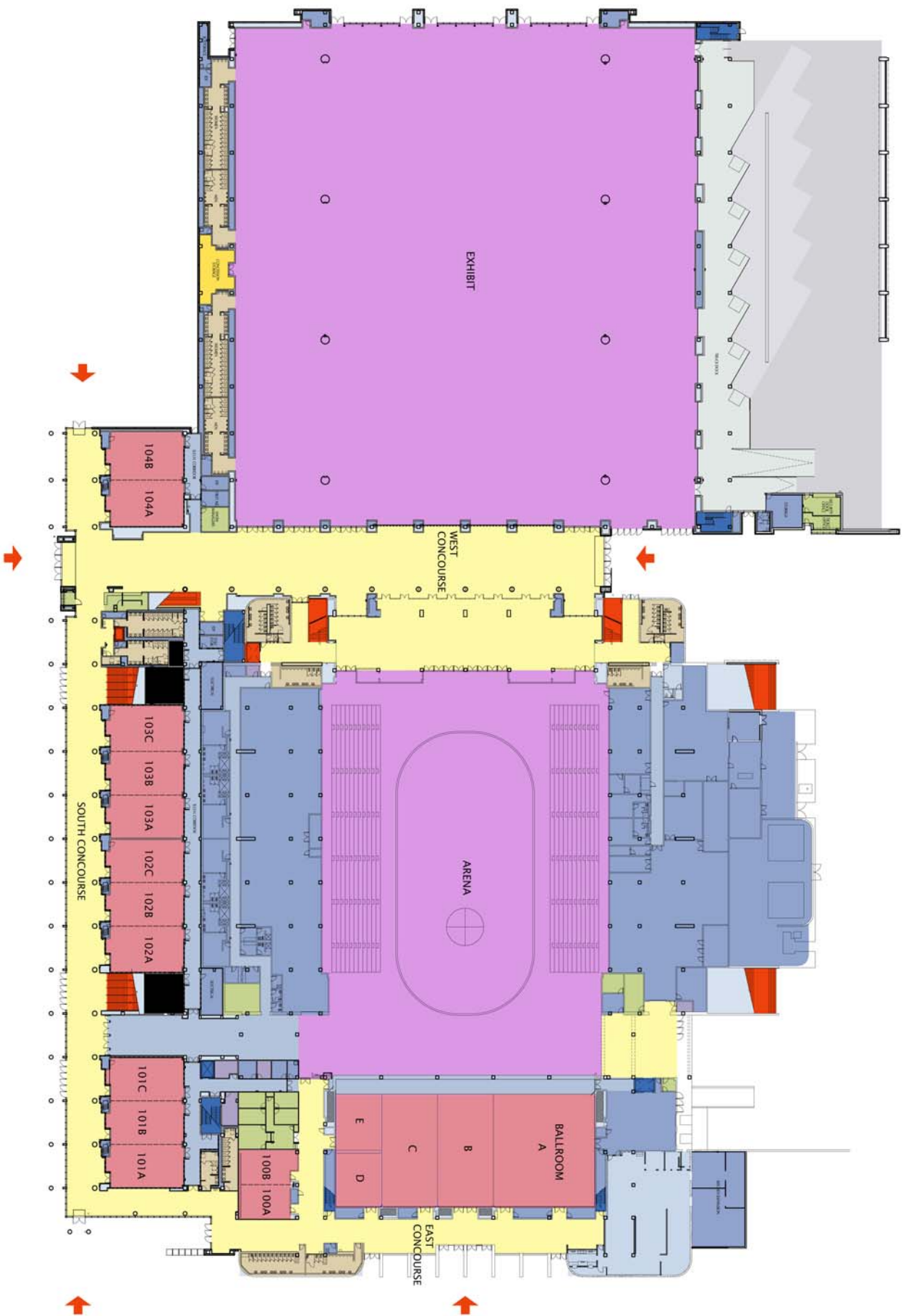


DIAGRAM B



GROUND FLOOR
LEVEL 1

OCEAN CENTER EXPANSION STUDY
DAYTONA BEACH, FLORIDA



National High School Drill Team Championships

April 30th-May 1st-2nd, 2011 ~ Daytona Beach, Florida ~ Ocean Center Arena & Conference Center

Exhibitor Application



2011 Nationals Village

CONTACT INFORMATION NOTE: Ask about additional discounts to the prices below - call for details today!

Company/Organization _____

Contact Name & Title _____

Address _____

City _____ State _____ Zip _____

Email _____

Phone _____ Cell _____

MID LEVEL EXHIBITORS

of Booths Requested _____ X \$2,000 = \$ _____ includes tables and chairs as needed

STANDARD EXHIBITORS - On-Site Sales/Other For Profit

of Booths Requested _____ X \$400 = \$ _____ includes one 8' table and two chairs

STANDARD EXHIBITORS - Educational/Academic/Military/Non-Profit

of Booths Requested _____ X \$350 = \$ _____ includes one 8' table and two chairs

ADDITIONAL SPONSORSHIP OPTIONS

- _____ Nationals Awards & Trophy Sponsor: \$3000 Includes program recognition, verbal awards ceremony recognition, recognition on big screen during Masters Awards Ceremony and physical presenter for select trophy awards.
- _____ Nationals VIP & Judges Hospitality Suite: \$2500 Includes program recognition, signage & imprinted on welcome gifts and information for the judges and VIP Guests.
- _____ Nationals Village Internet Stations: \$1000 Includes program recognition, signage & your logo within the internet village.
- _____ Instructor & VIP Coffee Station: \$1000 Includes program recognition, signage & your logo on the coffee cups throughout the weekend.
- _____ Exhibit Hall Grand Prize*: \$ 500 Includes program recognition, lobby display table, three daily announcements, presentation of prize to winner during Monday Knockout competition. (*Prize worth minimum \$1,000.)

ADDITIONAL EXHIBITOR OPTIONS all exhibitor options can be added on or adjusted through April 15th, 2011

- _____ Phone Hook-Ups @ \$125.00 per line: \$ _____ you will also be billed for outgoing calls - contact SNI for details
- _____ Internet Access @ \$275.00 per line: \$ _____
- _____ Add'l Standard 8' Tables @ \$12.00: \$ _____ available only to Mid Level Exhibitors
- _____ Add'l Conference 8' Tables @ \$12.00: \$ _____ shallow depth - available to all Exhibitors
- _____ I may plan to obtain a Meal Plan (cost TBD): \$ _____ served in the Nationals VIP Hospitality Suite; includes breakfast & lunch on Saturday, Sunday & Monday; dinner on Saturday & Sunday
- _____ I may plan to obtain a Partial Meal Plan (cost TBD): \$ _____ served in the Nationals VIP Hospitality Suite; includes breakfast, & lunch on Saturday, Sunday & Monday

TOTAL OF ALL FEES

\$ _____ Options may be added at a later date by calling SNI

METHOD OF PAYMENT **Exhibitor Fee must be paid in order to hold Exhibit Space.**

Check Credit Card If paying by credit card, please call our office and we will fax you the credit card authorization paperwork. Please note that all prices listed are cash discounted prices. Credit Card payments cannot receive the 5% cash discounted price.

With my signature below, I verify that I have read, understand and agree to all regulations set forth within the NHSOTC Exhibitor FAQ on-line.

Signature _____

Print _____

Date _____

Sports Network International, Inc. ~ 775 Fentress Boulevard ~ Daytona Beach, FL 32114 ~ (800) 327-9311