

matchroom.

US OPEN
POOL CHAMPIONSHIP

Harratis
RESORT
ATLANTIC CITY

VENDORS PROPOSAL

EVENT OVERVIEW

- **THE US OPEN IS NOW OWNED AND PROMOTED BY MATCHROOM MULTI SPORT FOLLOWING 42 YEARS UNDER THE STEWARDSHIP OF THE LATE US POOL LEGEND BARRY BEHRMAN.**
- **WITH A HISTORY DATING BACK ALMOST HALF A CENTURY, THE US OPEN IS THE LONGEST-RUNNING MAJOR IN POOL AND IN 2021 WILL BOASTS A \$300,000 PRIZE FUND. SHOWCASING THE VERY BEST PLAYERS FROM AROUND THE WORLD, THE US OPEN IS THE ULTIMATE TEST OF 9-BALL.**
- **THIS YEAR, THE US OPEN HEADS TO HARRAH'S RESORT ATLANTIC CITY FROM SEPTEMBER 13-18 2021, IN PARTNERSHIP WITH CAESARS ENTERTAINMENT AND THE ATLANTIC CITY SPORTS COMMISSION.**
- **THE DOUBLE ELIMINATION FORMAT SEES 256 PLAYERS FROM ALL CORNERS OF THE WORLD BATTLE IT OUT OF AN INTENSE DOUBLE-ELIMINATION STAGE WHICH TESTS SKILL, STRENGTH, AND STAMINA AGAINST THE BIGGEST AND BEST FIELD OF PLAYERS ASSEMBLED ALL YEAR.**
- **AMERICAN LEGENDS EARL STRICKLAND, JOHNNY ARCHER, AND SHANE VAN BOENING ALL HAVE THEIR NAMES ETCHED ON THE TROPHY, AS DO INTERNATIONAL SUPERSTARS SUCH AS EFREN REYES, JAYSON SHAW, AND JOSHUA FILLER. THE STRONGEST FIELD, THE BIGGEST PRIZE FUND, THE ULTIMATE STAGE; THE US OPEN IS A TITLE EVERY PLAYER DREAMS OF LANDING.**
- **THE US OPEN POOL CHAMPIONSHIP BEGINS WITH 33 TABLES IN PLAY, THE US OPEN IS A MELTING POT OF POOL, AND HEADLINE MATCHES ARE SELECTED TO BE SHOWN LIVE ON THE TV TABLE.**



EVENT FORMAT

WHERE AND WHEN



HARRAH'S RESORT
ATLANTIC CITY

13TH TO 18TH
SEPTEMBER 2021

HOW IT GOES DOWN

- FOR THE FIRST FOUR DAYS THE EVENT IS A DOUBLE ELIMINATION WITH 33 TABLES IN ACTION ON DAYS 1, 2 AND 3 WITH FOUR MATCHES ON THE TV TABLES. THE FIELD IS WITTLED DOWN TO THE LAST 16
- THE FINAL 16 PLAYERS WILL PLAY DOWN TO A WINNER IN THE MAIN ARENA IN A SINGLE ELIMINATION SET UP WITH THE ACTION COVERED LIVE ON BROADCASTERS AROUND THE WORLD

LIKE ALL MATCHROOM POOL SERIES TOURNAMENTS, THE US OPEN IS SANCTIONED BY THE SPORT'S GOVERNING BODY, THE WORLD POOL ASSOCIATION.

\$300,000 PRIZE FUND



BE PART OF THE US OPEN

JOIN THE MATCHROOM POOL SERIES JOURNEY AT HARRAH'S ATLANTIC CITY THIS SEPTEMBER 2021

CONTACT US



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FILL IN THE FORM BELOW

01277 359900

VENDOR BOOTH PRICES*

- 8 FOOT - \$800
- 16 FOOT - \$1,200
- 24 FOOT - \$1,750
- 32 FOOT - \$2,000

BOOK BEFORE **TUESDAY 16TH AUGUST** FOR 20% OFF YOUR BOOTH PRICE

- ALL VENDORS WILL BE LOCATED WITHIN THE FOYER AT HARRAH'S RESORT ATLANTIC CITY LOCATED JUST OUTSIDE THE DOUBLE AND SINGLE ELIMINATION ARENAS.
- IF YOU ARE INTERESTED IN FINDING OUT MORE PLEASE GET IN TOUCH ANSWERING THE BELOW IMMEDIATELY.
- SET UP DATE: SUNDAY 11TH SEPTEMBER
- COMPANY NAME • BOOTH SIZE • PRODUCT • MANUFACTURERS INTENDING TO SELL
- MAIN CONTACT AND DETAILS • TIME TO SET UP



* LARGE POWER REQUIREMENTS WILL BE AN ADDITIONAL CHARGE*