



Congratulations on your nomination for a Spirit Industry Award! 2010 marks the fifth year for these prestigious awards, giving peers the opportunity to recognize peers for accomplishment, innovation, leadership and excellence in the cheer and dance industry.

IN THIS DOCUMENT

1	Information Page
2 – 12	List of Spirit Industry Awards Nominees
13 - 22	Instructions for formatting items for consideration for online uploading
23	SITA's Spirit Expo and Industry Awards information

WHAT YOU NEED TO DO NEXT

1. Prepare the necessary item(s) for consideration for the category or categories for which you are nominated
2. **Please carefully follow the instructions below when preparing your items for submission. Items will NOT be accepted if they do not meet the formatting requirements.**
3. **DEADLINE: May 24, 2010**
4. You will receive a separate email with instructions for uploading your files to the SITA voting website.

INDUSTRY AWARDS INFORMATION

1. All submissions will be processed online.
2. After submissions are received, voting instructions will be distributed to the SITA membership.
3. Members of the Spirit Industry Trade Association will vote to determine the award recipients.
4. Award recipients will be announced at the 2010 Spirit Industry Awards on July, 16, 2010 in New Orleans, LA.
5. All cheer and dance companies and professionals are welcome to attend! We look forward to an exciting event, a great opportunity for industry peers to recognize the excellence of others, and most of all, your participation!

SPIRIT INDUSTRY AWARDS TIMELINE

- Submission Deadline: May 24, 2010
- Voting: May 27 – June 2
- 2010 Spirit Industry Awards: July 16, 2010, New Orleans, LA

QUESTIONS?

Email: nominees@spiritindustrytrade.com

DO NOT email submissions to SITA. You will be sent instructions for uploading to the voting website.

Visit: spiritindustrytrade.com

Camp & Competition Company Awards

Best Printed Promotional Piece

To recognize innovative and creative print design with emphasis on graphic appeal, ease of use, flow of information, comprehensive content and clarity of message.

American Cheer & Dance Academy
AmeriCheer
Cheer & Dance Extreme
Cheer LTD
COA Cheer and Dance
ECDA
Pop Warner
Spirit Rocks
UCA
UPA

Best Use of Lighting, Sound and Set Design

To recognize exceptional event staging and presentation for a competitive cheer/dance event.

American Cheer & Dance Academy
Athletic Championships
Cheer & Dance Extreme
Cheersport
COA Cheer and Dance
Coastal Corporation
JAMfest
NCA All-Star
Pop Warner Little Scholars
Spirit Cheer
UPA
USASF
WSA

Best Website

To recognize innovative and creative web design with emphasis on graphic appeal, ease of navigation, clarity and comprehensive content.

Cheer & Dance Extreme
Cheer LTD
COA Cheer and Dance
Coastal Corporation
GLCC
JAMfest
JAMLive
Pac West
Spirit Cheer
The U.S. Finals
UPA
Varsity

Best New Product or Service

To recognize innovation and creativity in a new product or service that has changed or enhanced the industry or represents a fresh approach to an old idea.

American Cheer & Dance Academy
Cheer Expo
Cheersport
COA Cheer and Dance
GLCC
JAMfest
Pop Warner Little Scholars
Spirit Cheer
USASF

Best Ad

To recognize innovative and creative print ad design with emphasis on graphic appeal and clarity of message.

All Star Challenge
Aloha Spirit
American Cheer & Dance Academy
Cheer & Dance Extreme
Cheer LTD
COA Cheer and Dance
Spirit Cheer
US Spirit

Affiliate Company Awards

Best Spirit Industry Periodical Issue

To recognize comprehensive, balanced, and creative coverage of the spirit industry with sound journalistic principles and emphasis on both editorial excellence and visual appeal.

Cheer Biz News
Cheer Coach & Advisor
Cheer Leader Magazine
Entirely Cheer
Inside Cheerleading

Best Spirit Apparel Catalogue/Brochure Design

To recognize innovative and creative print design of a uniform/apparel catalogue/brochure with emphasis on graphic appeal, ease of use, and visual creativity.

GK Elite
GTM Sportswear
Spirit Innovations
Spirit Wear Inc
Varsity

Best Website

To recognize innovative and creative web design with emphasis on graphic appeal, ease of navigation, clarity and comprehensive content.

About.com Cheerleading
AdPRO
American Cheerleader
BA Star Cosmetics
Cheer Channel
Cheer Coach & Advisor
Core Athletics
GTM Sportswear
Inside Cheerleading
Kaepa
Nfinity
Power Bows
Soffe
Spirit Innovations

Best New Product

To recognize innovation and creativity in a new product that has changed or enhanced the industry or represents a fresh approach to an old idea.

Core Athletics
Kaepa
Live Sports Video
Nfinity
No Limit Tumbling
Primus Shoes
Soffe

Best New Service

To recognize innovation and creativity in a new service that has changed or enhanced the industry or represents a fresh approach to an old idea.

Cheer Channel
Confident Cheerleading
Entirely Cheer
Sonic Cheer Remixes

Best Ad

To recognize innovative and creative print ad design with emphasis on graphic appeal and clarity of message.

Campus Team Wear
Cheer Coach & Advisor
Nfinity
Pizzazz
Power Bows
Power USA
Soffe
Spirit Innovations
Tumbl Trak

Individual Awards

Outstanding Cheer Judge

To recognize an individual who has demonstrated outstanding service to the cheerleading industry as a competition judge. Nominees must have at least ten years judging experience and have judged for at least three different competition companies.

Alex Edge
Allison Dytko
Brian Betts
Candi Childers
Charlotte Allen
Craig Calloway
Debi Bartell
Deshannon Davis
Greg Collins
Jeff LeForce
Jeni Jo Scherer
Katie Stella
Mark Evans
Mary Frances Milke
Nick Gregory
Pam Saxhaug
Randy Lyons
Robin Bolden
Tiffany Bryant

Outstanding Dance Judge

To recognize an individual who has demonstrated outstanding service to the dance industry as a competition judge. Nominees must have at least ten years judging experience and have judged for at least three different competition companies.

Allison Drusch
Cheryl Paquette
Diana Hill
Felecia Everson
Jeff Buscham
Jim Keith
Kate Grieve
Lisa Czawlytko
Marie Jeninson

Outstanding Cheer Coach - Youth/Rec

To recognize an individual who has demonstrated excellence as a cheerleading coach. Nominees must have at least ten years experience coaching Youth/Rec cheer teams.

Ann Lehrmann, Elkridge Hurricanes
Ann Marie Maratea, Pennsbury Falcons
Cathy Fuller, Toms River Raider Midget Pop Warner
Chris Bristow, Penndel Wildcats
Gabrielle King, Beach Buccaneers Youth Club
Jennifer Roby, Southern Panthers
Kim Hicks, Brookwood Cheerleaders
Kristi Shaffner, Cumberland Valley Recreation

Outstanding Cheer Coach - School

To recognize an individual who has demonstrated excellence as a cheerleading coach. Nominees must have at least ten years experience coaching School cheer teams.

Ashleigh Herkimer/Shawn Loomis, Avon Braves High School
Christine Cotungo, Old Bridge High School
Colleen Finn, St. Laurence High School
Cookie Jamison, North Penn High School
Janet Fryback, Springfield High School
Jean Avery, Christiana High School
Kim Fleming, Dawsonville High School
Koreen Johnson, Costa Mesa High School
Lisa Freeburger, Chesapeake High School
Marlena Jaillet, Shewsbury High School
Nick Gregory, Harrison High School
Phyllis Schatz, Shaler Area High School
Randy Brown, Timbercreek High School
Smille Munson, Glenbard South
Sue Poeschl, Lincoln High School

Outstanding Cheer Coach - All Star

To recognize an individual who has demonstrated excellence as a cheerleading coach. Nominees must have at least ten years experience coaching All-Star cheer teams.

Brad Vaughan, Spirit of Texas
Charles Berault/Katie Berault, LA Athletics
Elaine Pascale, World Cup All-Stars
Happy Hooper, ACE All-Stars of Alabama
Jeff Martino, TSC All Stars
Jeff Miller/Diana Miller, Pro Spirit, Inc.
John Bencomo, Top Gun All-Stars, Naples
Karen Refferty, Magic All-Stars
Kim Kawatchi, South Elite All-Stars
Lea Hebert, Elite Cheer Michigan
Randall Harper, Midwest Cheer Elite
Shasta Schatz, Cheer Force All-Stars
Suzi Stavas, Oregon Elite All-Star Cheerleading
True Hall, Maryland Twisters
Veronica Burton, Crimson Heat

Outstanding Cheer Coach - College

To recognize an individual who has demonstrated excellence as a cheerleading coach. Nominees must have at least ten years experience coaching College cheer teams.

Mike Pare, University of Central Florida
Lenee' Buchman, The Ohio State University
Michelle Gillespie, Wright State University
Mike Baker, University of Hawaii
Rickey Hill, Virginia Tech University
Jarnell Bonds, University of Maryland
Trish O'Connor, Stephen F. Austin State University
Jomo Thompson, University of Kentucky
Melissa Hay, Methodist University

Outstanding Dance Director - School

To recognize an individual who has demonstrated excellence as a dance director. Nominees must have at least ten years experience directing School dance teams.

Anna Itman, Eden Prairie High School
Cheryl Badley
Jody Delorit, St. Paul Academy
Nicole Hewitt-Anderson, Jackson High School
Pat McGowan, Bowie High School
Shannon Lambert, Bishop Moore High School

Outstanding Dance Director - All-Star/Studio

To recognize an individual who has demonstrated excellence as a dance director. Nominees must have at least ten years experience directing All-Star/Studio dance teams.

Aimee Nicewarner, Pittsburgh Superstars
Andi VanSickle, IYooWee
Bambi Nevel, East Coast Nitros
Dann Sapp/Mike Reynolds, PACE All-Stars
Jeffrey Buscham, Art of Gymnastics and Cheer
Melinda Figallo, Midwest Magic
Tara Cain, Elite Cheer and Dance Lightning

Outstanding Dance Director - College

To recognize an individual who has demonstrated excellence as a dance director. Nominees must have at least ten years experience directing College dance teams.

Amber Jackson, University of Minnesota
Denise Galjour, Louisiana State University
Heather Dregalla, Wright State University
Julie Stevens, Boise State University
Lindsay Sprague, University of South Carolina
Todd Sharp, University of Louisville
Tom Cascella, Towson University

SITA Leadership Award

To recognize an individual who has demonstrated outstanding service and leadership to the SITA organization. Nominee must be a SITA member in 2010.

Mike Pare
Margie Willis
Valerie Ninemire
Lisa Saline
Lynn Singer
Debbie Bracewell

International Awards

Outstanding International Team

To recognize a non-U.S. cheer or dance team for its impact on and/or contribution to the spirit industry.

Team Thailand
Team Ireland
Omega Mexico
CheerSport Sharks
Columbia Cheer
Team China

Outstanding International Company

To recognize a non-U.S. cheer and/or dance company for its impact on and/or contribution to the spirit industry.

AUS Cheer
BCA
Irish Cheer Sport Association
ScotCheer
Spring Tumbling

Merit Awards

Best State Association

To recognize outstanding accomplishments, significant growth, philanthropic programs, scholarship support, professional outreach, and/or creative contributions to the spirit industry by a state coaches association. To qualify for this award, a state association must have 501c3 status and submit proof of status if nominated.

Competitive Cheer Coaches Association of Michigan
Golden State Spirit Association
Illinois Cheerleading Coaches Association
Iowa State Dance Team Association
New Jersey Cheerleading and Dance Coaches Association
Ohio Association of Cheer Coaches
Oregon Cheer Coaches Association
Washington State Cheer Coaches Association

Best Coaches Conference

To recognize excellence in teaching, diversity and quality of course offerings, adjunct certifications, strength of presenters, social offerings, scope of exhibitors, and opportunity for professional growth at a coaches' conference.

Cheer Ltd - CheerCon
Golden State Spirit Association
Illinois Cheerleading Coaches Association
Oio Association of Cheer Coaches
Pac West
United Cheer Expo

Best Philanthropic Initiative

To recognize exceptional community and/or global outreach by a company who services the spirit industry for the purpose of improving quality of life and/or addressing specific human need.

American Cheer & Dance Academy for "Toys for Tots Drive"
Cheer & Dance Extreme, for "Special Athletes Only Event"
COA Cheer and Dance, for "Rally for Ally"
Coastal Corporation for "Curing Kids Cancer with St Judes"
Michigan Spirit
Nfinity for "The Heart Truth Campaign"
SubZero All Stars for "Elly's Angels"
Tri-State CheerNatics Inc for "Cheer for Charity"
UCA for support of the Muscular Dystrophy Association
United Cheer Foundation
Universal Spirit for "Spirit of Hope Nationals"
Varsity for "National School Spirit Day"

Spirit Industry Collaboration Award - 2-3 Companies

To recognize excellence, innovation, creativity and/or accomplishment by a group of two to three spirit industry companies that worked jointly on a common goal or project.

AACCA/American Cheerleader Magazine for "Safety Tips of the Month"
Cheer Ltd/Cheer Coach & Advisor for "Pinnacle and 30 Under 30 Coaches Awards"
Cheer Ltd/Soffe for "Open Championships"
GK Elite/Twisted Choreography/Cheer Coach & Advisor for "Worlds Fashion Show Party"
NCSSE/AACCA for "Leadership Through Sportsmanship"
Nfinity/Inside Cheerleading for "Golden Ticket"

Spirit Industry Collaboration Award - 4-5 Companies

To recognize excellence, innovation, creativity and/or accomplishment by a group of four to five spirit industry companies that worked jointly on a common goal or project.

Cheer Expo/Cheer Coach & Advisor, Cheer Factor/Cheer Chics/Ultimate Bow for
Cheer Expo Coaches Awards

Cheer Ltd/M.J. Soffe/Inside Cheerleading Magazine/Sonic Cheer Remixes for
National Cheerleader of the Year Scholarship Competition

Spirit Industry Collaboration Award - 6+ Companies

To recognize excellence, innovation, creativity and/or accomplishment by a group of six or more spirit industry companies that worked jointly on a common goal or project.

USASF/AdPRO/NCA/UCA/NCA/UDA/NDA/Athletic Championships/USA/
American Cheer Power/ACA/The American Championships/All Star Challenge/
World Spirit Federation/Spirit Sports/Spirit Express/Spirit Cheer
International All Levels Championship Awards

JAMfest/COA Cheer and Dance/Coastal/GLCC/Spirit Ready Sportswear/Spirit Innovations/
JAMwear/JAMcamps/Live/America's Best/Game Day
Your Partner In Spirit

American Cheer Express/AmeriCheer/AmeriDance/Champion Cheer & Dance/
Cheer America/Cheer and Dance Extreme/Cheer Ltd/Cheer Star Productions/
Contest of Champions/ECDA/JAMZ/KC Christmas/Mardi Gras Spirit Events/
Pac West Spirit Group/ Redline Cheer & Dance/Spirit Celebration/Spirit Festival/
Spirit Unlimited/United Cheer/UPA Cheer & Dance/US Spirit/WCA/WSA
Independent Event Producers - IEP

AmeriCheer/AmeriDance/COA Cheer and Dance/JAMfest/Coastal/GLCC/America's Best/ECDA
Game Day/Live/American Cheer and Dance Academy/Spirit Unlimited/
The US Finals

Pop Warner/Cheer Coach & Advisor/Cheer Channel/ core Athletics/Brax Spirit Cups/
MVP Bears/Cheer Travel/Rewards/Primus Shoes/Power Bows/The Ultimate Bow/
No Limit Shoes/Blood, Sweat & Tears/ Jostons Our
Cheer Expo Coaches Awards

JAMfest/COA Cheer and Dance/America's Best/Coastal/GLCC/Live/Game Day
Unified Scoring System

USASF/NCA/UCA/NCA/UDA/NDA/Athletic Championships/USA/
American Cheer Power/ACA/The American Championships/All Star Challenge/
World Spirit Federation/Spirit Sports/Spirit Express/Spirit Cheer
Varsity All-Star iPhone App



SITA Competition and Camp Company Awards

Best Printed Promotional Piece – Competition and Camp Company

To recognize innovative and creative print design with emphasis on graphic appeal, ease of use, flow of information, comprehensive content and clarity of message.

How To Prepare Items for Consideration:

1. Promotional piece must have been distributed between:
Camps: 2010; Competitions: September 2009 – May, 2010.
2. Prepare a single PDF document containing all pages of the promotional piece.

Best Use of Lighting, Sound & Set Design – Competition and Camp Company

To recognize exceptional event staging and presentation for a competitive cheer/dance event.

How To Prepare Items for Consideration:

1. Event must have taken place between September, 2009 and May, 2010.
2. Format: Quicktime movie no longer than one minute (1:00) which best shows your use of lighting, sound and set design. No graphics may be added to describe the event display.

Best Website – Competition and Camp Company

To recognize innovative and creative web design with emphasis on graphic appeal, ease of navigation, clarity and comprehensive content.

How To Prepare Items for Consideration:

1. Send URL to: nominees@spiritindustrytrade.com

Best New Product or Service – Competition and Camp Company

To recognize innovation and creativity in a new product or service that has changed or enhanced the industry or represents a fresh approach to old idea.

How To Prepare Items for Consideration:

1. Product or service must have been introduced between:
Camps: 2010; Competitions: September, 2009 – May, 2010.
2. Prepare a one page, 8.5"x 11" (portrait) PDF document that includes a description of 100 words or less, company logo and images of the product or service, if applicable.



Best Ad – *Competition and Camp Company*

To recognize innovative and creative print ad design with emphasis on graphic appeal and clarity of message.

How To Prepare Items for Consideration:

1. Ad must have been published between:
Camps: 2010; Competitions: September, 2009 – May, 2010.
2. Prepare a one page, 8.5"x 11" (portrait) PDF document of the ad.

SITA Affiliate Company Awards

Best Spirit Industry Periodical Issue – *Affiliate Company*

To recognize comprehensive, balanced, and creative coverage of the spirit industry with sound journalistic principles and emphasis on both editorial excellence and visual appeal.

How To Prepare Items for Consideration:

1. Periodical issue must have been distributed between September, 2009 and May, 2010.
2. Prepare a single PDF document containing the front cover and 10-15 pages of a single periodical issue.

Best Spirit Apparel Catalogue/Brochure Design – *Affiliate Company*

To recognize innovative and creative print design of a uniform/apparel catalogue/brochure with emphasis on graphic appeal, ease of use, and visual creativity.

How To Prepare Items for Consideration:

1. Apparel Catalog must have been distributed in 2010.
2. Prepare a single PDF document containing the front cover and 10-20 pages of your catalog or brochure, **OR:**
3. If your catalog/brochure is currently viewable online as a flip-page catalog, email the URL to: nominees@spiritindustrytrade.com



Best Website – *Affiliate Company*

To recognize innovative and creative web design with emphasis on graphic appeal, ease of navigation, clarity and comprehensive content.

How To Prepare Items for Consideration:

1. Send URL to: nominees@spiritindustrytrade.com

Best New Product – *Affiliate Company*

To recognize innovation and creativity in a new product that has changed or enhanced the industry or represents a fresh approach to an old idea.

How To Prepare Items for Consideration:

1. Product must have been introduced between September, 2009 and May, 2010.
2. Prepare a one page, 8.5"x 11" (portrait) PDF document that includes a description of 100 words or less, company logo and images of the product.

Best New Service – *Affiliate Company*

To recognize innovation and creativity in a new service that has changed or enhanced the industry or represents a fresh approach to an old idea.

How To Prepare Items for Consideration:

1. Service must have been introduced between September, 2009 and May, 2010.
2. Prepare a one page, 8.5"x 11" (portrait) PDF document that includes a description of 100 words or less, company logo and images of the service, if applicable.

Best Ad – *Affiliate Company*

To recognize innovative and creative print ad design with emphasis on graphic appeal and clarity of message.

How To Prepare Items for Consideration:

1. Ad must have been published between:
Camps: 2010; Competitions: September, 2009 – May, 2010.
2. Prepare a one page, 8.5"x 11" (portrait) PDF document of the ad.



SITA Individual Awards

Outstanding Cheer Judge

To recognize an individual who has demonstrated outstanding service to the cheerleading industry as a competition judge. Nominees must have at least ten years judging experience and have judged for at least three different competition companies.

How To Prepare Items for Consideration:

1. Prepare a **one page**, 8.5"x 11" (portrait) PDF document that includes the following:
 - a. Full name, city, state
 - b. Small headshot
 - c. Years judging
 - d. Companies and Events judged
 - e. Summary of cheerleading industry experience, including any awards and recognitions
 - f. Answer to the question: Why do you love to judge cheerleading competitions?

Outstanding Dance Judge

To recognize an individual who has demonstrated outstanding service to the dance industry as a competition judge. Nominees must have at least ten years judging experience and have judged for at least three different competition companies.

How To Prepare Items for Consideration:

1. Prepare a **one page**, 8.5"x 11" (portrait) PDF document that includes the following:
 - a. Full name, city, state
 - b. Small headshot
 - c. Years judging
 - d. Companies and Events judged
 - e. Summary of dance industry experience, including any awards and recognitions
 - f. Answer to the question: Why do you love to judge dance competitions?



Outstanding Cheer Coach – Youth/Rec

To recognize an individual who has demonstrated excellence as a cheerleading coach. Nominees must have at least ten years coaching experience Youth/Rec cheer teams.

How To Prepare Items for Consideration:

1. Prepare a **one page**, 8.5"x 11" (portrait) PDF document that includes the following:
 - a. Full name, city, state
 - b. Small headshot
 - c. Name of team/program you currently coach and for how long
 - d. Total number of years coaching
 - e. Summary of industry experience, including any awards and recognitions
 - f. Answer to the question: Why do you love to coach?

Outstanding Cheer Coach – School

To recognize an individual who has demonstrated excellence as a cheerleading coach. Nominees must have at least ten years coaching experience School cheer teams.

How To Prepare Items for Consideration:

1. Prepare a **one page**, 8.5"x 11" (portrait) PDF document that includes the following:
 - a. Full name, city, state
 - b. Small headshot
 - c. Name of team/program you currently coach and for how long
 - d. Total number of years coaching
 - e. Summary of industry experience, including any awards and recognitions
 - f. Answer to the question: Why do you love to coach?

Outstanding Cheer Coach – All-Star

To recognize an individual who has demonstrated excellence as a cheerleading coach. Nominees must have at least ten years coaching experience All-Star cheer teams.

How To Prepare Items for Consideration:

1. Prepare a **one page**, 8.5"x 11" (portrait) PDF document that includes the following:
 - a. Full name, city, state
 - b. Small headshot
 - c. Name of team/program you currently coach and for how long
 - d. Total number of years coaching
 - e. Summary of industry experience, including any awards and recognitions
 - f. Answer to the question: Why do you love to coach?



Outstanding Cheer Coach – College

To recognize an individual who has demonstrated excellence as a cheerleading coach. Nominees must have at least ten years coaching experience College cheer teams.

How To Prepare Items for Consideration:

1. Prepare a **one page**, 8.5"x 11" (portrait) PDF document that includes the following:
 - a. Full name, city, state
 - b. Small headshot
 - c. Name of team/program you currently coach and for how long
 - d. Total number of years coaching
 - e. Summary of industry experience, including any awards and recognitions
 - f. Answer to the question: Why do you love to coach?

Outstanding Dance Director - School

To recognize an individual who has demonstrated excellence as a dance director. Nominees must have at least ten years directing School dance teams.

How To Prepare Items for Consideration:

1. Prepare a **one page**, 8.5"x 11" (portrait) PDF document that includes the following:
 - a. Full name, city, state
 - b. Small headshot
 - c. Name of team/program you currently direct and for how long
 - d. Total number of years directing
 - e. Summary of industry experience, including any awards and recognitions
 - f. Answer to the question: Why do you love to direct a dance team?

Outstanding Dance Director – All-Star/Studio

To recognize an individual who has demonstrated excellence as a dance director. Nominees must have at least ten years directing All-Star/Studio dance teams.

How To Prepare Items for Consideration:

1. Prepare a **one page**, 8.5"x 11" (portrait) PDF document that includes the following:
 - a. Full name, city, state
 - b. Small headshot
 - c. Name of team/program you currently direct and for how long
 - d. Total number of years directing
 - e. Summary of industry experience, including any awards and recognitions
 - f. Answer to the question: Why do you love to direct a dance team?



Outstanding Dance Director - College

To recognize an individual who has demonstrated excellence as a dance director. Nominees must have at least ten years directing College dance teams.

How To Prepare Items for Consideration:

1. Prepare a **one page**, 8.5"x 11" (portrait) PDF document that includes the following:
 - a. Full name, city, state
 - b. Small headshot
 - c. Name of team/program you currently direct and for how long
 - d. Total number of years directing
 - e. Summary of industry experience, including any awards and recognitions
 - f. Answer to the question: Why do you love to direct a dance team?

SITA Leadership Award

To recognize an individual who has demonstrated outstanding service and leadership to the SITA organization.

How To Prepare Items for Consideration:

1. Nominee must have been a SITA member between 1/1/09-4/1/10.
2. Prepare a **one page**, 8.5"x 11" (portrait) PDF document that includes the following:
 - a. Full name
 - b. Small headshot
 - c. Company Name and position/title with the company
 - d. What year did you join SITA?
 - e. List any SITA committees, boards and/or other groups you have been or are currently a member of and what position, if any, you held or hold.
 - f. Briefly describe the 2-3 most important contributions either in service or leadership (or both) you have made to the SITA organization.

SITA International Awards

Outstanding International Team

To recognize a non-U.S. cheer or dance team for its impact on and/or contribution to the spirit industry.

How To Prepare Items for Consideration:

1. Prepare a **one page**, 8.5"x 11" (portrait) PDF document that includes the following:
 - a. Team Name and location
 - b. Team Picture
 - c. Summary of team history and experience, including any awards and recognitions.



Outstanding International Company

To recognize a non-U.S. cheer and/or dance company for its impact on and/or contribution to the spirit industry.

How To Prepare Items for Consideration:

1. Prepare a **one page**, 8.5"x 11" (portrait) PDF document that includes the following:
 - a. Company Name and location
 - b. Company logo
 - c. Type of business: Camp or Competition company, apparel, etc.
 - d. Summary of how your company has impacted and/or contributed to the spirit industry, including any awards and recognitions.

SITA Merit Awards

Best State Association

To recognize outstanding accomplishments, significant growth, philanthropic programs, scholarship support, professional outreach, and/or creative contributions to the spirit industry by a state coaches association. To qualify for this award, a state association must have 501c3 status and Prepare proof of status if nominated.

How To Prepare Items for Consideration:

1. State Association must have been active in 2010.
2. Prepare a **one page**, 8.5"x 11" (portrait) PDF document that includes the following:
 - a. Association Name
 - b. Association logo and pictures (pictures not required)
 - c. 250 word or less summary of the association outlining the points in the award description above.

Best Coaches Conference

To recognize excellence in teaching, diversity and quality of course offerings, adjunct certifications, strength of presenters, social offerings, scope of exhibitors, and opportunity for professional growth at a coaches' conference,

How To Prepare Items for Consideration:

1. Conference must have taken place between September, 2009 – May, 2010
1. Prepare a **one page**, 8.5"x 11" (portrait) PDF document that includes the following:
 - a. Conference name
 - b. Conference logo and pictures (pictures not required)
 - c. 250 word or less summary of the conference outlining the points in the award description above.



Best Philanthropic Initiative

To recognize exceptional community and/or global outreach by a company who services the spirit industry for the purpose of improving quality of life and/or addressing specific human need.

How To Prepare Items for Consideration:

1. Philanthropic Initiative must have taken place between September, 2009 and May, 2010
2. Prepare a **one page**, 8.5"x 11" (portrait) PDF document that includes the following:
 - a. Name of philanthropic initiative and pictures (pictures not required)
 - b. Company name and logo
 - c. 250 word or less summary of the initiative outlining the points in the award description above.

Spirit Industry Collaboration Award – 2-3 Companies*

To recognize excellence, innovation, creativity and/or accomplishment by a group of two to three spirit industry companies that worked jointly on a common goal or project.

*** Companies that share ownership or are part of an umbrella organization or brand group will count each company or entity separately when determining the number of companies that collaborated on a project.**

How To Prepare Items for Consideration:

1. Collaborative initiative must have taken place between September, 2009 and May, 2010.
2. Prepare a **one page**, 8.5"x 11" (portrait) PDF document that includes the following:
 - a. Company logos
 - b. Picture(s) of the initiative (only if applicable, but not required)
 - c. One representative of the collaborating companies will submit a 250 word or less description of the initiative outlining the points in the award description above.



Spirit Industry Collaboration Award – 4-5 Companies*

To recognize excellence, innovation, creativity and/or accomplishment by a group of two to three spirit industry companies that worked jointly on a common goal or project.

*** Companies that share ownership or are part of an umbrella organization or brand group will count each company or entity separately when determining the number of companies that collaborated on a project.**

How To Prepare Items for Consideration:

1. Collaborative initiative must have taken place between September, 2009 and May, 2010.
2. Prepare a **one page**, 8.5"x 11" (portrait) PDF document that includes the following:
 - a. Company logos
 - b. Picture(s) of the initiative (only if applicable, but not required)
 - c. One representative of the collaborating companies will submit a 250 word or less description of the initiative outlining the points in the award description above.

Spirit Industry Collaboration Award – 6 or more Companies*

To recognize excellence, innovation, creativity and/or accomplishment by a group of two to three spirit industry companies that worked jointly on a common goal or project.

*** Companies that share ownership or are part of an umbrella organization or brand group will count each company or entity separately when determining the number of companies that collaborated on a project.**

How To Prepare Items for Consideration:

1. Collaborative initiative must have taken place between September, 2009 and May, 2010.
2. Prepare a **one page**, 8.5"x 11" (portrait) PDF document that includes the following:
 - a. Company logos
 - b. Picture(s) of the initiative (only if applicable, but not required)
 - c. One representative of the collaborating companies will submit a 250 word or less description of the initiative outlining the points in the award description above.

SITA's SPIRIT EXPO and INDUSTRY AWARDS

MARK JULY 16, 2010 ON YOUR CALENDAR.

It'll be the most beneficial and inspiring day of your year! SITA's Spirit Expo and Industry Awards brings together everything cheer and dance in one day! Join us at the JW Marriott in New Orleans!

You don't even have to be a member to attend or exhibit at SITA's Spirit Expo and Industry Awards - we just want you to come and participate!

FOR COACHES/DIRECTORS AND GYM OWNERS

Plan your year - and have a little fun at the same time!

In one day at SITA's Spirit Expo you can plan your competition calendar, select your uniforms, subscribe to your favorite cheer or dance magazines, hire a choreographer, order glitter make-up for your team, check out training equipment and find warm-ups, shoes and every imaginable cheer and dance accessory available.

It's not a coaches conference - it's a focused day of face-to-face planning and buying with the companies you work with all year. Your time is limited and valuable - so come to SITA's Spirit Expo and get it all done in a day. Visit the Membership page at SpiritIndustryTrade.com to see a partial list of companies that may be in attendance.

FOR COMPANIES/ASSOCIATIONS, CHOREOGRAPHERS AND INDUSTRY PROFESSIONALS

Exhibiting at SITA's Spirit Expo will be the smartest marketing/advertising dollars you'll spend.

You'll have a captive audience of potential customers ready to buy your products and services - and there aren't any classes or sessions to take attendees' attention away from the exhibit hall!

Hand out catalogs and business cards, display and demonstrate product samples and set appointments for choreography or consulting jobs.

SPIRIT INDUSTRY AWARDS

After the Expo, get dressed up for the 5th Annual Spirit Industry Awards! From "Best Ad" and "Best Coaches Conference" to "Best Philanthropic Initiative" and "Best New Product or Service," excellence and innovation are celebrated industry-wide. Visit SpiritIndustryTrade.com to watch videos of last year's acceptance speeches and be inspired by great things happening in cheer and dance.

TENTATIVE AGENDA

July 15

SITA Board Meeting and Exhibitor Check-In

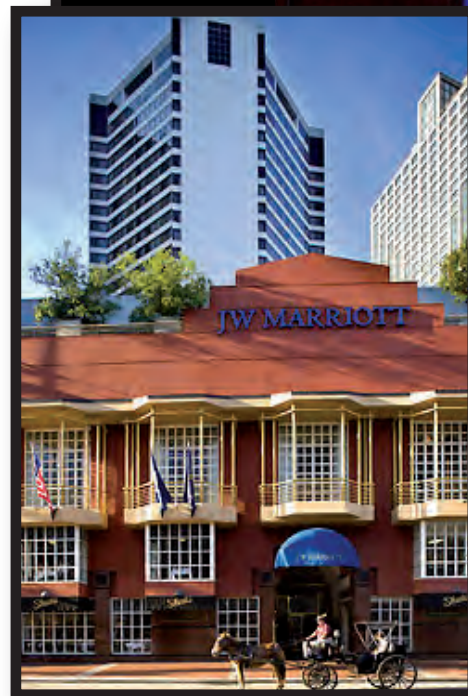
July 16

SITA's Spirit Expo and Industry Awards

July 17

Check-Out

SpiritIndustryTrade.com | info@spiritindustrytrade.com



SPIRIT INDUSTRY
Awards

SPIRIT INDUSTRY
HALL
OF
FAME

SITA
SPIRIT INDUSTRY TRADE ASSOCIATION

SITA's SPIRIT EXPO 2010 INDUSTRY AWARDS

NEW ORLEANS, LA
JW MARRIOTT HOTEL

JULY 15 - 17, 2010

NON-EXHIBITING COMPANIES AND INDIVIDUALS
REGISTRATION FORM

First/Last Name _____ Title OR Coach, Judge, Choreographer, Gym Owner, etc. _____

() _____
Best Phone Number to Reach You _____ Email Address (required) _____

Home Address (if registering as an individual) _____

City _____ State _____ Zip _____

Company Name (if registering as a company) _____ Company Address (if registerin as a company) _____

City _____ State _____ Zip _____

REGISTRATION OPTIONS Please check all that apply.

ACCOMMODATIONS | Fee includes accomodations for 2 Check-In either July 15 or 16, Check-Out July 17

Room 1 Check-In Date: July 15 July 16
Room Nights _____ x \$150 = \$ _____

Extra Person(s) in Room
_____ x \$40 x _____ Room Nights = \$ _____

Room 2 Check-In Date: July 15 July 16
Room Nights _____ x \$150 = \$ _____

Extra Person(s) in Room
_____ x \$40 x _____ Room Nights = \$ _____

Room 3 Check-In Date: July 15 July 16
Room Nights _____ x \$150 = \$ _____

Extra Person(s) in Room
_____ x \$40 x _____ Room Nights = \$ _____

SPIRIT EXPO - July 16, 2010, 12pm-4pm (subject to change)

of Sprit Expo Passes Needed _____ \$ FREE

LEFT COLUMN SUBTOTAL = \$ _____

SPIRIT INDUSTRY AWARDS - July 16, 2010 Cocktail Party & Awards

SITA Member Registering Early (by June 15)
Tickets _____ x \$90 = \$ _____

SITA Member Registering by June 30
Tickets _____ x \$100 = \$ _____

Non-Member Registering Early (by June 15)
Tickets _____ x \$110 = \$ _____

Non-Member Registering by June 30
Tickets _____ x \$120 = \$ _____

RIGHT COLUMN SUBTOTAL = \$ _____

LEFT COLUMN \$ _____

RIGHT COLUMN + \$ _____

LATE FEE (after June 30) + \$ _____

TOTAL DUE \$ _____

**REGISTER BY
MAIL OR FAX!**

MAIL TO:
SITA Meeting Committee
ATTN: Lisa Thompson
118 Ridgeway Drive Suite 101
Fayetteville, NC 28311

FAX TO:
910.488.4618

CANCELLATION POLICY

No full or partial refunds will be given after July 1, 2010. Submit your written cancellation request on or before July 1st to Registrations@spiritindustrytrade.com.

- CHECK ENCLOSED
 I WILL PAY BY CREDIT CARD

Once registration is received, a Paypal money request will be emailed to you. The money request will provide a link to securely input credit card information for payment. Visa Mastercard and American Express accepted.



SITA's SPIRIT EXPO 2010 INDUSTRY AWARDS

NEW ORLEANS, LA
JW MARRIOTT HOTEL

JULY 16, 2010

EXHIBITING COMPANIES AND INDIVIDUALS
REGISTRATION FORM

First/Last Name _____ Title OR Coach, Judge, Choreographer, Gym Owner, etc. _____

() _____
Best Phone Number to Reach You _____ Email Address (required) _____

Company Name (if registering as a company) _____ Address _____

City _____ State _____ Zip _____

REGISTRATION OPTIONS Please check all that apply.

ACCOMMODATIONS | Fee includes accomodations for 2
Check-In either July 15 or 16, Check-Out July 17
Note: Exhibit Set Up begins at 8am, July 16

Room 1 Check-In Date: July 15 July 16
Room Nights _____ x \$150 = \$ _____

Extra Person(s) in Room
_____ x \$40 x _____ Room Nights = \$ _____

Room 2 Check-In Date: July 15 July 16
Room Nights _____ x \$150 = \$ _____

Extra Person(s) in Room
_____ x \$40 x _____ Room Nights = \$ _____

Room 3 Check-In Date: July 15 July 16
Room Nights _____ x \$150 = \$ _____

Extra Person(s) in Room
_____ x \$40 x _____ Room Nights = \$ _____

Spirit Expo Exhibitor / SITA Member

Single Booth Registering Early (by June 15) \$ 300

Single Booth Registering by June 30 \$ 325

Double Booth Registering Early (by June 15) \$ 550

Double Booth Registering by June 30 \$ 575

Spirit Expo Exhibitor / Non-Member

Single Booth Registering Early (by June 15) \$ 500

Single Booth Registering by June 30 \$ 750

Double Booth Registering Early (by June 15) \$ 550

Double Booth Registering by June 30 \$ 850

LEFT COLUMN SUBTOTAL = \$ _____

SPIRIT EXPO - July 16, 2010, 12pm-4pm (subject to change)

of Sprit Expo Passes Needed _____ \$ FREE

SPIRIT INDUSTRY AWARDS - July 16, 2010

Cocktail Party & Awards

SITA Member Registering Early (by June 15)
Tickets _____ x \$90 = \$ _____

SITA Member Registering by June 30
Tickets _____ x \$100 = \$ _____

Non-Member Registering Early (by June 15)
Tickets _____ x \$110 = \$ _____

Non-Member Registering by June 30
Tickets _____ x \$120 = \$ _____

RIGHT COLUMN SUBTOTAL = \$ _____

LEFT COLUMN \$ _____

RIGHT COLUMN + \$ _____

LATE FEE (after June 30) + \$ _____

TOTAL DUE \$ _____

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