

Coach Agreement, Policies & Event Details

CheerExpo Championship 2026



Your full agreement to the information/conditions herein is legally assumed upon registering (payment, sending in team information to be added to the competition schedule at the event, etc.).

Highlights:

- Two-Day Championship...all teams compete twice. Final scores will be a combination of day one and day two scores (Percentages TBD). Note: Novice, Prep and **NEW** Dance teams compete Saturday only
- Awards: ALL competing teams receive banners & athletes receive individual awards. Also awarded: Judges Choice Level Champions by session, Golden Buzzer Pins, Hit Zero Pins & Hit Zero Banners for double Hit Zero, MAXOUT Champions (Allstar...Rings!), Grand Champions (School and University...Rings!), Coach of the Year, Best Fan in the Stands, MB Heart & Soul Awards and Specialty Awesome Awards
- Worlds Bids: Up to 2 Partial Paid (up to \$5K USD each) and 4 At Large bids to the 2026 IASF Cheerleading Worlds. See Bid Declaration on our website for details
- Varsity Spirit Summit Bids: Three bids to "The Summit" and two bids to "The Youth Summit". Visit our website for details and bid declarations
- AIA Tournament: Up to 12 Qualifying Invitations (4 Regular; 4 Non-Tumble; 4 Dance). See our website for more info.
- Global Games (Hawaii): Up to 5 Partial Paid Bids (\$7K CAD each) and 1 Paid Bid (\$10K CAD). Available for Cheer or Dance.
- Super Bids: Multiple Paid Bids to any BCA Cheer & Dance event in the UK (England, Scotland, Wales & Ireland). One bid Super Bid PLUS for the MAXOUT team with additional \$2500 towards accommodations. The number of bids available will be determined by division registration. Available for Cheer or Dance.
- Full production event with professional lighting, LED screens, sound, spring floor and stadium seating with separate warm up room, gifts, coach room with snacks, video replay, multiple backdrops for photo ops, on-time scheduling, large vendor area, emergency medical personnel and 2000 free parking spaces.
- Using Cheer Canada / Cheer Nova Scotia divisions, rules and scoring with score check and deduction challenge process

Registration Process

This is what you will need to send in to be registered:

1. Completed Registration Pack(s). You will need to fill out one excel file PER TEAM you are registering. Please email the EXCEL file to info@cheerexpo.net. Note: If you choose to mail in your package or send in any other format (PDF, Word, etc.) there will be a \$100 per team processing fee. We need the file in excel (or equivalent) format (numbers, google sheets, etc.).
2. If you prefer to skip Friday night check-in, you can opt to have your passes shipped (\$40 per GYM...not per team) if you have your registration 100% completed by February 18th. To choose this option enter a number 1 in the indicated section of the registration package for one of your teams. Note that each attendee receives ONE pass regardless of the number of teams they are associated with and lost bracelets will not be replaced. Keep them in a safe place.
3. Programs are responsible to ensure that parents and participants are directed to read the "[Terms and Conditions of Participation](#)" document prior to registration / participation. The document may be distributed electronically as a PDF file, sent as a link to the page on the CheerExpo website, or printed as a hard copy for distribution.
4. University/College/CEGEP teams require an official roster of team members from the registrars' office. They'll need to sign off verifying that all team members are students of the school or an affiliated school to participate at CheerExpo. Minimum number of courses a student must be registered in to be eligible is 1 (one). Co-op work terms also qualify. See the "[Sample Letter](#)" on our website on the registration page.
5. Grade school teams (junior high, high school, etc.) from outside of NS will require a letter of permission from the school principal or athletic department recognizing that the team is participating at the event. CheerExpo has been sanctioned by School Sport Nova Scotia. Junior and Senior high school teams from Nova Scotia whom are registered with SSNS may participate without additional forms required.
6. Participants from outside Canada must carry medical insurance and complete a [Waiver Form](#) for each coach and athlete.
7. All teams must have proof of insurance. Members of Cheer Canada through their PSOs (Cheer Nova Scotia, etc.) do not need to provide proof as it is understood that insurance is a requirement of membership.
8. Club/Allstar Cheer programs who are not members of their PSO will be subject to a \$200 Risk Fee. Programs who are members of their PSO are typically required to have safety standard minimums, complete training programs, have "best-practice" standards, insurance, code of conduct policies, etc.
9. Crossovers – there is no crossover rate. Athletes must pay the full rate for each team/group they compete with.

10. Payment (ONE certified cheque, Email Money Transfer, or bank draft per program/gym):
 - a) Email Money Transfer (e-transfer) to info@cheerexpo.net
 - b) Cheques/Bank Drafts will be accepted only if received by our office prior to February 3rd. Make payable to CheerExpo and mail to 16 Liberty Crescent, Trenton, Ontario, Canada K8V 0G2
 - c) Credit Card payments via PayPal only. A convenience fee of 4% must be added to your total. To join PayPal go to www.paypal.com. It's free to join PayPal and it's probably the most secure way to pay online since your banking details are not disclosed with payment.

Additional Registration Information:

1. Two (2) FREE coaches per competing team. Clarification: A club with 6 teams competing is entitled to 12 free coaches. Additional coaches may come at the discounted rate. Coaches may be listed on multiple teams from the same gym without extra fees as long as each coach fills a "free" spot for at least one team within the program. Athletes who also coach in the same program will pay to compete but are not required to pay an extra coach fee. Coaches listed on the roster for each team must be the actual coach(es) of that team.
2. Non-Payment Policy: Teams with a balance due will not be permitted to participate. Cheques must clear PRIOR to the event. Any bounced cheques, non-payment, or amount due after the competition for any reason will accrue 5% interest every 30 days starting from the Friday (check in) of the event. If the amount due is not paid in full after 90 days an extra 30% of the total will be added to the amount owing and the file will be sent to the collection agency (the 30% is a recovery charge to cover collection agency fees). In the event of litigation, the Program (aka the team, school, club, gym, owner, head coach, etc.) will be responsible for all legal fees.
3. Performance Only / Demo teams will receive a 1-day spectator pass. These teams will not have access to athlete / coach only spaces outside of their scheduled warm-up time.
4. Cheer-Abilities teams who choose to be exhibition/performance only are free of charge and will not be scored, ranked or rated. They will receive a 1-day spectator pass and will not have access to athlete / coach only spaces outside of their scheduled warm-up time.
5. Cheer Abilities teams who wish to compete will pay the same rate as Prep teams, will perform twice, and will be scored according to the Cheer Canada scoring system for Cheer Abilities.
6. Changing divisions after the February 3rd deadline will cost \$250 per division switch. The schedule may or may not change. Further, divisions may or may not change if minor changes affect the team composition after the schedule has been created (i.e., a coed team loses its only male athlete, a team adds or loses athletes).
7. There are no refunds after February 3rd (awards have already been purchased) but you may transfer your credit (i.e., if Sally Sue was removed from your team, you can replace her with someone else at no extra cost, or transfer her paid amount to someone else in the form of a spectator passes for family members/fans). Credits must be used for the same event.
8. After February 3rd, there are no refunds for fees paid to CheerExpo unless the event is canceled by CheerExpo (for a reason other than a Force Majeure Event). In the event that the competition is canceled, all attempts will be made to reschedule the Event. Those unable to attend will not be refunded. In recognition of the fact that most expenses for the Event occur well before the Event, if a Force Majeure Event occurs which prevents CheerExpo from completing the Event, CheerExpo will not be held responsible to refund programs. For purposes of this clause, a Force Majeure Event means any cause not entirely within the control of CheerExpo and which it could not by exercise of reasonable diligence have avoided such as the result of fire or other act of God / Nature, riot, labour strike, national or local emergency. Credits or partial credits may be issued towards future events in some cases and may be pro-rated based on when credit is used. CheerExpo reserves the right to re-schedule, postpone or make adjustments to events if necessary.

General Event / Competition Rules & Additional Info

1. **Proof of Eligibility:** See Document entitled "[Proof of Eligibility](#)" on our website to ensure you have the documentation prepared for eligibility checks during the event.
2. Coaches / team designated adults (over the age of 21) are responsible for the conduct and safe participation of participants at all times during the CheerExpo.
3. Coaches are responsible to have all eligibility (proof of age, etc.) and medical information pertaining to the competitors including health card numbers, insurance companies (if applicable), any allergies or potential health considerations, and all emergency contact information.
4. **Accommodations** **NEW:** For your convenience, a variety of hotel room blocks have been reserved around the city by [Away 2 Play](#) to ensure programs are able to secure rooms for your entire program at great rates. Contact them early! Reaching out to set up room bookings are your responsibility. CheerExpo assumes no responsibility for the quality of stay at any hotel.

5. Read the **Age Grid document** fully ([Allstar](#) or [Scholastic](#)) for the rules, time limits, and all details concerning your division.
6. Although efforts will be made to prevent conflicts in the schedule, the flow and proper judging of the event are the priorities. Although CheerExpo will always try to leave at least 10 minutes between performances of crossover athletes, there are no guarantees. Athlete conflicts/crossovers are the priority. Only conflicts that have been indicated to CheerExpo on the team list prior to the February 3rd deadline will be considered for scheduling purposes. Conflict examples: crossover between two teams, athletes on school and all-star teams, coaches that coach more than one team, coaches who are athletes, etc.). Conflicts with awards ceremonies cannot be accommodated.
7. Coaches will have the opportunity to challenge deductions and / or have an explanation of a deduction.
8. There will be no event spotters for this competition.
9. Only Coaches and their minor children are permitted in the Coaches Room.
10. Note: CheerExpo does not provide drinking water at this event. We encourage everyone to bring your own filled, personal labelled reusable water-bottle to prevent both accidental exposure to viruses and unnecessary trash/ recycling.
11. **Music:** Once the event schedule is released, you'll be asked to submit your music file to a google drive and label it with your team number details. Link: <https://drive.google.com/drive/folders/1nk4NhZFV1CUAyaCdjz5hIWpZVjIdRIKJ?usp=sharing> We will test it and have it ready for you in the warm up room and competition floor where our technicians will play your music during compete times so all coaches can be front & centre during your team's performance.
12. Having a back-up copy is encouraged. Note that any errors in performance due to poor music quality or the team's own equipment, supplies, lack of integration with our sound equipment or mistakes by team personnel will NOT be allowed to repeat their performance. Ensure you bring the wire with audio connection that is specific to your device.
13. Music ownership rights will not be verified for copyright purposes. All teams assume the liability risk if they use copyrighted music. CheerExpo will not be held responsible. Due to copyright laws, CheerExpo does NOT record videos for sale.
14. When emailing your music, you should also send your programs' choice for the [MB Thompson Heart and Soul Award](#). You can submit your recipient using the same link as the music submission above.
15. Participants must enter and exit the performance floor in a timely fashion. Placement of props should take place immediately after the previous performance. Formal entrances (from the time your team is announced to perform) or exits involving jumps, tumbling, stunting, or organized motions, cheers or spell-outs are prohibited and may result in a deduction. All competitors should enter onto the floor as quickly as possible and immediately begin their performance when called. Teams who do not enter the floor when called will receive a zero for the performance. Coaches will enter the coaches' viewing area with the team that is scheduled BEFORE their team to ensure that they are in place for the performance start time.
16. **Warm-Up Times:** Teams will be assigned warm up times but they are not mandatory. All teams must at least warm up their body to prepare for physical activity before competing. All schedules for the event will be posted at least one week before the event. Only coaches and athletes of the teams warming up are permitted in the warm up area. **NOTE:** The music volume will be kept low to avoid conflicting music of each warm up floor and other happenings in the space
17. One-run teams (Prep, Novice, Dance, Specialty Divisions, etc.) will compete and have awards on Saturday only.
18. **Junior Judges Program:** Having more local experienced judges is essential for Atlantic Canada. Athletes can apply to experience the CheerExpo Junior Judges program. This will give seasoned athletes the opportunity to experience judging as a potential way to stay involved in the sport after they retire from competing. Spots are limited. [See details, deadlines and restrictions on the CheerExpo website](#). Specialty divisions (indys, duos, stunt groups) will be scored by the Junior Judges Program. Rated but unranked teams (Novice, U8 Prep, etc.) may also be rated / scored by the trainees in the CheerExpo Junior Judges Program, depending on scheduling.
19. **SPECIALTY DIVISIONS (stunt groups, partner stunt, Indys, Duos):** Registration spots are limited. Stunt Groups: \$150 per group. Indys/Duos & Partner Stunts: \$65. All competitors must also be registered with a team or must pay per participant registration fees. Divisions will be split by age and level. Groups must follow the CheerExpo/CNS age grid and IASF rules (I.E. No Level 5 U12 stunt groups, etc.). Time limit is 1 min. All specialty divisions will be adjudicated by the *CheerExpo Junior Judges Program* using the Cheer Canada score sheet. Specialty divisions will warm up together and will remain around the competition floor during this portion of the event.
20. **BID OPT-IN:** For some of these opportunities you will need to formally Opt-In to be considered. Note: if you DO NOT Opt-In, it is accepted that you formally **decline** to accept and you **WILL** be passed over, even if your team deserves to be awarded a bid. Note that in most cases there are no penalties if you Opt-In to be awarded any bid but end up not using it. Bid Opt-in deadline for all bid types is March 5th.

Friday Coach Check-In Time:

1. If you have not opted for bracelets to be shipped, you must check-in. Check-In to pick up program bracelets will be on Friday March 20th at the venue (Halifax Exhibition Centre) from 5-7pm. Note that each attendee receives ONE pass regardless of the number of teams they are associated with and lost bracelets will not be replaced.
2. Participant tyvek bracelets: These bracelets will allow you into the event and into coach/athlete only areas. They must be worn on the wrist. They should only come off if ripped or cut off. If this happens, you can get your bracelet replaced at the info booth but you must have the entire old one to pass in. If the old bracelet is lost, it will have to be re-purchased.
3. All payments made at the event must be cash or cash equivalent only, unless in the form of a certified cheque/bank draft, or cheque from a school. Personal, non-certified and/or business cheques will not be accepted. That means NO PERSONAL CHEQUES OR GYM CHEQUES. All payments made at the event are subject to LATE fees.

General Info/Rules

1. The Halifax Exhibition Centre is located at 200 Prospect Rd, Goodwood, NS B3T 1P2, just outside Halifax. There is plenty of parking onsite. Note: The parking lot is un-paved and uneven in many spots.
2. At 7:30am each day the vendors will be allowed entrance. General admission (everyone else) will start at 8am. The competition will begin with the first team taking the floor at approximately 9:00am. The vendor booths do not officially open until 9am each day. All timings subject to change if required depending on registration numbers.
3. During the event, all spectator passes are CASH ONLY! Advance Purchase of bulk spectator tickets can be done through each program until the Friday / Set up day. Prices vary depending on when purchased. Onsite Group purchases can be made in cash or e-transfer to info@cheerexpo.net.
4. During your routine, coaches will have a reserved viewing area. A fan viewing area will be set up in front of the competition floor for parents/fans. If you are coming to the event as a large group, please note that **PARENTS** of the athletes competing will take priority in this fan area; not the athletes on other teams of the same gym. Unless you are from away with limited fan support, please tell your athletes to watch their sister teams from the stands.
5. Parents are welcome to take pictures or video using smart phone or tablet during their child's performance for their own personal use. However, they may not sell or offer free distribution of the photos / videos, or block any thruways, walkways, EMS, judges, spectators, or official event photographers and/or videographers.
6. There will be emergency response personnel available to ensure that athletes and spectators can be well cared for if necessary. Their primary role is to deal with injuries however they can also tape if necessary and if time permits. You may bring your own tape or pay \$5 to use theirs. DO NOT BLOCK THE VIEW OR EMERGENCY PATHWAYS OF EMS. Please review the Cheer Canada concussion policy prior to the event.
7. You will receive an email from CheerExpo approximately 1 month prior to the event with a list of all teams, divisions, number of athletes, number of males and crossover/scheduling considerations we have on file. You will have 2-3 days to respond and make any changes necessary prior to the schedule being created. Once the schedule is completed, changes will incur a \$250 fee, if the change is permitted. Teams that have changes to their roster after the schedule has been created may be required to make adjustments to accommodate the division/ sub-split they have registered for.
8. Vendors at CheerExpo Nationals are independent companies. CheerExpo assumes NO responsibility in the quality of their products or services.
9. The venue will have a concession stands set up and we have no say in what is sold. No outside food or drink is permitted in the building. We are not that picky on this issue but we have to relay the message. That being said, there is absolutely no food or drink (except water) permitted in the warm up space or around the competition and/or awards floor.
10. Sportsmanship and/or other complaints (unrelated to safe sport) made solely by parents/fans (not a coach/owner/official representative of a participating program) will not be investigated during the event unless witnessed by an event official.
11. Code of Conduct: this competition will be run with the spirit of fair-play, sportsmanship and professional conduct in mind. All participants are expected to respect other attendees, officials, staff, competitors, event equipment and facilities. Depending on severity, any participant, coach or spectator causing disruptions or damages will be subject to a team deduction, fees, disqualification, CNS discipline per CNS policies, removed without refund and/or possibly banned from future events depending on the timing and severity. Any action that results in damages to property of CheerExpo, the event venue or event suppliers may also result in charges and fees to cover repair/replacement. Let's teach our athletes to be good humans and good sports.

Any part, provision, representation or warranty of this Agreement which is prohibited or which is held to be void or unenforceable shall be ineffective to the extent of such prohibition or unenforceability without invalidating the remaining provisions herein.

Questions? Contact us at info@cheerexpo.net



CheerExpo Nationals Deadlines & Timelines:

For your convenience and pre-planning, we have compiled this list of deadlines and timelines for your planning purposes.

- Registration Opens – September 1st, 2025.
- Book Hotel block with Away 2 Play as soon as possible
- Early Bird Deadline (Teams) – December 1st, 2025
- Super Early Bird Ends (Vendors) – December 1st, 2025
- Junior Judge Applications Due – December 5th
- Vendor Early Bird Ends January 15th
- Coach of the Year Nominations due by February 3rd
- Standard Registration for teams and vendors ends on Feb 3rd
- Division Lists sent to coaches by Friday Feb 6th
- Division List response due back by Monday Feb 9th
- Preliminary Schedule sent to coaches by Feb 18th
- Shipping Bracelets Opt-In due by Feb 18th
- Bracelets ship approximately Feb 27th
- Coaches Final Info Pack sent by Feb 27th
- BID OPT-INS (Information doc with instruction procedures for Opt-In process for Summit, Youth Summit, AIA, Global Games, etc. will be sent to coaches by Feb 27th
- IASF Worlds Bid Paperwork and Information sent to Worlds team coaches by Feb 27th
- BID OPT-INS due by March 5th
- WORLDS IASF Rosters due by March 5th
- MUSIC due by March 5th
- MB Thompson Heart & Soul Recipients Due from each program by March 5th
- University Eligibility Letters due by March 5th
- Permission Letters from non-Nova Scotia Grade School teams due March 5th
- Waiver forms from International or non-affiliated teams due by March 5th
- Schedule posted online (for Spectators) by March 13th (most likely 2 weeks prior)
- Mandatory Check-in Friday March 20th, 2026 from 5-7pm at the venue for anyone who has not yet received their bracelets. Please book your travel arrangements accordingly.
- CheerExpo Nationals – March 21-22, 2026

* All timings are subject to change by CheerExpo as necessary.

