

MEMORANDUM

TO: Past Exhibitors at the Connecticut Association of Athletic Directors' conference  
FROM: Fred Balsamo, Executive Director  
DATE: October, 2009  
RE: **INVITATION TO EXHIBIT**

Plans are currently being made for our 26<sup>th</sup> Annual Athletic Directors' Conference being held on March 25, 26, 2010 at the Rocky Hill Marriott. **Exhibit space will only be available on Thursday, March 25, 2010** from 7:00 a.m. until 4:00 p.m. This will condense the amount of time exhibitors have to spend at the Conference, but will increase the actual contact time with Athletic Directors. As you know, each year our Conference becomes more successful than the year before, and last year was no exception. Those of you who have been with us in the past know that we make every attempt to ensure that our Conference is successful not only for the athletic directors, but for the exhibitors as well.

Please take the time to fill out the attached registration form and mail it back to me with your check so that I may reserve your booth space. You all know that exhibit space is always sold out each year, so I would recommend that you do not hesitate. Looking forward to your continued participation.

Remit to: C.A.A.D.  
c/o Fred Balsamo, Executive Director  
30 Realty Drive, Cheshire, CT 06410  
Telephone (203) 250-1111

**Conference Site**

**Rocky Hill Marriott  
100 Capital Boulevard, Rocky Hill, CT  
(Exit 23 off I-91)**

CONNECTICUT ASSOCIATION OF ATHLETIC DIRECTORS' CONFERENCE  
**EXHIBITOR SIGN-UP FORM**

The Connecticut Association of Athletic Directors' Conference will be held on **March 25, 26, 2010 at the Rocky Hill Marriott**. Very limited exhibit space is available. If you are interested in exhibiting, you must fill out the form below and return it with your payment. **COST PER BOOTH – \$300.00.**

Show Day: Thursday ONLY – March 25, 2010  
7:00 a.m. - 4:00 p.m.  
Booth MUST be broken down by 4:00 p.m.

Booth comes with draped tables, chairs (electricity by request).

We have **sold out in advance** each of the last 25 years so **please fill out and return this completed form today.**

Name of Contact \_\_\_\_\_  
Name of Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
Telephone (include area code) \_\_\_\_\_

Product \_\_\_\_\_

Do you need electricity?     \_\_\_ Yes     \_\_\_ No

I would like \_\_\_\_\_ booth(s) at the Connecticut Athletic Directors' Conference

**For Name Tags** – Please list names of those attending:

\_\_\_\_\_  
\_\_\_\_\_

Signature \_\_\_\_\_

**RETURN THIS FORM AND A CHECK FOR \$300 PER BOOTH PAYABLE TO:**

C.A.A.D.  
c/o Fred Balsamo, Executive Director  
30 Realty Drive, Cheshire, CT 06410  
Telephone (203) 250-1111

NOTE: Special room rates (\$99) are available for exhibitors **up until March 12, 2010**. If you make reservations by phone, please mention that you are with the CAAD Conference (Rocky Hill Marriott -- 860-257-6000). You can also book a room on-line at <http://cwp.marriott.com/bdlrh/caad2010/>

More hotel information will be forthcoming.

**For CAAD Use Only**

# of booths \_\_\_\_\_

Amount Received \_\_\_\_\_

Check # \_\_\_\_\_

Date Received Check \_\_\_\_\_