



**CONVENTION**  
PHILADELPHIA 2018

# 2018 UNITED SOCCER COACHES CONVENTION ADVERTISING OPPORTUNITIES

## SCHEDULE BOOKLET // DUE DATE: NOV. 17, 2017

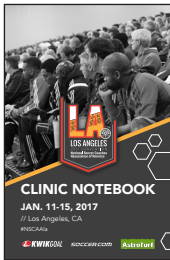
Each attendee receives a Convention Schedule, providing the information on field sessions, lectures, meetings, and the exhibit hall floor. The schedule is the most popular advertising option with coaches referring to its information throughout the day.



Ad	Size *Subject to change	Price
Inside Front Cover	8.5" wide x 11" tall (+.125" bleeds all around)	SOLD
Inside Back Cover	8.5" wide x 11" tall (+.125" bleeds all around)	SOLD
Center spread	2 pages - 8.5" wide x 11" tall (+.125" bleeds all around)	SOLD
Full Page	8.5" wide x 11" tall (+.125" bleeds all around)	SOLD
Back Cover	8.5" wide x 11" tall (+.125" bleeds all around)	SOLD

## CLINIC NOTEBOOK // DUE DATE: NOV. 17, 2017

Each attendee receives a copy of the spiral-bound Clinic Notebook, which offers room for notes for all Convention sessions. A handy single reference that coaches keep and refer to long after the Convention ends. *NOTE: Please don't put vital information on the far right side of your ad, leave .5" open for spiral binding.*



Ad	Size *Subject to change	Price
Inside Front Cover	5.5" wide x 8.5" tall (+.125" bleeds all around)	\$1,000
Inside Back Cover	5.5" wide x 8.5" tall (+.125" bleeds all around)	\$1,000
Center spread	2 pages - 5.5" wide x 8.5" tall (+.125" bleeds all around)	\$1,200
Full Page	5.5" wide x 8.5" tall (+.125" bleeds all around)	\$600
Half Page	5.5" wide x 4.25" tall (+.125" bleeds all around)	\$475
Back Cover	5.5" wide x 8.5" tall (+.125" bleeds all around)	SOLD

## FIELD BOARDS // DUE DATE: DEC. 1, 2017

Boards outline each demo field that offers brand exposure to attendees, clinicians, and anyone who purchases the video sessions from Convention.



Ad	Size *Subject to change	Price
2 signs	20' wide x 3' tall (saved as a PDF with crops and .5" bleed)	\$3,000
1 sign	20' wide x 3' tall (saved as a PDF with crops and .5" bleed)	\$1,500

### Bundled Packages Available

Email Ashley Goodrich for pricing at [agoodrich@UnitedSoccerCoaches.org](mailto:agoodrich@UnitedSoccerCoaches.org)

All ad creative is the responsibility of the advertiser.



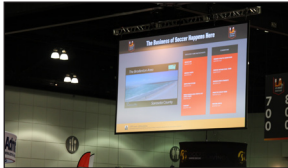


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## DIGITAL ADVERTISING // DUE DATE: DEC. 1, 2017

Promotional video advertisements that are looped strategically at Registration, between education sessions in the demo field halls, and anywhere else that monitors are placed for advertising purposes.



Ad	Size *Subject to change	Price
:30 video spot	16:9 format, H.264	\$5,000
:10 video spot	16:9 still image, H.264	\$1,500

## ATTENDEE PACKET INSERT // DUE DATE: DEC. 1, 2017

Place your information in the one item every attendee wants- the Attendee Packet. *\*United Soccer Coaches must approve all ads & packet inserts prior to November 1, 2017. Packet inserts that are not approved will be subject to removal from the packet & no refund will be granted, no exceptions.*

Items	Quantity	Price
Item other than a flyer or handout	7,000 - Info coming soon	\$4,000
Flyer   Handout   Coupon   Any printed material	7,000 - Info coming soon	\$6,000

### Bundled Packages Available

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# ADVERTISING PURCHASE FORM - 2018 UNITED SOCCER COACHES CONVENTION

## Contact Information:

Company \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Contact Email \_\_\_\_\_

## Order Information:

**2 Field Signs** - \$3,000

**1 Field Sign** - \$1,500

## Schedule Booklet

Ad \_\_\_\_\_ Rate \_\_\_\_\_

## Clinic Outline Book

Ad \_\_\_\_\_ Rate \_\_\_\_\_

## Digital Advertising

:30 Video Spot Rate: \$5,000

:10 Still Image Rate: \$1,500

## Attendee Packet Insert

Rate: \$4,000 - **Item**

Rate: \$6,000 - **Printed Material**

Subtotal \_\_\_\_\_

10% Discount for multiple ads \_\_\_\_\_

Total \_\_\_\_\_

## Payment Information (Circle One):

Check or Wire Transfer (payable to United Soccer Coaches - Invoice available upon request)

Credit Card (Debit Cards not accepted):

American Express Discover MasterCard Visa

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ V-Code No. \_\_\_\_\_

Name As It Appears on Card \_\_\_\_\_

Signature \_\_\_\_\_

Billing Address of Cardholder \_\_\_\_\_

City \_\_\_\_\_

State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Please Note: All Advertising Insertion order payments are due when insertion order received.

For Information on wire transfer payments contact Ashley Goodrich at [agoodrich@UnitedSoccerCoaches.org](mailto:agoodrich@UnitedSoccerCoaches.org)



**Art Deadline: November 17, 2017**

## To place an order:

Contact: Ashley Goodrich

Email: [agoodrich@UnitedSoccerCoaches.org](mailto:agoodrich@UnitedSoccerCoaches.org)

Fax: 816-474-7408