

ALOHA!

You are invited to join us at the 57<sup>th</sup> Annual HIADA (Hawaii Interscholastic Athletic Directors Association) Conference on June 4-8, 2018, to be held at the Hilton Waikoloa Village, 69-425 Waikoloa Beach Drive, Waikoloa, Hawaii, 96738.

The annual HIADA Conference Exhibitors Show will be held in the Queens Ballroom on Tuesday, June 5<sup>th</sup> and Wednesday, June 6<sup>th</sup>, 2018. (Please see the tentative conference schedule for more information)

This year's conference will once again provide you an opportunity to exhibit your products and services to the Athletic Directors from the public and private high schools from the five respective leagues throughout the 50<sup>th</sup> State of Hawaii that form the HHSAA – Hawaii High School Athletic Association. We are expecting a turnout of at least 250 conference attendees, including guests, speakers and athletic administration colleagues and dignitaries from the mainland. The conference schedule is arranged so that the athletic administrators will have plenty of time to visit each booth and discuss your products and services with you over the course of the two-day exhibitors show.

The exhibitor's fee is \$275 per table. Please note there is no sharing of tables – only one vendor is allowed per table. A vendor is allowed to purchase more than one table. Each table will be a standard six-foot model and two chairs will also be provided with each table. Depending on the amount of vendors attending your space area may vary between 8x8 to 10x10. **Please note your set-ups and displays must not exceed into the next vendor's space or the main walkway path.** Vendor registration and set-up for the exhibitors show will be on Tuesday, June 5, 2018 and tentatively scheduled to begin at 7:00am.

The HIADA Conference Committee will provide assistance in coordinating your electrical power needs. If you require internet connection, please indicate on your registration form, there is a wireless internet connection fee.

To assist us in planning, please fill out the online registration and submit your credit card payment. Registration after April 9, 2018 will require a \$100.00 late registration fee.

Also, please be sure to take a look at our conference sponsorship options (see next page), these are opportunities to provide more exposure and interaction with the conference attendees and your support is greatly appreciated by the HIADA Conference Committee and its membership.

Please let me know if you would be willing to contribute door prizes, these appreciated items will be collected on site and will enhance the conference's success, by checking off the Door Prize Donation box on your online registration. Your support would be greatly appreciated. Door Prize Drawings will be held throughout the entire conference and the HIADA Committee will have its own prize giveaways specifically during the exhibit show hours on Tuesday and Wednesday to drive up attendance in the exhibitors' room.

**Shipment of items to the hotel is allowed starting June 1, 2018. Please contact Events Manager Sef Tafua at 808-886-2264 for shipment address information to help avoid difficulties with your shipment.**

If you have any questions, please contact me at 808-380-5181 or email me at hawaiihiada@yahoo.com - I look forward to seeing you in June at the beautiful Hilton Waikoloa Village on the Island of Hawaii. If you need further information on set-up needs at the conference please contact Events Manager Sef Tafua at 808-886-2264.

Thank you for your support of Hawaii High School Athletics.

Mahalo nui loa,

Georges Gilbert  
HIADA Office

## EXHIBITOR SPONSORSHIP INFORMATION

### **HIADA Conference Benefits**

Here are some of the benefits exhibitors receive at the HIADA Conference:

- \_ Exclusive exhibit visiting hours each day within the conference schedule to increase interaction time with attendees
- \_ Hawaii High School Athletic Director Contact Listing (Mailing Address, Phone, Fax)
- \_ Sponsorship opportunities to promote services and products during the conference
- \_ Mahalo Message to those who are conference sponsors are included in attendees conference packet
- \_ Special HIADA conference hotel room rate
- \_ Opportunity to purchase HIADA Conference lunch and dinner tickets to socialize with conference attendees
- \_ Recognized on HIADA web site

### **GREAT Sponsorship Opportunities at the 2018 HIADA Conference**

#### **Insert Conference Attendee Packet – One Page Flyer**

Place a one-page flyer (double sided is fine, black and white or color is fine) in the packet of each attendee! **Deadline is Friday, May 19, 2017.** Promote your products and drive traffic to your table. Exhibitor must provide and deliver flyer copies to HIADA at own cost and the flyer will be included in attendee packet. **Sponsorship: \$50**

#### **Coffee & Tea Break Sessions**

Opportunity to mingle with conference attendees - signage recognition at the coffee break sites and a Mahalo message included in conference attendee packet **Sponsorship: \$275**

#### **Sponsor a Mini-Education Workshop**

Guest speakers from around the country will cover a variety of topics relative to athletic administrators, coaches and/or athletic trainers. Sponsor will be announced to attendees of the session and also additional Mahalo sponsor message to be included in conference attendee packet and on HIADA web site. **Sponsorship: \$100**

#### **Aloha Dinner**

Tuesday, June 5<sup>th</sup> -- The Aloha Dinner is a function of the conference with a large portion of athletic administrators in attendance and features a keynote speaker. Sponsor will receive two dinner tickets and will be introduced and given the opportunity to make brief remarks to the audience at this end of the high school athletic year event. Also, additional Mahalo message to be included in conference attendee packet. **Sponsorship: \$600**

#### **HIADA Awards Dinner**

Wednesday, June 6<sup>th</sup> -- An excellent buffet dinner will be served and will be followed an awards program to honor individuals in the areas of coaching, athletic administration and special service. Sponsor will receive four dinner tickets and given the opportunity to make brief remarks to the audience. Also, additional Mahalo message to be included in conference attendee packet. **Sponsorship: \$750**

## **HOTEL SITE CONTACT & REGISTRATION**

The Hilton Waikoloa Village will serve as the host hotel for the 58<sup>th</sup> Annual HIADA Conference. Exhibitors may contact Senior Events Manager Sef Tafua at 808-886-2871 for more on-site exhibitor information such as when to ship items to the hotel and securing additional equipment needs for your conference showing. Exhibitors will be located in the Queens Ballroom. All exhibitor representatives are required to check-in at Exhibitor Registration Table before exhibit set-up. If you wish to stay on property, please indicate on your online registration.