

EXHIBITOR GUIDE

THE VENETIAN®
JULY 1-3, 2012 • LAS VEGAS, NEVADA



THE RIGHT PEOPLE.
THE RIGHT EXPOSURE.

2012 Martial Arts

SuperShow™

Big Ideas for Your Business

CONNECT WITH US!

[fb.com/MASuperShow](https://www.facebook.com/MASuperShow)
twitter.com/MASuperShow

PRESENTED BY

CENTURY®

MAIA™



WHY EXHIBIT? THE RIGHT ATTENDEES. THE RIGHT BUYING POWER.

Get your product or service in schools around the globe — all without using your passport!

How? Through the global population of martial arts professionals attending the 2012 MASuperShow.

Attendees flock to the MASuperShow from around the world, providing you with an eager, captivated, buying audience. And **over half of all registrants are first time attendees, giving you a fresh, new audience.**

Our attendees are looking for the next big thing in martial arts business — **YOU.**

Exposure like this is priceless, on both wholesale and retail levels. And, not only will you reach thousands of martial arts school owners, but you'll also reach their students.

77% of last year's MASuperShow attendees purchased a product or service from exhibitors — with many attendees also making commitments for future purchases.





PURCHASING POWER

92% ARE SCHOOL OWNERS
(This means they make the decisions!)

96% VISITED THE TRADESHOW FLOOR

AGE

4% UNDER 26 YEARS

47% 26-45 YEARS OLD

49% OVER 45 YEARS

RANK

96% BLACK BELTS

4% OTHER

GEOGRAPHICAL

43 STATES REPRESENTED

8 COUNTRIES REPRESENTED

SATISFACTION FACTOR

94% ARE PLEASED WITH THEIR EXPERIENCE

MASuperShow attendees are highly skilled, disciplined, mature adults who are dedicated to strong principles and have an affinity towards anything related to their martial art. They are brand loyal and looking for ways to improve their business.

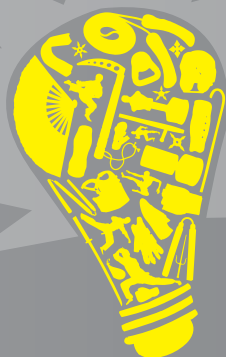
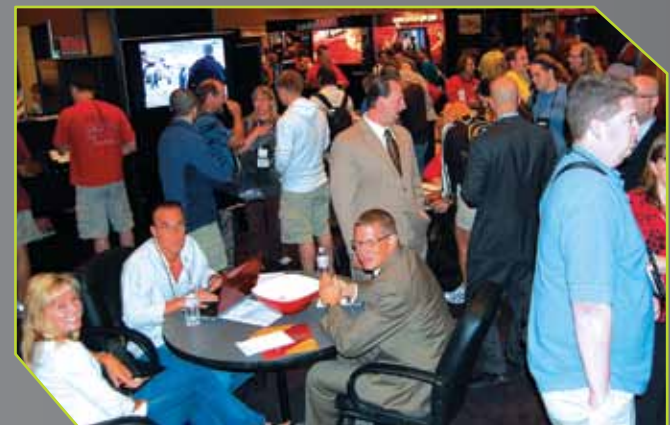


THE RIGHT BOOTH. THE RIGHT BENEFITS.

Your booth provides you with face-to-face interaction with MASuperShow attendees, allowing you to develop client relationships.

You also receive:

- Quarter-page color ad in 2012 MASuperShow Program Guide
- MASuperShow Program Guide listing
- Exhibitor listing and link on www.MASuperShow.com
- Access to Opening Ceremonies
- Admission to educational seminars for staff registered to work your booth
- Complimentary lunch on Monday
- Group rate of \$109 for rooms at The Venetian® – an unheard of rate!



THE RIGHT EXPERIENCE. THE TESTIMONIALS.

“ The Martial Arts SuperShow is a great experience and a great opportunity to make connections! All the power players in the industry are there so you can be sure to get your name out to the people who matter. From seminars to expo hall and a great selection of instructional classes, the MASuperShow has it all!

– Noelle Luchino, *MINDBODY, Inc.*

”

“ This (the 2011 MASuperShow) was a great first show for us – it exceeded our expectations! I believe the advertising we did in *MASUCCESS*® magazine is one key reason we had such great success.

– Scott Madole, All Brands Advertising

”

“ This was our first year to bring America’s Best Martial Arts Business to the Show. I wasn’t sure what to expect, but I have to say the 2011 MASuperShow put us on the map!! Before the Show, we had very little market awareness. The MASuperShow propelled our business forward drastically! I now realize how important the MASuperShow can be in meeting new instructors from around the world and promoting my products and services to the martial arts industry.

– Master Buddy Hudson,
America’s Best Martial Arts Business

”



THE RIGHT SPONSORSHIPS. THE RIGHT OPPORTUNITIES.

ENHANCE YOUR MARKETING STRATEGY WITH PREMIUM SPONSORSHIP OPPORTUNITIES

PLATINUM PLUS -

1 AVAILABLE. \$20,000 INVESTMENT.

EXCLUSIVE Co-Sponsor of Opening Ceremony

EXCLUSIVE Acknowledgement and thank you during Opening Ceremony from MAIA Executive Director, Frank Silverman

EXCLUSIVE Option to distribute your promotional items to Opening Ceremony participants

EXCLUSIVE Your ad on back cover of the Playbill

EXCLUSIVE *Two :30 second video spots in the pre-Opening Ceremony video presentation

EXCLUSIVE Flyer dropped into 10,000 Century wholesale orders (sponsor provides flyers)

EXCLUSIVE 20 x 30 Island booth space

EXCLUSIVE Link from the MAIA website to yours through December 31, 2012

EXCLUSIVE *3 emails promoting your sponsorship and products to Show attendees

EXCLUSIVE Sponsorship of electronics charging station in close proximity to your booth

EXCLUSIVE Lunch & Learn Session in your seminar room; includes boxed lunch

EXCLUSIVE Seminar Room with interior and exterior branding

Triangular aisle signage with your advertising

Eight Exhibitor Badges

Full page article in Show Program Guide

Full page ad in Show Program Guide

Half page sponsorship ad in July 2012 issue of *MASUCCESS*

Four Guest Passes

PLATINUM SPONSOR -

3 AVAILABLE. \$12,000 INVESTMENT.

*Email promoting your sponsorship and products to show attendees

20 x 20 Island booth space

Seminar Room with interior and exterior branding

Co-Sponsor of Welcome Reception with appropriate signage

Triangular aisle signage with your advertising

Eight Exhibitor Badges

Full page article in Show Program Guide

Full page ad in Show Program Guide

Half page sponsorship ad in July 2012 issue of *MASUCCESS*

Four Guest Passes

GOLD SPONSOR -

4 AVAILABLE. \$5,750 INVESTMENT.

Your logo on Pocket Agenda inside every attendee badge

10 x 20 End Cap booth space

Six Exhibitor Badges

Half page article in Show Program Guide

Half page ad in Show Program Guide

Quarter page sponsorship ad in July 2012 issue of *MASUCCESS*

Two Guest Passes



SILVER SPONSOR - 4 AVAILABLE. \$4,000 INVESTMENT.

10 x 10 Booth space

Half page ad in Show Program Guide

Four Exhibitor Badges

Quarter page sponsorship ad in July 2012 issue
of *MASUCCESS*

Two Guest Passes

PLATINUM, GOLD, AND SILVER SPONSORSHIPS ALSO INCLUDE:

Logo displayed on all print, web, and email advertising

Video thank you in Opening Ceremony

Link from MASuperShow website to yours

Listed on MASuperShow T-shirt

Featured on Exhibitor List in July 2012 *MASUCCESS*® magazine

Logo with your listing in Show Program Guide

Representation on the entrance to the Exhibit Hall

Thank you ad in *MASUCCESS*® magazine

OTHER SPONSORSHIPS

2 AVAILABLE Lunch & Learn Seminar \$6,000

EXCLUSIVE Ticket for a free gift at your booth distributed at
Registration to every attendee \$5,000

EXCLUSIVE Tote Bag Sponsor \$3,500

EXCLUSIVE Sharpie Autograph Pen with your logo \$3,500

EXCLUSIVE Attendee Badge Sponsor \$3,000

2 AVAILABLE Chair Massage Therapist Sponsor \$2,000

Tote Bag Insert \$375

**Rotating MASuperShow Website Ad \$75/mo

Highlighted listing in Show Program Guide \$65

THE RIGHT LOCATION. THE VENETIAN® RESORT HOTEL & CASINO.

The excitement of the 2012 MASuperShow is returning to the famed Las Vegas Strip — in an all new location! Not only does The Venetian® provide you with an amazing venue to showcase your products, but the all-suite hotel and casino is also the perfect place to kick back, relax, and entertain your clients.

The MASuperShow group rate for the Five Diamond luxury at The Venetian® is an unbelievable \$109* per night! Some of the standard amenities for these luxurious suites include a sunken living room, wireless high speed Internet access, a 32" flat screen LCD HD TV, remote controlled Roman shades and more. A sumptuous bathroom includes a Roman tub, separate shower, dual sink vanity, and a 17" LCD HD TV.

Access to the Canyon Ranch Fitness Center for two adults is included with your suite.

With headliner entertainment, 16 fine and casual dining options, exciting shopping venues, and fast paced gaming, The Venetian® is a perfect balance of entertainment and relaxation in an opulent environment.

Book your MASuperShow getaway at the group discount rate - register now!

* Additional \$12 per night resort fee is required.

**For reservations, call (866) 659-9659
or book online at: <http://resweb.passkey.com/go/RMART>**

**Group Code number is: RMART
Group Rate expires: Friday, June 8, 2012**

THE VENETIAN® RESORT HOTEL & CASINO.
3355 Las Vegas Blvd. South, Las Vegas NV 89109
Phone: (702) 414-1000



URGENT DATE INFORMATION.

Friday, March 30, 2012

Last day to execute a 6-month advertising contract in *MASUCCESS*® magazine to qualify for the Advertiser's Rate on your booth.

Friday, April 27, 2012

Program Guide ad is due to Jan Szijarto. For specs, call Jan at (866) 626-6226.

Friday, June 8, 2012

Last day for Group Rate at The Venetian®. For reservations call (866) 659-9659 or online at <http://resweb.passkey.com/go/RMART>
Group Code is: RMART

Friday, June 29, 2012

Exhibitor move-in: 2pm-6pm

Saturday, June 30, 2012

Exhibitor move-in: 8am-5pm

Sunday, July 1, 2012

Exhibitor move-in: 8am-1pm
Exhibit Hall Open: 2pm-6:30pm
Welcome Reception in Exhibit Hall: 5pm-6:30pm
Opening Ceremony in Phantom Theatre: 7pm-8:30pm

Monday, July 2, 2012

Exhibit Hall Open: 8am-6pm

Tuesday, July 3, 2012

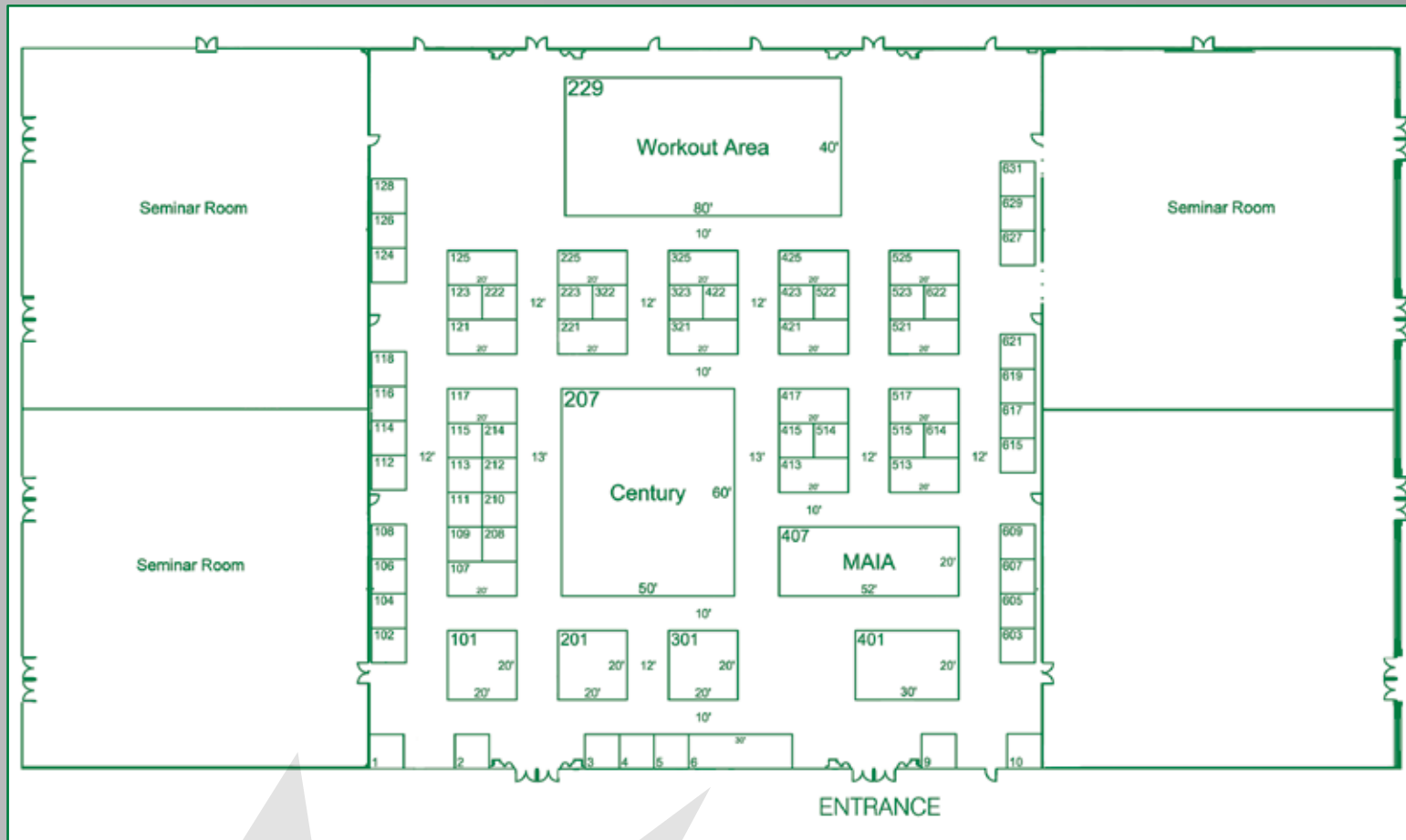
Exhibit Hall Open: 8am-6pm
Tear down: 6pm-11pm

ALL BOOTHS MUST REMAIN OPEN UNTIL 6:00pm on Tuesday, July 3, 2012.

All dates are subject to change. Event participation is subject to approval based on Martial Arts SuperShow policies and procedures. Booths are assigned in date-paid order priority. BOOTH SPACE WILL NOT BE ASSIGNED UNTIL BOTH THE EXHIBITOR CONTRACT AND FEES ARE RECEIVED. ALL PAYMENTS ARE NON-REFUNDABLE. THE MARTIAL ARTS SUPERSHOW RESERVES THE RIGHT TO RELOCATE BOOTH AND AMEND SPONSORSHIP SPECIFICATIONS DUE TO UNFORSEEN CIRCUMSTANCES.



THE RIGHT TRADESHOW FLOOR. THE RIGHT SPACE FOR YOU.



Pick Your
Best Spot

REGISTRATION FORM

Send completed form with your payment to Jan Szijarto:
 Martial Arts Industry Association
 1000 Century Blvd., Oklahoma City, OK 73110
 Phone (866) 626-6226 / Fax (866) 626-7481
 or register online at www.masupershow.com

Please complete the following information for your company listing in the Exhibitor Guide and your booth signs.

Company Name _____ **Company Phone** _____

Address _____ **City** _____ **State** _____ **Zip** _____

E-mail Address _____ **Website** _____

Booth Contact Name _____ **Phone** _____ **Ext.** _____ **Fax** _____

Description	MASUCCESS Advertiser	Regular Rate	Badges
Booth 10x10	\$1,690	\$1,990	4
Inline 10x20	\$2,790	\$3,290	6
End Cap 10x20	\$3,090	\$3,690	6
Island 20x20	\$6,090	\$7,290	8
Badge Names:			
Additional Badges \$129 each:			

Type	Cost	
Platinum Plus	\$20,000	<input type="checkbox"/>
Platinum	\$12,000	<input type="checkbox"/>
Gold	\$5,750	<input type="checkbox"/>
Silver	\$4,000	<input type="checkbox"/>
Lunch & Learn	\$6,000	<input type="checkbox"/>
Gift Ticket	\$5,000	<input type="checkbox"/>
Tote Bag Sponsor	\$3,500	<input type="checkbox"/>
Autograph Pen	\$3,500	<input type="checkbox"/>
Badge Sponsor	\$3,000	<input type="checkbox"/>
Massage Therapist	\$2,000	<input type="checkbox"/>
Tote Bag Insert	\$375	<input type="checkbox"/>
Website Ad	\$75 per month	<input type="checkbox"/>
Highlighted Listing	\$65	<input type="checkbox"/>
Booth	\$ _____	Other \$ _____
Badges	\$ _____	Total \$ _____

Exhibitor must execute a 6-month advertising contract with *MASUCCESS*® magazine by March 30, 2012 to qualify for Advertiser Rates. Booths are assigned in date-paid order priority. Space will not be assigned until both the exhibitor contract and fees are received. Fees are non-refundable. This registration form is a binding contract subject to the Martial Arts SuperShow rules and regulations.

Booth Location Preferences: 1st Choice _____ 2nd Choice _____ 3rd Choice _____

Payment Type: MC Visa Discover AMEX Check

If you are paying by credit card, please complete the following:

Name on Card _____

Credit Card # _____

Expiration Date _____ **Security Code** _____

Signature _____ **Date** _____

Printed Name _____

Exhibitor (Exhibitor) agrees to defend, indemnify and hold harmless The Venetian Casino Resort, LLC (VCR), Sands Expo & Convention Center, Inc. (SECCI) Las Vegas Sands Corp., Las Vegas Sands, LLC, Grand Canal Shops II, LLC (GCS) and the Shoppes at the Palazzo, LLC (SATP), the Martial Arts Industry Association LLC and Century LLC and each of their parents, subsidiaries and affiliates and each of their officers, directors, agents, employees and independent contractors as respects the conduct of the named insured(s) in or about the property of VCR, SECCI, GCS and SATP. Exhibitor's liability shall include all losses, costs, damages or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and use of the exhibition premises, the Hotel or any part thereof.

As a participant ("Participant") in the 2012 Martial Arts SuperShow ("2012 MASS"), I understand that I may from time to time be involved in martial arts or other activities whereby I can suffer injury or other harm. In exchange for the benefits of participating in the 2012 MASS, I hereby release and discharge The Venetian Casino Resort, LLC (VCR), Sands Expo & Convention Center, Inc. (SECCI) Las Vegas Sands Corp., Las Vegas Sands, LLC, Grand Canal Shops II, LLC (GCS) and the Shoppes at the Palazzo, LLC (SATP), the Martial Arts Industry Association LLC and Century LLC and each of their parents, subsidiaries and affiliates and each of their officers, directors, agents, employees and independent contractors from any and all manner of claims, demands, damages, causes of action or suits which now exist or which may ever exist for any reason whatsoever and particularly any claims in any way arising from my involvement with the 2012 MASS.

Signature _____ **Date** _____

Printed Name _____

MARTIAL ARTS INDUSTRY ASSOCIATION

1000 Century Blvd.
Oklahoma City, OK 73110
(866) 626-6226
www.masuccess.com

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