



**FOR IMMEDIATE RELEASE:**  
June 22, 2009

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### **ECAC Partners With OAI, Inc. To Become Official Signage and Display Company**

CAPE COD, Mass. – The Eastern College Athletic Conference (ECAC®) and Eident Sports Marketing announced today that the conference has reached a three-year agreement with OAI, Inc. The Official Signage and Display Company of the ECAC, OAI, Inc. is a full-service provider of printed graphics, signs and displays. The company will provide services that include signs, displays, banners, and floor decals for ECAC events.

OAI will become the title sponsor of all six ECAC Division III regional football championship bowl games. OAI, Inc. specializes in out-of-home advertising services including outstanding signage and presentations, including posters, wall murals, banners, stadium signage and window graphics. OAI, Inc. has been extremely visible at professional sporting events such as the NFL Pro Bowl, and most recently Super Bowl XLIII at Raymond James Stadium.

“We are thrilled about the opportunity of partnering with OAI,” said ECAC Commissioner Rudy Keeling. “With the amount of events and championships we put on each year it is crucial to have top notch signage promoting not only the event, but the ECAC as well. We have no doubts that OAI will substantially enhance our event marketability.”

“OAI, a full-service provider of printed stadium graphics, signs, and displays, is proud to become a corporate partner of the ECAC. OAI has designed and manufactured signage for the NFL, NBA, MLB, NHL, The Super Bowl, The Pro Bowl, and College Bowl games,” said Michael Garcia, President of OAI. “As the Official Signage Provider, OAI looks forward to bringing our experience of providing superior stadium graphics and customer service to the ECAC.”

The ECAC Corporate Partner Program is dedicated to developing relationships with commercial entities that are committed to the mission of the ECAC, support the ideals of intercollegiate athletics, value the pursuit of excellence on and off the field of play, and serve the needs of the membership. The Corporate Partner Program offers a wide range of marketing opportunities, including, but not limited to, championship naming rights, entitlement rights to student-athlete recognition programs, and official supplier designations.

#### **About OAI, Inc.**

Since 1989, OAI has manufactured signage for the retail, event, tradeshow, corporate and athletic venues and industries. Clients include Bally Total Fitness, CBS Outdoor, Tampa Bay Buccaneers and the University of South Florida. OAI provides clients with quality products and sophisticated service that takes a design from concept to completion. OAI is an industry trendsetter of high quality services dedicated to enhance the brand of the ECAC, its member institutions and conferences. To learn more about OAI, Inc. or for a complete product list, please visit [www.oaicorp.com](http://www.oaicorp.com).

#### **About the ECAC®**

The ECAC is the nation’s largest athletic and the only multi-divisional conference with 320 Divisions I, II, and III colleges and universities from Maine to North Carolina and westerly to Illinois. Established in 1938, the ECAC, a non-profit service organization, sponsors more than 100 championships in 37 men’s and women’s sports, assigns more than 4,400 officials in 12 sports, administers nine affiliate sports organizations and six playing leagues and recognizes more than 2,500 student-athletes in 23 sports through the public relations arm of the conference. The ECAC serves as the primary conference for select members in the sports of men’s and women’s ice hockey, and men’s lacrosse.

#### **About Eident Sports Marketing**

Eident Sports is a full-service event management and sports marketing company based in Providence, Rhode Island. Eident has several properties in the region, ranging from turn-key sporting events to sponsorship sales alliances with key partners. For more information on Eident’s events and offerings, please visit [www.eidentsports.com](http://www.eidentsports.com)