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FREQUENTLY ASKED QUESTIONS "FAQ" FOR EXHIBITORS

1. What is USAS?

The United States Aquatic Sports (USAS) is the national federation for aquatic sports which represent the United States in the FINA (Fédération Internationale de Nation). As determined by U.S. law and FINA regulations, the United States must have only one national federation as a representative to FINA. That federation is United States Aquatic Sports, Inc.

Since 1980, there are five national governing bodies (NGBs) that make up USAS: USA Swimming, USA Diving, United States Synchronized Swimming, USA Water Polo, and United States Masters Swimming. Of the five, only United States Masters Swimming (USMS) is not a member of the United States Olympic Committee (USMS main aim is adult swimming, exclusive of Olympic-swimming which is the domain of USA Swimming).

2. Why hold a USAS Convention?

By law, USAS must present a single organization to represent the United States NGBs internationally; by choice the NGBs have also determined to delegate to USAS the responsibility of conducting a national convention. The USAS Convention allows for economies of scale and permits the leadership and membership of the various NGBs, to convene and discuss common problems and concerns, conduct training sessions and honor outstanding performances and/or participation in the sport. In addition, this allows the NGBs to save money on their national conventions and to allow collaboration among the NGBs on common issues of interest. If and when the revenues of the Convention exceed expenses, the surplus is dedicated to sending the U.S. teams to the World Swimming Championships.

3. Who attends the USAS Convention?

With the five NGBs conducting each of their own individual conventions concurrently at one location, attendance has increased every year. Volunteers are the backbone of the success for each NGB. They represent all 50 states and hundreds of companies and professions. In addition, the coaches, officials and athletes of each sport are in attendance together with the staff from each NGB. Of the 1400-plus attendees, the ages range from 16 to 90 and each person has the common interest of supporting and enhancing participation in their sport.

4. Why should I be an exhibitor?

This is the valuable opportunity for you! You will have access for three days to approximately 1,400 representatives from all five governing bodies – this includes staff, coaches, officials, athletes and volunteers. This is your opportunity to showcase your products or services to your target audience all at one location.

**5. Convention Location - Exhibit Area: TBD
Hyatt Regency Dallas
300 Reunion Boulevard
Dallas, TX 75207**

We have a block/group rate for registered delegates and exhibitors. (See our website).

6. What do I need to do to be an exhibitor?

➤ *Register your Booth(s):* Registration opens May 1, 2017: We are pleased to offer online registration at www.usaquaticsports.org. Please click on 'Convention Info' then 'Exhibitors.'

We accept credit card payment - 1 Booth: \$800 - each additional \$400.

EXHIBITORS SCHEDULE			
ACTION	DATE	TIME OPEN	TIME CLOSE
Exhibits Move-In	Tuesday, Sept. 12	Noon	5 p.m.
Show Times	Wednesday, Sept. 13	7 a.m.	5 p.m.
*Welcome Reception	Wednesday, Sept. 13	6 p.m.	9 p.m.
Show Times	Thursday, Sept. 14	7 a.m.	5 p.m.
Show Times	Friday, Sept. 15	7 a.m.	noon
Exhibits Tear Down	Friday, Sept. 15	Noon	3 p.m.

***Welcome Reception** - A great opportunity to meet/greet delegates and enjoy free food/beverages. If you are unable to stay for the evening, please cover your booth.

- Specific times and dates are on our registration forms also posted on our website. Meeting tables are available on the floor of the Exhibit Area for impromptu conversations or scheduled meetings. We have security overnight, however, we encourage you to cover or pack up your items for safety.
- *Drayage/Expo Services:* Once you register as an exhibitor, Shepard Exposition Services will send you information via email.
- *Printed Ads:* All ads are printed b/w with no bleed. Full page is 8-1/2 x 11. PDFs are preferred.

Please join us for the USAS Convention this year in Dallas, Texas. Feel free to contact me at the above-noted email and/or telephone number. We look forward to meeting you!!!

Thanks!



Please visit www.usaquaticsports.org for more information on this year's USAS convention and plans for upcoming years.