

# 2010 Strength and Conditioning/ Athletic Development Conference



**Date:**  
**Friday and Saturday,**  
**July 23 and 24**

**Loyola University**  
**Maryland**  
**in Baltimore, MD**

**5:30 to 10:00 PM and**  
**8:00 AM to 4:00 PM**

# Quick Facts About The Conference



The **Strength and Conditioning/Athletic Development Conference** is in its fourth year at Loyola University Maryland. The event continues to feature diverse speakers from across the country in the health, fitness, nutrition, personal training, athletic training, physical therapy, and strength and conditioning industries:

## Potential Starting Line-Up

<b>Michelle Rockwell</b> , RK Team Nutrition	<b>Alan Stein</b> , Stronger Team
<b>Mike Gittleson</b> , Formerly University of Michigan	<b>Jim Kielbaso</b> , Total Performance
<b>Ron McKeefery</b> , University of South Florida	<b>Paul Ricci</b> , University of Maryland
<b>Jason Gallucci</b> , Princeton University	<b>Allan Johnson</b> , Hall of Fame Chiropractics
<b>Jason Dierking</b> , University of Louisville	<b>William Hicks</b> , Syracuse University
<b>Scott Greenawalt</b> , Kansas State University	<b>Anthony Glass</b> , The Ohio State University
<b>Jeff Friday</b> , Formerly Baltimore Ravens	<b>Tom Palumbo</b> , The Ohio State University
<b>Greg Zecca</b> , The Calverton School	<b>Bradley Pantall</b> , Penn State University
<b>Cheri Drysdale</b> , Princeton University	<b>Jay Merlino</b> , Philadelphia Eagles
<b>Aaron Komarek</b> , University of South Florida	<b>Robert Taylor</b> , Loyola University Maryland

There are advertising opportunities for both exhibiting and non-exhibiting companies! This conference provides an opportunity to promote your business, and network within the fitness industry. Our sponsorship packages offer a variety of benefits from your company's logo on promotional material and shirts to vendor booths and opportunities to have your product used during presentations as well!

# What are people saying about the annual SC/AD Conference?



**“This is my second year attending this conference and I really enjoyed it. Can't wait for next year!”**

**“The attention to detail, helpful and friendly staff, and unexpected networking opportunity makes this conference rival events sponsored by much larger organizations.”**

**“The conference was great. There was a lot of variety and personality.”**

**“Loved the information on the website. Looking forward to keeping in touch on facebook or twitter. I'm saving the date for the 4<sup>th</sup> annual conference already.”**

**“Good all around program. Learned a lot!”**

**Note: All quotes were unsolicited and anonymous.**

# Why Get Involved?



There are plenty of reasons for becoming a sponsor of the **4<sup>th</sup> Annual Strength and Conditioning/Athletic Development Conference**. Here are a few ways that you and your company could benefit from being a partner:

- Reach potentially 300+ strength & fitness professionals, and growing yearly
- Contact information emailed to 50k+ individuals within the industry worldwide
- Increase your email database with those that register on-line
- Showcase yourself in our brand new 6,000 seat stadium with a 4,200 sq ft training facility and two turf fields
- Have a presence on a prominent fitness training website
- Help generate awareness for healthy lifestyles in the local community
- Support a Baltimore, Maryland based initiative
- Be involved with one of the best speaker line-ups in the nation each year
- Launch a new product to the industry professionals
- Learn from the prominent featured speakers and vendors
- Network with other fitness-oriented individuals
- Share your ideas with your peers

**Most importantly, the real question is WHY NOT get involved?**

# 2009 SC/AD Conference Survey

**The Strength and Conditioning/Athletic Development Conference is a must for all active professionals.**

- The 2009 conference marked the second year in a row that over 170 professionals participated in the event.
- The majority (72%) of participants maintain a certification through the National Strength and Conditioning Association, National Athletic Trainers Association, or the National Strength Professionals Association
- 3 of every 4 follow either facebook or twitter for their social networking
- 77% of the participants range in age from 23 to 45
- Over 90% of the participants live in Maryland, North Carolina, Virginia, Delaware, Pennsylvania, New Jersey, New York, and Washington, DC
- 97% of participants attained an undergraduate degree or higher education level.



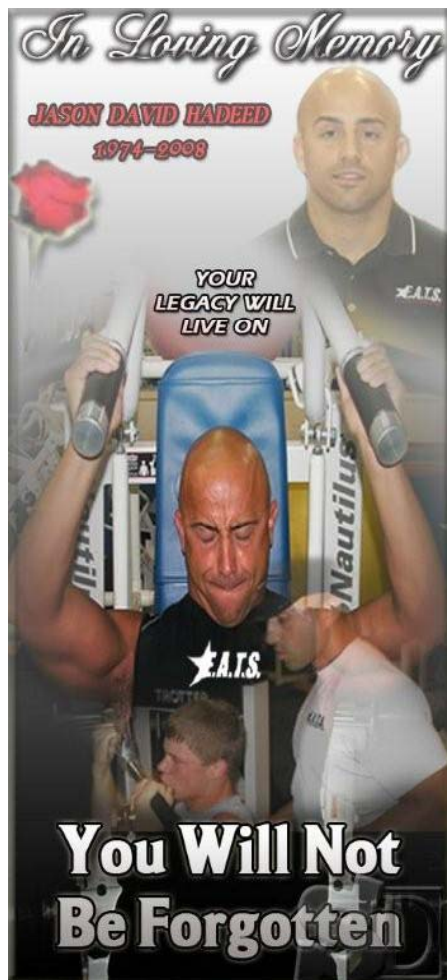
# 2009 SC/AD Conference Feedback

## **How do the professionals who attend the Strength and Conditioning/Athletic Development Conference rate their exhibitor experience?**

- 82% rate the exhibitor area as “very good” or better.
- More than 3 out of 4 say that the exhibitor area added value to the conference.
- Over 80% would like to see a larger exhibitor presence
- Almost half said they spent more than 45 minutes meeting and speaking with vendors about their products
  
- What are the participants looking for?
  - 100% of respondents want vendors who focus on technology
  - 98% of respondents want vendors who focus on training equipment
  - 94% of respondents want vendors who focus on sports equipment
  - 92% of respondents want vendors who focus on literature



# On a personal note...



On Friday, February 8, 2008, Jason Hadeed, who has presented at this conference in the past, lost his life in a senseless tragedy when he was shot and killed. Jason was a son, father, brother, an incredible strength coach, and a close friend to many of the presenters and participants at this conference. He was a person who dedicated his time to working with youth athletes, helping them become better athletes and better people.

His passion for helping young athletes will be his legacy. We must all try to help carry his legacy forward, as we believe this is what he would have wanted.

His untimely death has broken our hearts. Those who he touched consider ourselves fortunate to have been part of his life, because men like Jason are few and far between.

**The conference will be making an anonymous donation to a special fund that has been set up for Jason's children, Jordan (15), Nikolas (5), and Alexander (3). A portion of the proceeds will be set aside for that donation. It is the right thing to do. And, thank you in advance!**

The Jason Hadeed Children's Fund  
6003 Loganwood Drive  
Bethesda, Maryland 20852

# The Sponsorship Packages...



If you have a question about becoming a sponsor or regarding the conference, contact:

Robert Taylor at 410-617-5372 or  
[rptaylor@loyola.edu](mailto:rptaylor@loyola.edu).

If I do not respond within two business days  
please contact:

Joann Austin at 410-617-5013 or  
[jlaustin@loyola.edu](mailto:jlaustin@loyola.edu)