

**2011 NATIONAL HIGH SCHOOL DRILL TEAM CHAMPIONSHIPS
APRIL 30TH - MAY 1ST - 2ND, 2011 - DAYTONA BEACH, FLORIDA**

GENERAL EXHIBITOR PROPOSAL



THE NATIONALS OVERVIEW

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

The 2011 NHSBTC will be celebrating its 29th year and is universally recognized as the premiere JROTC drill & ceremony competition held in the world. It is a three-day, all-service drill competition that encompasses both a Challenge and Masters Level competition competing in up to five team and four individual events per division.

The NHSBTC typically draws over 140 schools, 225 teams and 4,500 cadets, parents and instructors 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 have rich history of elevating the sport of drill and ceremony to an art form. Over the decades, schools have had the opportunity to travel to Daytona Beach to compete among the finest programs in the world.

These JROTC youngsters have generally better academic scores, higher school attendance records and greater attendance in college and other post high school educational institutions than that of their non-JROTC high school peers. The Nationals wishes to ensure all of these youngsters and their families have many post-high school career options on-hand as exhibitors as this event is oftentimes the last official function they will do in their JROTC careers. Because of this, parent involvement at the event is vastly high, making this a fantastic place for academic vendors to discuss options with these youngsters.

THE OCEAN CENTER ARENA

Each year, "The Nationals" are held within the massive **Ocean Center Arena & Conference Center** on the shores of **Daytona Beach, Florida**. This facility provides over 200,000 square feet of competition, meeting and exhibitor space and every square foot is in use! Ample nearby parking, reasonable hotel prices, major highways, nearby airports, low exhibitor fees, local support from SNI and a general "exhibitor friendly" mentality makes attending the Nationals an amazingly affordable, convenient way to reach a huge segment of their target market all on one weekend!



The Ocean Center is both functional and beautiful, with ample parking and easy access to the beach & hotels. It provides a first-class home to the largest military competition in the world, the NHSBTC!

We at SNI believe the many exhibitors and vendors that make up the Nationals exhibitors bring a distinctive heir of excellence that belongs at this high-powered event. SNI believe that all youngsters and their families should be provided with detailed information about all options they may have after high school, be it civilian, military, or corporate. That is why we have many colleges, military groups, product vendors, and certainly corporate groups to ensure those youngsters with the ability and drive to further their future have the tools at hand to do so. We look at the NHSBTC and your group as a partnership to strengthen the future of these cadets long after their JROTC days are behind them and we welcome your inclusion!

THE NATIONALS VILLAGE - EXHIBITOR HOME

Not unlike the Olympic Village that flourishes every four years with a spirit of social networking, fun and exploration, the **NATIONALS VILLAGE** is the centerpiece of the new National High School Drill Team Championships for all exhibitors. The Ocean Center features 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** is comprised of multiple premium flagship exhibitors (space needs vary greatly between each), as well as mid level exhibitors (625 sf) and approximately 30-35 standard exhibitors (100 sf). In designing the **NATIONALS VILLAGE** for visual impact and appeal, we 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 is 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), and manufacturers marketing to the JROTC community and other companies with a product tie-in to Junior ROTC (like long-time supporters CountryMeats and Glendale/Parade Store). All exhibitors are of the highest caliber, of unique benefit to our cadets and in keeping with the values of the NHS DTC. While this keeps the number of exhibitors at a lower number than could be achieved if the event was open to all who wished to attend, SNI believes this would ruin the "JROTC/academic" theme we put together with the exhibitors we currently invite. While

non-academic entities face a more stringent vetting process, we welcome all companies or product vendors that have a Junior ROTC interest or tie-in. We believe that the youngsters involved in Junior ROTC and their families would love to be exposed to quality products who may be of interest to our fantastic attendees!

WHO ATTENDS THE NATIONALS & HOW WE REACH THEM

With years of historical data to draw from, SNI knows the event maintains a broad spectrum of attendees from Across North America. The Nationals involves youngsters from urban, suburban, and rural areas of all genders and all races. While many schools are concentrated in the drill hotbeds of the Southeastern United States, roughly 30 states are generally represented at this event. The Nationals also celebrates academic excellence among this diverse melting pot as graduating seniors annually compete for the Jean K. Weil Scholarship Award. This award recognizes the TWO most outstanding cadets among the thousands who will attend providing each with \$1,000 college scholarships as they move forward to higher education.

With so much information constantly flowing about the event, SNI sends information 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. This is a part of the SNI marketing campaign designed to ensure the connection to our competing cadets, their parents and the overall event. SNI also mails a welcome email to all JROTC programs in Florida & Georgia to encourage them to attend the event as spectators. This mailing includes information on the **NATIONALS VILLAGE** as this is a great draw to attend the event. The local Central Florida community will also be informed about the event in order to maximize attendance. This has helped to produce an event full of competitors and spectators!



BEYOND THE NATIONALS - YOUR INFLUENCE ON THE WEB

The world of Junior ROTC touches communities both large and small, even reaching the corners of the globe. It appeals to all types of students across gender lines and ethnicities. 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. To satisfy that need for cyber social networking with a drill theme, 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 schools and individual cadets.

DrillNation.net functions with an eye to encouraging cadets to maximize their potential and it also provides visibility for your school as many exhibitors decide to become cyber exhibitors as well.



DEMOGRAPHICS & THE NATIONALS CADET

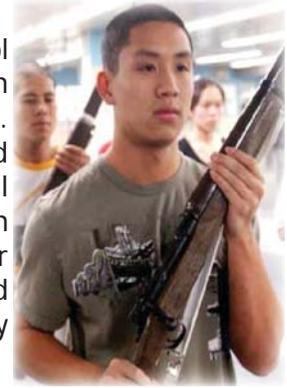
Sports Network International, Inc. currently produces the following military events:



- **Nationals Drill Camp** (Summer) Texas; 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) Phoenix, Arizona; Participants: 600–800
- **Army Cadet Command Western Drill Championships** (March) Phoenix, Arizona; 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

REGARDING THE NATIONALS CADETS

Junior ROTC as a whole provides a unique demographic within the high school community. These drill cadets are motivated to improve themselves, seek out inclusion in a community where expectations are high, 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 days are behind them. In addition to this, cadets that compete on this level are driven to excel within a team setting, are willing to sacrifice great amounts of time in order to conquer a goal, are focused on maintaining academic eligibility and are committed to achieving excellence in all they do. This is what makes these youngsters so highly sought after by our everyone, including our exhibitors!



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

Virtually every college attending looks to use the STANDARD EXHIBITOR space as this is the most cost effective, however Flagship Exhibitor and Mid Level Exhibitor spaces are available as well at a much higher price. Here are the exhibitor details:

- **Contract timeframe:** March 1st, 2011 – December 30th, 2011 (*year-round if signed up for 2012 event*).
- **Event timeframe:** Three Full Days of Exhibiting to unique people each day for one low cost.
- **Premium/Flagship Exhibitor & Mid Level Exhibitor** space is available (*call for details*).
- **Standard Exhibitor** space is 10' x 10' (*cannot change, but multiple booths can be placed together for a larger display*).
- Basic electric included (*Additional high-amp or multi-plug electric needs available at an additional charge*).
- Tables, chairs & wastebaskets included. **
- 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. **
- Distribution of literature in on-arrival package (*some limitations apply*).
- Listing of all school contacts (name, address, email, profile) – sent starting March 1st.
- Use of NNSDTC logo identifying you as an "Official NNSDTC Supporter" in marketing materials.
- Discounted hotel rates exclusively through SNI's housing bureau. ***see grid following for quantities*



OPTIONAL EXTRAS AVAILABLE FOR PURCHASE

- Phone/hi-speed internet/upgraded electric, etc.
- Meal-plans during the show within the Ocean Center.
- Logo and banner web links at a discount on both the SNI websites WWW.THENATIONALS.NET and WWW.DRILLNATION.NET
- Ad space inclusion within the annual DrillNATION Magazine publication.

EXHIBITOR PRICING

Premium Flagship Exhibitor: Currently, USN Recruiting Command & USACC
(space needs range from 6K-12K sq.ft. - cost: \$20,000 to \$30,000)

Flagship Exhibitor: One Site Currently Available
(space from 3K-5K sq.ft. - cost: \$5,000 to \$12,500)

Mid Level Exhibitor: Currently 1-2 Slots Available
(space is a 25' x 25' premium location booth - cost: \$1,500 to \$2,000)

Standard Exhibitor: Roughly 30 Slots Available (Earliest Registered Basis)
(space is a 10' x 10' booth - cost: \$350 (academic/non-profit) or \$400)

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: | \$2000 | 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.) |
| Nationals T-Shirt Sponsor: | - call - | Your logo on the back of the event T-Shirt |

... (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.

| | Flagship | Flagship | Mid Level | Standard |
|---|------------|-----------|-----------|-----------|
| Booth Space | 100' x 60' | 87' x 57' | 25' x 25' | 10' x 10' |
| Square Footage of Booth Space | 6,000 | 5,000 | 625 | 100 |
| Speaking opportunity at both awards ceremonies | Yes | | | |
| Full-page, full-color ad in event program (inside cover) | 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 with cadets | 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 | 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 |

PRIMARY EXHIBITOR REQUIREMENTS

- Exhibitors must have their booth load-in completed NLT 7pm on April 29th
- Exhibitors must have their booth load-out completed NLT 7pm on May 2nd
- Exhibitors cannot extend their scope outside the parameters of the exhibiting agreement (i.e., to promote a different product or service than the one identified)
- Exhibitors cannot build-up their booths to a height greater than 10' without submission of designs and requisite approval in advance.
- Exhibitors cannot sublet or share their space with another company without the express agreement of SNI.
- Exhibitors may not utilize any props or other eye-catching displays that place at risk any surrounding exhibitors or those passing by. All such displays must be static and behind/on the table.
- Complete information can be viewed on the Complete NHSDTC Exhibitor Rules & Procedures at <http://www.thenationals.net/exhibitor/dt-exhibitor-rules-and-regs.pdf>. Exhibitors should also read the Exhibitor FAQ at: <http://www.thenationals.net/exhibitor/dt-exhibitorFAQ.htm>



NATIONALS EXHIBITOR IN CLOSING

Your involvement with the National High School Drill Team Championships says more about your entity to these youngsters than you can imagine. Your involvement says you are interested in supporting these youngsters and what they stand for. Too often these days, money is spent freely on children that are broken and need to be "fixed". Junior ROTC and the Nationals provides a shining platform for the youngsters that have decided to better themselves through the finest citizenship and leadership program available in high schools across the world.

Once you have attended this event as a competitor, spectator or even as an exhibitor, you will understand why there is no high school event in the country that can begin to compare to the Nationals for the amazing impact we can provide. Competitors and their families return 10, 15 even 20 years later to relive the sounds and feel of the Nationals. The LIFETIME MEMORIES these youngsters and their families will carry forward from this competition will become a part of who each of these people become as they move into adulthood. Thank you for consideration of being a part of this special bond and we look forward to answering any questions you may have going forward.



CONTACT INFO FOR EXHIBITORS FOR THE NATIONAL HIGH SCHOOL DRILL TEAM CHAMPIONSHIPS

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