AVCA Volleyball Marketplace: The Largest VB-specific Tradeshow in the World

- 4 10 x 10 booths
- **2,753** Attendees
- **90%** visited Marketplace
- **2,477** potential conversations
Showcase Sessions

- **Semifinal Matches Preview**
  - Attendees: **100**
  - Overall Session Rating: **4.0** out of **5.0**

- **How to Use Inexpensive Technologies in Your Gym for Player Development**
  - Attendees: **93**
  - Overall Session Rating: **4.57** out of **5.0**

- **Diving Deeper into Data**
  - Attendees: **260**
  - Overall Session Rating: **3.83** out of **5.0**

- **Training in the 21st Century: How Utilizing Technology Can Improve Your Program**
  - Attendees: **27**
  - Overall Session Rating: **1.5** out of **5.0**
Print Exposure: Convention Program

- Full-page ad
- Program distributed to 2,753 attendees
Print Exposure: Coaching Volleyball

- Full-page advertisement in 6 Issues of the AVCA’s Coaching Volleyball magazines
- Paid circulation 8,300
- Readership > 24,900
- 149,400 views
Print Exposure: 2019 AVCA Team Academic Award

- Full-page ad on the inside back cover
- Distributed to nearly 9,000 people
  - AVCA Members
  - Winner’s Athletic Directors
  - Winner’s Presidents/Principals
2019 Social Media Outreach Overview: Hudl (@avcavolleyball)

- **Rally of the Week Powered by Hudl** (January-May)
- **Facebook**
  - Reach: **2,603,897**
  - Engagements: **23,407**
AVCA Website Exposure

• Sponsor Page
  • 2019 Views: 3,049,610*
  • 2019 Clicks: 1,316*

New Logo
See your stats. See your film. Now see even more with attack tendencies. Join Tiegen from Hudl as she dives deep into their new visual report that tracks the start point, end point and result of every attack, revealing important player tendencies and hitting efficiencies. You’ll learn how to discover your players’ attacking strengths and scout the competition to plan against their offensive tendencies. She’ll also cover four other volleyball reports that Hudl provides to bring your stats to life.


Newsletters: [https://attendee.gotowebinar.com/register/5322080880475392781?source=at+the+net](https://attendee.gotowebinar.com/register/5322080880475392781?source=at+the+net)
E-Newsletter: At the Net

- Bi-weekly – All Members
- Nearly 62,000 Views in 2018
E-Blast:
Go beyond traditional stat tracking
Sent on 5/23/2019 at 9:30 AM EST

• Sent to all AVCA Members
• Total Delivered: 6,804
• Unique & Total Opens: 725
• Unique & Total Clicks: 75

Get insights that power light bulb moments.

Hudl’s new attack tendencies report reveals key player tendencies beyond traditional stat tracking. See the start point, end point and result of every attack so you can tailor feedback for your players and better scout your rivals.

Ready to shed some light on your team’s and opponents’ tendencies? Learn more about this new feature for fall 2019.
Additional Benefits

• NCAA Women’s Volleyball Semi-Finals & Championship
  • 4 Tickets = $300

• Table of 10 for Staff & Guests
• Jostens Coaches Honors Luncheon = $450
• AVCA All-America Player of the Year Banquet = $450

• 1 Annual AVCA Membership
• 2 Annual Convention Registrations
• 8 ½ x 11 Promotional Bag Insert
• Hudl Lanyards at the AVCA Convention
• Signage at the AVCA Convention
• AVCA Volleyball Business Exchange
Thank You for Supporting the AVCA!

We truly appreciate your support of the AVCA! We look forward to continuing to find ways to extend our partnership, grow our relationship and help achieve the goals and mission of Hudl. Please contact us at any time for further conversation.

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