



The Alabama High School Athletic Directors & Coaches Association in conjunction with the Alabama High School Athletic Association is proud to announce the Fifteenth Annual Alabama All-Star Sports Week, July 11-15, 2011.

The centerpiece of these activities for over 4,000 high school athletic personnel from across the state will be the **ALL SPORTS EQUIPMENT EXPO** at the Renaissance Montgomery Convention Center during the Coaching School. The Expo will be open to sports equipment vendors and any support product vendors that are involved in interscholastic athletics. The Expo floor will be open for not only exhibiting products and services, but also onsite sales of products if so desired.

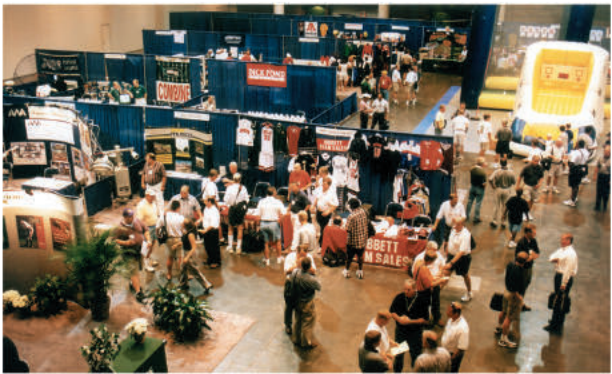
Principals, athletic directors, and coaches in the sports of baseball, basketball, cheerleading, football, soccer, softball, swimming, track and field, volleyball, and wrestling will attend the Coaching School.

The All-Star Sports Week will bring together high school all-stars from the sports of basketball, baseball, volleyball, softball, soccer, and football. All-Star games will take place during the week.

The AHSADCA will provide a complimentary Vendor Breakfast on Wednesday, July 13, at 8:00 a.m. in the Expo Showroom (Exhibit Hall C) of the Renaissance Montgomery Convention Center (see reservation form on memorandum).

Please consider joining us for a great week celebrating Alabama high school athletics.

Steve Bailey, Director, AHSADCA



ALABAMA ALL-STAR SPORTS WEEK
JULY 11-15, 2011

ALL SPORTS EQUIPMENT EXPO
JULY 13-15, 2011

RENAISSANCE MONTGOMERY CONVENTION CENTER
MONTGOMERY

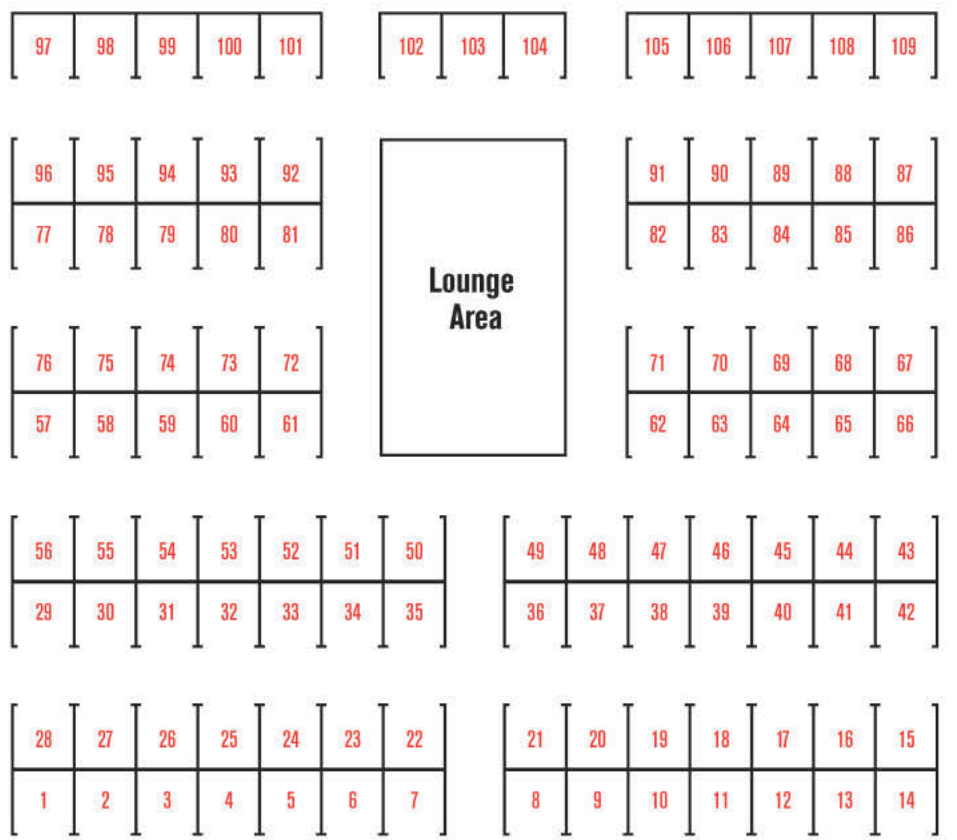
AHSAA
ALABAMA HIGH SCHOOL ATHLETIC ASSOCIATION

AHSADCA
ALABAMA HIGH SCHOOL ATHLETIC DIRECTORS & COACHES ASSOCIATION



EXPO LAYOUT

LOADING DOCKS



ENTRANCE

EXPO INFORMATION

EXPO HOURS

MOVE IN: TUESDAY, JULY 12 8:00 A.M. – 10:30 P.M.
SHOW DAYS: WEDNESDAY, JULY 13 9:00 A.M. – 4:30 P.M.
 THURSDAY, JULY 14 9:00 A.M. – 4:30 P.M.
 FRIDAY, JULY 15 9:00 A.M. – 1:30 P.M.
MOVE OUT: FRIDAY, JULY 15 AFTER 1:30 P.M.

ALL EXHIBITS MUST BE REMOVED BY 11:59 P.M. FRIDAY, JULY 15

BOOTH SPACE IS 10' X 10'. Booth package includes 8' high background drapery and 3' high side divider drapery, 1 company ID sign, 1 6' topped and skirted table, 2 chairs, and 1 wastebasket.
 Cost is \$300 or \$3.00 per sq. ft. of bulk space.

FERN EXPOSITION & EVENT SERVICES provides additional furnishing and services at a discount rate. An exhibitor service kit with order forms and other specific information will be mailed to you once your application/contract is received.

IF DRAYAGE AND EXPO STORAGE IS NEEDED, contact Fern Exposition & Event Services at 205-458-8741 and discuss services and terms.

COMPLETE ENCLOSED APPLICATION/CONTRACT to register for exhibit space and mail with check or money order to the AHSADCA at the address below. The AHSADCA does not accept credit cards.

COMPLIMENTARY VENDOR BREAKFAST – Wednesday, July 13, 8:00 a.m., Expo Showroom (Exhibit Hall C), Renaissance Montgomery Convention Center (see reservation form on memorandum).



**CONTACT INFORMATION: AHSADCA, P. O. BOX 242367, MONTGOMERY, AL 36124-2367
 TELEPHONE: 334.263.6994 • FAX: 334.387.0076 • EMAIL ADDRESS: emilner@ahsaa.com**

