



Hilton located in
the **WALT DISNEY WORLD®** Resort
Conference: May 29-June 1
Trade Show: May 31-June 1

ISI Returns to the Sunshine State for 2012 Conference & Trade Show

For more than 50 years, the ISI Ice Arena Conference & Trade Show has provided an annual opportunity for professional development, networking and industry builder/supplier marketing. In 2012 the national event returns to Orlando, where we celebrated our memorable 50th anniversary three years ago. Conference and trade show participation is an economic necessity for ice arena professionals who wish to expand their knowledge base and skill set, and keep pace in a competitive environment. While it offers the chance to catch up with old friends and business associates, there's no better way to make valuable new contacts and generate vital business leads.



OUR ATTENDEES

The ISI Trade Show brings together hundreds of buyers with significant purchasing power, at one time, in one great location. These top decision-makers represent a variety of facilities across the country and around the world. That's why ISI is the trade show of choice for companies selling to:

- Arena owners and managers
- Operations personnel
- Skating directors
- Hockey coaches
- Figure skating coaches
- Pro shop owners

Opportunities in Orlando!

Don't forget — as a registered ISI Ice Arena Trade Show exhibitor, you will receive two full conference registrations per paid booth, which includes seminars and social events. For optimal results, take advantage of all this event has to offer. Whether you're new to the business or have decades of experience, there's always plenty to learn and share. ***Nobody has ever left the ISI Ice Arena Conference & Trade Show without new contacts and information; make sure they don't leave without YOUR information!***

OUR EXHIBITORS

- Advertising
- Apparel
- Arena seating
- Design/engineering
- Arena supplies
- Computer software
- Computer hardware
- Concession stand supplies
- Consulting services
- Dasher boards
- Dehumidification
- Engineering and architecture
- Figure skates
- Flooring
- Hockey equipment/supplies
- Hockey schools
- Ice paint
- Ice resurfacers
- Insurance
- Lighting
- Lockers
- Arena management
- Pro shop supplies
- Publications
- Refrigeration/energy systems
- Rental skates
- Retail products
- Scoreboards
- Skate sharpeners
- Specialty items
- Ticketing
- Video/photo production





Why Should You Exhibit at the 2012 ISI Ice Arena Conference & Trade Show?

- Relationships drive commerce. The trade show allows you to network with the right people, see and be seen, meet clients and prospects face-to-face and get instant feedback.
- Showcase your company's new products and innovations and educate attendees.
- Provide a point of contact for new customers and make a lasting impression.
- Build brand exposure and identity enhancement.
- Check out your competition, catch up on industry "buzz" and observe what attracts interest.
- Get your foot in the door and generate multiple qualified leads in a relaxed environment and one convenient location — saving both time and money.
- Visit with prospects you might not otherwise meet.
- Have a presence where your competition will.
- Capture prospects' full attention — something you can't do with electronic or virtual communication!

EXHIBITOR INFORMATION

Affordable Exhibit Space

Member Fees:

- \$1200 per standard 10' x 10' booth
- \$1300 per premium location booth

Non-member Fees:

- \$1900 per standard 10' x 10' booth
- \$2000 per premium location booth

FREE to Exhibitors

- Listing in the official conference program
- Listing in the ISI virtual trade show for six months

Exhibit Fees Include

- 8' backwall and 36" side rails
- 7" x 44" company identification sign
- Complimentary food service in the exhibit area

- Marketing opportunities including sponsorships, advertising in the conference program, mailing lists of conference attendees
- Guest passes to trade show only for your most valued customers
- Carpet throughout show floor
- General security service
- Discounted hotel accommodations
- Social events and other networking opportunities
- Referrals to members who contact ISI seeking resources
- Two full-conference registrations per paid booth for exhibitor personnel (includes seminars and social events). Purchase badges for additional exhibitor personnel at \$25 per person (excludes seminars and social events).

May 31-June 1, 2012

Thursday, May 31

5-8 p.m.

Trade Show and Cocktail Reception

Friday, June 1

10 a.m.-2 p.m.

Trade Show and Buffet Lunch

Hilton, located in the WALT DISNEY WORLD® Resort Lake Buena Vista, Florida

Rate per night: \$144

Reservation desk: (407) 827-4000

Group Code: ICE

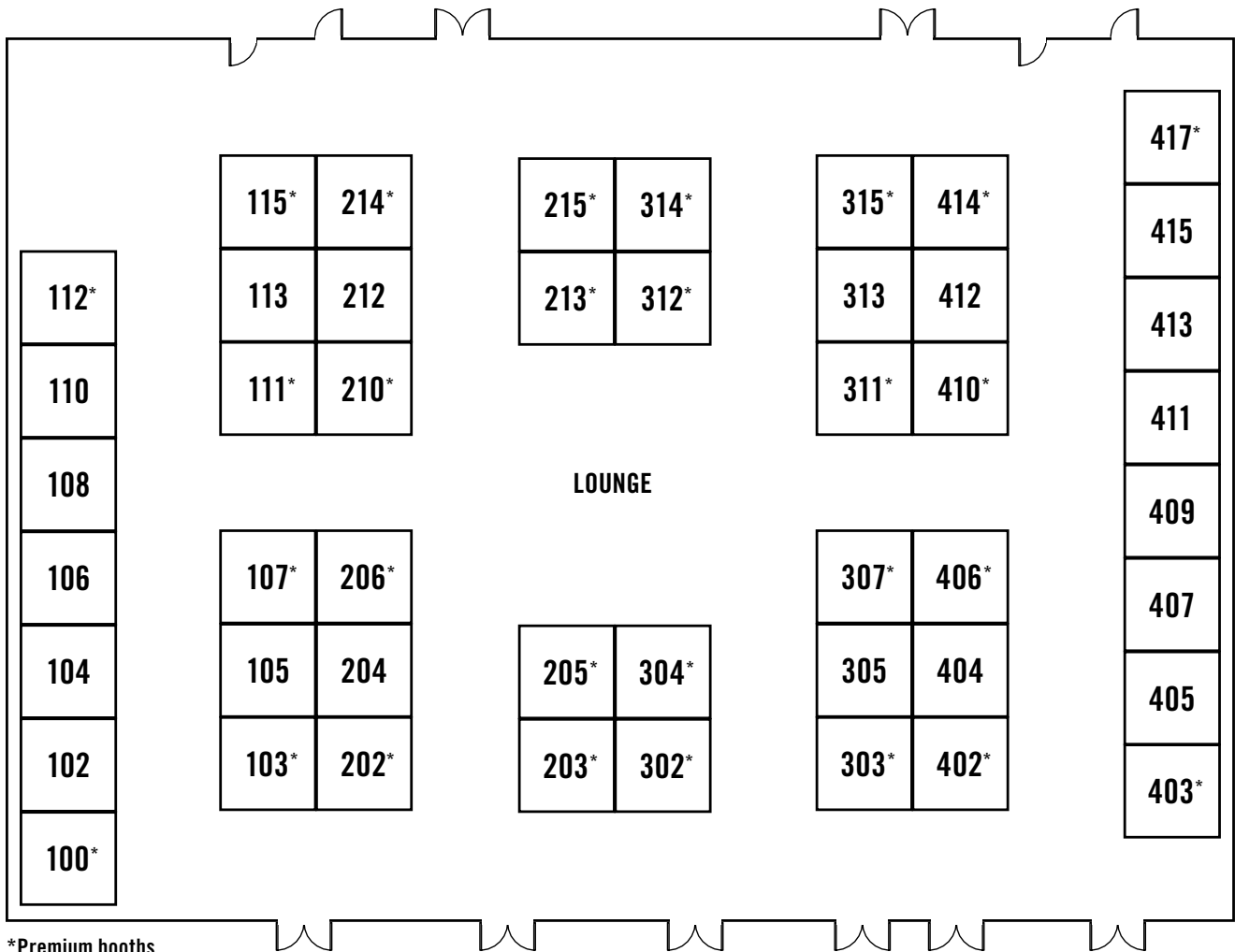
Reservation deadline: April 25

RESERVE YOUR SPACE TODAY!

Contact Sean Flynn, Director of Management Programs & Services,
at (972) 735-8800 or sflynn@skateisi.org, or return the enclosed application form.
Prospectus and application form also available at skateisi.org/tradeshow.

Ice Skating Institute Trade Show Department | 6000 Custer Road, Bldg. 9, Plano, Texas 75023

FLOOR PLAN AND BOOTH LAYOUT



*Premium booths