



2027 EXHIBITOR GUIDE

NATIONAL FIELD HOCKEY COACHES ASSOCIATION

NFHCA Annual Convention

For more than three decades, the **NFHCA Annual Convention** has served as the largest professional gathering of field hockey coaches in the United States. This guide provides important exhibitor information, operational details, and event policies to help ensure a successful Convention experience.

Event Details

Dates

January 12 - January 15, 2027

Host Hotel:

Orlando Marriott Lake Mary, 1501 International Parkway, Lake Mary, FL 32746

Contact

Cate Clark, Executive Director: cate.clark@nfhca.org

2027 Exhibitor Schedule



Tuesday, Jan 12

SET UP 10:00 a.m. –
4:00 PM + Collegiate
Sessions 5:00 p.m.
– 7:30 p.m.



Wednesday, Jan 13

7:30 a.m. – 7:30 p.m.
Sessions + Welcome
Reception



Thursday, Jan 14

7:30 a.m. – 1:30 p.m.
Sessions + 6:30 –
9:30 p.m. Hall of
Fame Event



Friday, Jan 15

7:30 a.m. – 10:00 a.m.
– Sessions

The NFHCA Winter Escape Showcase begins at 10:00 a.m. on Friday, January 15 and runs through 3:00 p.m. on Sunday, January 17. Contact Ainslee Lamb at ainslee.lamb@performancesportevents.com about exhibitor opportunities for this event.



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Exhibitor Benefits

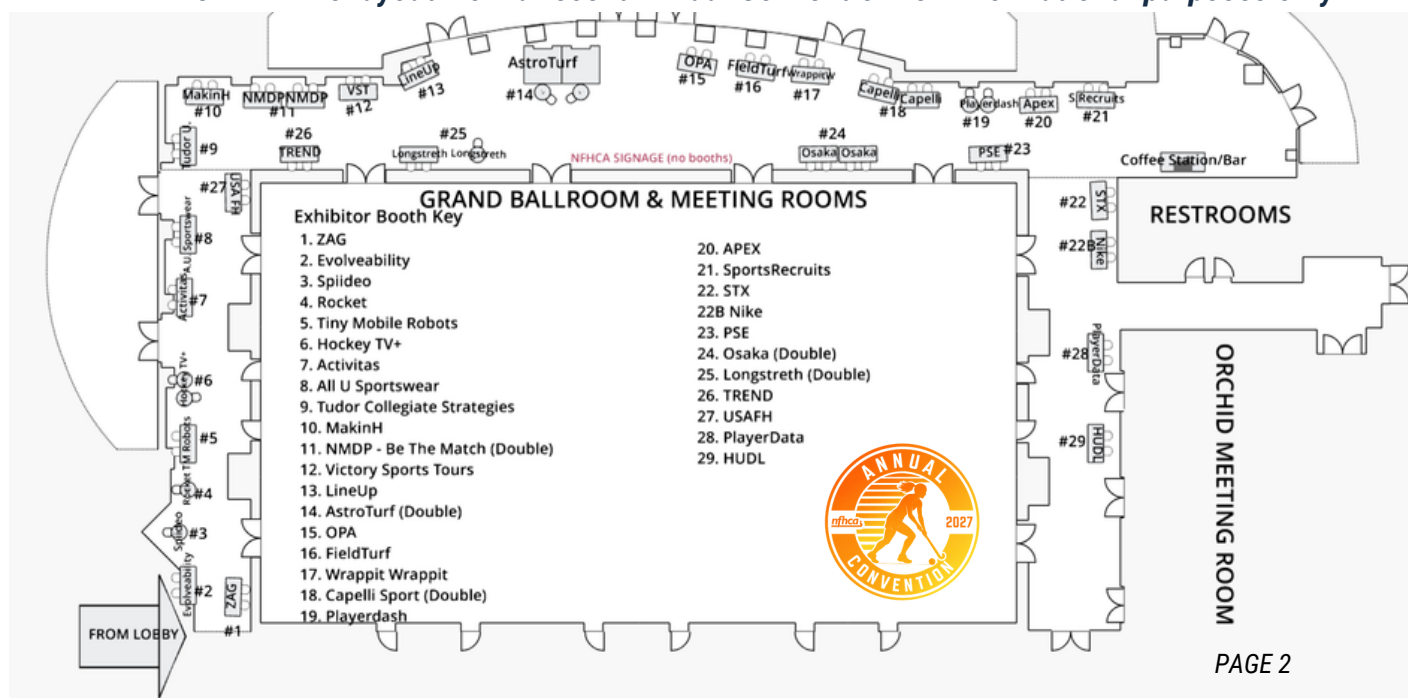
Designated exhibit space, Convention visibility, networking opportunities, attendee engagement, and recognition as a supporter of the field hockey community. Package details and pricing are available on the [NFHCA website](#).

Exhibitors are invited to all provided Convention breakfast meals and the Coaches Appreciation & Awards Lunch. The Hall of Fame Reception and Awards Dinner is available for Champion Level exhibitors, Official Sponsors, and Official Partners of the NFHCA. Individual tickets can be purchased for \$82 per ticket for Premier and Affiliate level exhibitors.

Exhibitor Package & Floor Plan

All organizations will be placed according to their exhibitor package, their existing sponsorship status with the NFHCA, the date of the package purchase, and the number of years exhibiting at the NFHCA Convention. Official Partners and Official Sponsors will receive first choice of exhibitor space. All dimensions and locations shown on the floor plan are believed, but not warranted, to be accurate. The NFHCA reserves the right to make such changes as necessary to meet the needs of exhibitors and existing sponsors.

*****BELOW MAP is layout from a recent Annual Convention for informational purposes only.*****



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Hotel AV & Electrical Services

Audio/Visual services and electrical needs should be coordinated directly with the Orlando Marriott Lake Mary hotel. It is the responsibility of the exhibitor to request these services and needs directly with the hotel. There is an additional expense that is paid directly to the Marriott for extension cords, power stripes, power drops, and monitors. The link to request AV and electrical services during Convention will be shared with exhibitors by November 1.

Hotel Shipping & Receiving

Packages shipped to the hotel should be received **no sooner than January 8, 2027**. There is a charge per box for the first five boxes up to 20 pounds each and additional fees for more boxes in weight and quantity. The Marriott Exhibitor Request Form for shipping and receiving will be emailed to all exhibitors by November 1 and is managed by the host hotel.

Exhibit Hall Expectations

Exhibitor space should be staffed during published exhibit hours, remain neat and professional in appearance, and stay within the assigned exhibit space.



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Exhibitor Demonstrations & Promotional Activities

As a matter of safety and courtesy to others, exhibitors must conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching in walkways or neighboring booths. All sound and music must be maintained to not disrupt the activities of neighboring exhibitors or the Convention sessions.

It is prohibited to hang any signage or promotional materials on the walls of the Marriott hotel. All exhibits must be freestanding and not be attached to walls or windows of the hotel. All exhibitor booths and displays should be kept clean, tidy, and appealing in appearance.

Serving alcohol and food from your exhibitor booth is in violation of the Convention host hotel and NFHCA contract and is strictly prohibited.

Exhibitor Receptions & Outside Functions

Non-association functions involving more than 20 NFHCA registrants, through private invitation or open to the public, **cannot** be scheduled during the following hours:

- Tuesday, January 12, 2027, 4:30 p.m. - 7:30 p.m.
- Wednesday, January 13, 2027, 8:00 a.m. - 7:45 p.m.
- Thursday, January 14, 2027, 8:00 a.m. - 9:45 p.m.
- Friday, January 15, 2027, 8:00 a.m. - 5:00 p.m.



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Refund Policy & Subletting

All cancellations and requests for refunds must be submitted via email to cate.clark@nfhca.org. Telephone requests will not be honored. The refund policy is as follows:

- There is a 50% nonrefundable deposit assumed on each exhibitor registration at the time of registration.
- A 50% refund of booth package and any add-ons purchased will be provided within 14 business days of request, for all cancellation requests received by 11:59 p.m. on October 5, 2026.
- No refunds will be provided for cancellation requests on or after October 6, 2026.
- Exhibitors not in attendance will not receive the benefits of their purchased booth package.
- Booth space cannot be sublet without the prior approval of the NFHCA Executive Director. If approval is granted, the subletting exhibitor will be notified by the Executive Director and must adhere to all guidelines outlined in the NFHCA Convention Exhibitor Packet. An additional fee of \$925 will be charged to the subletting exhibitor and must be paid to the NFHCA at time of approval. Violation of this guideline will result in both organizations losing their booth space in the Exhibit Hall with no refunds granted.

Exhibitor space not occupied by 8:00 a.m. ET on Wednesday, January 13, 2027 will be forfeited by the exhibitor and this space may be resold or reassigned or used by the NFHCA for any purpose.



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Disclaimer of Liability and Indemnification

The NFHCA does not assume any responsibility whatsoever for any loss or damage suffered or incurred by any exhibitor with respect to any personal property of any exhibitor, all of which shall be the sole responsibility of each exhibitor. The NFHCA does not assume any obligation or responsibility to safeguard any exhibitor's personal property while such personal property is at the Convention, and each exhibitor acknowledges that the exhibitor shall be solely responsible for the protection of all such exhibitor's personal property while at the Convention. Each exhibitor acknowledges that the NFHCA has no duty whatsoever with respect to the protection of the property of the exhibitors, which shall at all times remain in the sole possession and custody of each exhibitor and be the sole responsibility of each exhibitor. The NFHCA is not responsible for exhibitor loss, theft, damage, or injury.

Force Majeure

The NFHCA reserves the right to modify, postpone, or cancel the event due to circumstances beyond its reasonable control, such as fire, flood, terrorism, war, public health emergency, labor dispute, etc.

Brand Alignment & Exhibitor Eligibility

The NFHCA reserves the right to review all exhibitor applications and determine eligibility for participation. Organizations, products, services, or activities that are inconsistent with the mission, values, policies, or professional standards of the NFHCA may be declined at the sole discretion of the association. The NFHCA reserves the right to decline or remove exhibitors whose products, services, or activities are inconsistent with the mission and values of the association.

Exhibitor Code of Conduct

The NFHCA Annual Convention is committed to fostering a professional, welcoming, and inclusive environment where all participants feel respected, valued, and supported. As representatives of organizations engaging with our members, exhibitors and vendors play an important role in helping create a positive experience for all attendees.

All exhibitors are expected to conduct themselves in a manner that reflects the NFHCA's values. Interactions with attendees, speakers, staff, volunteers, and fellow exhibitors should be courteous, inclusive, and free from discrimination, harassment, intimidation, or exclusionary behavior of any kind.

Exhibitors are expected to ensure that all booth activities, promotional materials, presentations, conversations, and sponsored programming contribute to a welcoming environment for individuals of all backgrounds, identities, and experiences. Organizations participating in the Convention should be prepared to engage respectfully with the diverse field hockey community and support an atmosphere where all attendees feel comfortable participating.

The NFHCA reserves the right, at its sole discretion, to address concerns regarding exhibitor conduct and to take appropriate action when behavior, messaging, materials, or activities are determined to be inconsistent with NFHCA policies, event guidelines, or organizational values. Such actions may include removal of materials, suspension of activities, or removal from the event without refund. By participating in the NFHCA Annual Convention, exhibitors acknowledge and agree to uphold these expectations and contribute positively to the experience of all attendees.

