



*"Excellent speakers, exposure to the latest equipment and technology, learned things that I could put into practice immediately!" – NSCACon 2023*

For over 45 years, the **NSCA National Conference** has been a cornerstone in strength and conditioning education, uniting experts, innovators, and research-driven practitioners in a dynamic exchange of knowledge and networking. This July 10-13, join your peers at **NSCACon 2024** in Baltimore to experience the fusion of cutting-edge research and application firsthand and stay at the forefront of our field.

## **JUSTIFICATION TOOLKIT CONTENTS AND STEPS**

Use the following steps and advice to seek attendance approval from your employer:

- Compare the **Benefits of Attending** in person or online and make a case for which option best fits your organization's goals.
- Examine the **Job Tasks/Conference Connections** to help articulate how NSCACon 2024 will advance your professional development.
- Cross-reference any areas of improvement on your most recent evaluation with the **event schedule** to identify specific sessions that will support your personal growth.
- Customize and send the **Justification Letter** to your supervisor or director and arrange a meeting to present your ideas in person.
- Offer to lead a debriefing session with your team or department after, where you will share the experience, knowledge, and resources you gained from the event.

### **WHAT WILL YOU ACHIEVE AT NSCACON 2024?**

- » Participate in 45+ forward-thinking workshops, lectures, and hands-on sessions
- » Elevate your practice with the latest scientific insights and emerging technology
- » Broaden your professional circle by connecting with 1000s of diverse attendees

NSCACon stands as the apex of strength and conditioning professional development, offering actionable insights across multiple disciplines.

Attending is a strategic investment in continuing education, performance, and injury prevention for your program.

## Benefits of Attending

Compare the advantages of each attendance option

| Benefits   | In Person (Best Value)   | Online  |
|--|--|---|
| <b>EXPERIENCE</b><br>Cutting-Edge Educational Sessions | Choose and attend more sessions plus in-person-only activities like roundtables and professional interest meetings.  | Watch pre-selected sessions live-streamed during event. |
| <b>ENGAGE</b><br>with Expert Speakers                  | Ask questions and interact one-on-one with presenters. Participate hands-on to learn directly from the pros.   | Ask questions in select sessions via the Q&A feature.   |
| <b>ENJOY</b><br>Travel Convenience                     | Extend your stay and make it a workcation! Explore Baltimore's historic harbor with rooms at \$179 (+ taxes).  | Gain knowledge and skills without leaving home.         |
| <b>EARN</b><br>Continuing Education Credits (CEUs)     | Receive 2.0 Category A CEUs and get an additional 1.0 Category D CEUs after passing a free quiz for 3.0 total.   | Receive 2.0 Category A CEUs.                            |
| <b>CONNECT</b><br>at Multiple Receptions               | Expand your professional connections at designated networking sessions and several social receptions.  |   |
| <b>EXPLORE</b><br>the Exhibit Hall                     | Touch and feel the latest tools, products, and technologies and talk shop with experienced exhibitors.   |   |
| <b>REVISIT</b><br>Session Recordings                   | Receive 1-year of access to all presentation slides and session recordings to review and implement at your own pace (delivered approximately 2 weeks after the event). |   |

## Registration Pricing

|   | Through May 29         | May 30 – June 26       | June 27 – On-site      |
|---|------------------------|------------------------|------------------------|
| <b>Non-Member</b>                             | \$550                  | \$580                  | \$665                  |
| <b>Registration + Professional Membership</b> | <del>\$680</del> \$500 | <del>\$710</del> \$555 | <del>\$795</del> \$605 |
| <b>Professional Member</b>                    | \$370                  | \$425                  | \$475                  |
| <b>Registration + Student Membership</b>      | <del>\$620</del> \$290 | <del>\$650</del> \$320 | <del>\$735</del> \$350 |
| <b>Student Member</b>                         | \$220                  | \$250                  | \$280                  |

| Job Tasks   | Conference Connection  |
|---|--|
| Apply advanced knowledge of <b>exercise science</b> (e.g., anatomy, physiology, biomechanics) that aligns with the latest scientific research.  | <p><b>Improve performance and reduce injury risk.</b></p> <ul style="list-style-type: none"> <li>» Bridge the Gap Lecture &amp; Practical: Lower Back Pain</li> <li>» Hip Impingement Syndrome: Implications for the Strength &amp; Conditioning Professional</li> <li>» Bridge the Gap Lecture &amp; Practical: Meet Your Deep Core</li> </ul>  |
| <p><b>Design training programs</b> that maximize performance and minimize injury using various methods, exercise selection, exercise order, intensity, volume, and periodization.</p> | <p>Build an <b>efficient and effective</b> strength and conditioning program.</p> <ul style="list-style-type: none"> <li>» Building a High-Performance Model for Sport: Directed by Data and Driven by Purpose</li> <li>» Understanding Zone Based Training and Sport Specific Application</li> <li>» The Cheat Code: Lessons I've Learned to Gain Buy In &amp; Support for Your Strength &amp; Conditioning Program</li> </ul>                  |
| <p><b>Adapt training</b> for unique athlete or client considerations (e.g., age, sex, training status, specific sport or activity, and limitations).</p>                              | <p><b>Create custom training programs.</b></p> <ul style="list-style-type: none"> <li>» Long Term Athletic Development: Creating Community Impact to Reshape and Enhance Youth Sport Performance, Coaching, and Physical Education</li> <li>» Staying Power: Strategies for Longevity, Resilience, and High-Performance Over the Long Term</li> <li>» Monitoring Considerations for the Female Athlete</li> </ul>                                |
| Teach and evaluate proper <b>exercise technique</b> , including movement preparation, resistance training, Olympic lifts, plyometrics, speed/sprint technique, agility, and recovery. | <p><b>Program with a deeper understanding</b> of the benefits, limitations, and applications of exercises.</p> <ul style="list-style-type: none"> <li>» Bridge the Gap Lecture &amp; Practical: Speed Science: Applying Sprint Research to Field Sport Programming</li> <li>» Crawl, Walk, Run, Play: Building a Better Warmup</li> <li>» The Science &amp; Application of Advanced Weight Training Techniques for Muscle Hypertrophy</li> </ul> |
| Select and administer appropriate <b>evidence-based tests</b> and <b>technology</b> to maximize reliability and validity and design or modify programming.                            | <p>Learn what to test and how to <b>use your metrics to maximize results.</b></p> <ul style="list-style-type: none"> <li>» Enhancing Team Sports Performance Insights and Actionable Strategies from Tracking Technologies</li> <li>» Selecting Metrics that Matter: A Framework to Guide Practitioners During Jump Testing</li> <li>» Embedded Sport Science: Building a Sport Science Program from the Ground Up</li> </ul>                    |
| Use basic <b>nutritional insights</b> to maximize performance and recovery, including awareness of the effects of supplements and performance-enhancing substances.                   | <p>Apply <b>nutritional principles</b> related to training toward to <b>optimized performance outcomes.</b></p> <ul style="list-style-type: none"> <li>» Exploring the Potential of Adaptogen Supplementation in Sport: From Traditional Wisdom to Modern Science</li> <li>» Chronic Effects of Creatine Supplementation with BFR Exercise</li> <li>» Optimizing Body Composition for Athletic Performance</li> </ul>                            |
| Understand the <b>multiple dimensions</b> (e.g., psychological, physical, sport development, personal growth, rehabilitation, recovery, interventions) of athlete/client preparation. | <p>Make important <b>interdisciplinary connections.</b></p> <ul style="list-style-type: none"> <li>» Effective Strategies for Strength &amp; Conditioning Coaches to Support and Assess Athletes During Rehabilitation</li> <li>» Photobiomodulation: Using the Power of Light to Benefit Performance &amp; Recovery</li> <li>» Making the Right Calls: Integrating Sports Science into the Rehabilitation Decision-Making Process</li> </ul>    |
| Maintain a current <b>CPR/AED certification.</b>  | <p><b>Required for NSCA certification</b> and often employment, keep your CPR/AED certification up to date with <b>CPR/AED classes</b> available all day on Wednesday, July 10 (<i>Additional Cost – Capacity Limited</i>).</p>  |
| Hold an active, independently accredited <b>industry certification.</b>   | <p>Start the 2024-2026 recertification cycle strong and secure <b>up to 3.0 total CEUs</b> to maintain your NSCA certification.</p> <ul style="list-style-type: none"> <li>» Earn <b>2.0 Category A CEUs</b> regardless of how you choose to attend</li> <li>» Earn an extra <b>1.0 Category D CEUs</b> when you attend in-person and pass a free quiz</li> </ul>  |

Dear

I'm writing you to request to attend the 2024 NSCA National Conference (NSCACon) on July 10-13 in Baltimore, MD. The National Strength and Conditioning Association (NSCA) has been the trusted source for strength and conditioning for over 45 years, and I am confident this event will transform my performance and professional growth.

The NSCA's annual National Conference brings together all areas of the profession to present the latest research and its practical applications. I will be able to attend hands-on sessions and lectures led by top industry leaders and participate in valuable discussions with other professionals in our field. In addition to learning content directly applicable to my role, I will be able to:

- Leverage the latest science in strength and conditioning
- Implement strategies to increase performance and reduce injury risk
- Identify future job task demands based on the direction of the field
- Increase inter-organization communication and collaboration

After reviewing the event schedule, I have identified several sessions that align with our department's top priorities, including but not limited to the following:

- 1.
- 2.
- 3.
- 4.
- 5.

Plus, I will be able to explore hundreds of new products and tools in the Exhibit Hall. When I return, I will share my knowledge, experience, and materials and begin applying these insights immediately. I am seeking sponsorship for attendance and have included a detailed cost breakdown below.

|                          | <b>Through May 29</b> | <b>May 30 – June 26</b> | <b>June 27 – On-site</b> |
|--------------------------|-----------------------|-------------------------|--------------------------|
| <b>Registration</b>      |                       |                         |                          |
| <b>Estimated Airfare</b> |                       |                         |                          |
| <b>Estimated Hotel</b>   |                       |                         |                          |
| <b>Total</b>             |                       |                         |                          |

This conference earns me 2.0 continuing education units (CEUs) needed to maintain my NSCA certification, and I can obtain an additional 1.0 CEUs at no extra cost if I attend in person and pass a quiz. I hope you agree that my participation in NSCACon 2024 will benefit not only me but our entire program. If so, I would like to sign up as soon as possible so we can save budget dollars with discounted early pricing.

Thank you for your consideration.

Very Respectfully,