June 24th - June 26th, 2015
convention.nata.org/at-expo

66th NATA Clinical Symposia & AT Expo

St. Louis, MO
America’s Center Convention Complex

AT Expo Experience
Testimonials
Marketing Opportunities
Corporate Membership Application
Exhibit Space Contract
The AT Expo is the world’s premier exhibition in sports medicine, bringing over 350 exhibitors and thousands of athletic trainers to review, demonstrate and procure products and services. Held annually in conjunction with the NATA Clinical Symposia, there is no other trade show with as many athletic trainers under one roof. The AT Expo allows exhibitors the venue and the opportunity to directly reach this niche in sports medicine. The AT attendees shop the show floor to purchase or recommend the purchase of exhibitor products and services for the advancement of athletic training facilities and of the profession.

8,100
Average attendance of athletic trainers over the past 5 years

89.35 %
Likely to purchase or recommend a purchase from an AT Expo exhibitor

*2014 survey

Top 3 Reasons ATs attend the NATA AT Expo

⇒ Sourcing
⇒ Meeting Current Suppliers
⇒ Discovering New Products

NATA Membership Work Settings

*Information from membership database, Sept 2013
Testimonials

"Thanks to NATA 2014, we were able to meet athletic trainers from across the country and give them a hands-on demonstration of our product. We have had great response since the show."
Teresa Slagie - Marketing Director, PowerPlay

"The NATA Expo provided our company a chance to not only promote our technology, but to network with medical professionals and other companies in the sports medicine market. We received valuable product feedback from athletic trainers which led to key developments to our injury reporting software, ensuring customer satisfaction. To date, it has been the single best use of our marketing budget and is now a yearly event on our calendar."
Charlie Wund - President/Founder, Agency for Student Health Research

HydroWorx has been attending the AT Expo for years and each year is better than the last. The AT Expo is filled with great exhibitors and a wonderful group of attendees who are genuinely interested in what you are displaying. We will continue to be a part of this Expo each year because it is the only exhibition where you can access so many athletic trainers at one time. The NATA staff are a pleasure to work with and make the trade show preparation process as easy as can be. As an exhibitor, we are kept informed and they are always willing to work with you, get all of your questions answered and meet your needs as best as possible. We are already looking forward to next year!
Megan Doolittle, Marketing Admin & Trade Show Coordinator, Hydroworx

"The AT Expo is a terrific place to meet the people who can explain their new products, and give demonstrations on use." Personal contact rates WAY over automated calls to big companies.
Deborah Kiekover, MA, ATC

"I have found the AT Expo to be a valuable tool in finding the supplies I need to best care for my student athletes."
Michael Frey, MSEd, ATC

"Simply our whole profession comes together in the AT Expo as a hub for all that is happening to better us as ATCs."
Bill Drake, MEd, ATC

"The AT Expo is an opportunity to meet with new reps and build a face to face relationship that can last into the future. It also allows young professionals to interact and observe the practices of business and deal making that goes into the administrative task of supply ordering."
Michael Nolan, MSEd, ATC

"The AT Expo is the best trade show of all conventions I have attended. It provides outstanding access to all vendors I utilize in the performance of my duties managing the Athletic Training Programs for 35 High Schools. I generally attend 3 to 4 large Sports Medicine meetings per year and this is by far the BEST! It also attracts other Athletic Trainers and provides a great location for networking."
James Porter, MA, ATC
Hot Product Pavilion
A popular attraction at the AT Expo, the Hot Product Pavilion is a glass case display of the latest and best-selling products. To draw traffic to your booth, a tent card is placed next to each product, featuring your company name, product name and booth number. Showcase up to 5 products. $99 / entry Corporate Members $199 / entry Non-Members

Pre-Show Attendee Mailing List
Pre-promote your company to attendees to boost name & product recognition. Announce your participation in the show and/or advertise any giveaways or contests conducted from your booth. $359 Corporate Members $449 Non-Members

Convention Guide Tear-Outs
The Convention Guide tear-outs are quarter page, 4-color, perforated ads used to announce your giveaways or other promotional attraction to your booth. Each attendee uses the Convention Guide to schedule, plan and navigate their way through our 3-day AT Expo, making the tear-outs a highly visible and effective advertisement. $500 / 1/4 pg

Mobile App Advertising
Featuring tradeshow maps in detail, educational programming, daily schedules and directories, the NATA Clinical Symposia & AT Expo mobile app was used by 48% of our attendees in 2014. Advertise to your target market on the app. $2,500 / ad

Convention Guide Advertising
Professionally printed, bound and packed with every detail of the NATA Clinical Symposia & AT Expo, the NATA Convention Guide serves as a valuable tool for attendees and an excellent advertising opportunity for exhibitors. Buyers use the Guide as an effective sourcing reference throughout the year thus amplifying its advertising benefit. Plus a full copy of the Guide is posted online for members who are unable to attend the meeting, extending its advertising reach for beyond attendees. Full Page $3,350 ⅝ Page $2,775 ⅛ Page $2,088

Convention Daily News Advertising
The Convention Daily News (CDN) is NATA’s convention newspaper and the most visible resource for last-minute program changes, association news and tradeshow updates. Distributed all three days of the tradeshow, the CDN is also posted online each day for members unable to attend the show, thus extending your marketing & advertising reach. Full Page $3,350 ⅝ Page $2,775 ⅛ Page $2,088

Mobile App Sponsor
Own the splash page and a featured banner as the NATA Clinical Symposia & AT Expo Mobile App Sponsor. This exclusive advertising real estate will highlight your company to every app user. $10,000

Lobby Banners
Make an advertising splash with bold lobby banners. Highlight your company and call attention to your booth with strategically placed banners throughout the lobby where thousands of ATs will congregate between events. Price will vary based on banner size and quantity. $3000 / banner

NATA Convention Guide Belly Band
Get immediately and exclusively noticed on the belly band, wrapped around the outside of every NATA Convention Guide handed to attendees at the 2015 NATA Convention. With thousands of Convention Guides, this is an excellent on-site advertising opportunity to promote and generate interest in your company and product offerings. $8,000/exclusive

NATA Convention Hotel Key Cards
Put your logo and custom artwork on hotel key cards! As this exclusive sponsor, you will be in the hands of every attendee at our key hotels in St. Louis. As the first item received upon check-in and the last item used at the end of each day, key cards are an excellent opportunity to gain exposure for your company, booth and product information. Sponsor will provide artwork. NATA will arrange for key card production. $8,000/exclusive

In-Booth Receptions
Host a private reception in your booth! Perfect to showcase your products and services to new customers and celebrate existing customers. Reserved for exhibitors with 600 sq.ft. + island booths after the AT Expo closes on June 24th. Sponsor is responsible for arranging for catering and managing invited guests. $2,500

NATA Café Sponsorship
Attendees need to eat! The NATA Café is located in the main lobby directly outside of the AT Expo. As the exclusive sponsor, your company will gain maximum exposure with your name and logo featured on NATA Café signage, cups and napkins given to attendees. $8,000/exclusive

Convention Lounges
Attendees gather in our lounges to network and relax, making this a premier sponsorship opportunity. Each lounge is located in heavily trafficked areas of the convention and outfitted with comfortable furniture and access to power outlets. Sponsorship signage with company logo will be provided. Sponsors may place a brochure or giveaway in the lounge. $5,000
Corporate Membership Application

NATA Corporate Membership opens the door to the athletic training market and allows you to reach thousands of qualified buyers at a discounted rate. Join today!

I. Corporate Member Benefits

For $975 annually, Corporate Members receive:

- Use of the term “NATA Corporate Member”
- Use of the NATA Corporate Member logo
- A 50-word listing in the printed Buyers’ Guide every fall & spring
- Recognition as a Corporate Member in the online Athletic Training Marketplace, http://athletictrainingmarketplace.com
- Booth space discount at the NATA AT Expo
- Recognition as a Corporate Member in our AT Expo Convention Guide
- Discount on advertising in NATA News
- Discount on web banner advertising on nata.org
- Discount on NATA membership list rentals
- Complimentary subscription to the NATA News
- Complimentary subscription to the Journal of Athletic Training

II. Product Categories (Select up to three)

☐ Athletic Tape
☐ Athletic Training Equipment
☐ Bandages
☐ Braces
☐ Cold Therapy
☐ Conditioning Equipment
☐ Electrotherapy
☐ First Aid Equipment
☐ Fitness Equipment
☐ Foot Care & Protection
☐ Guards
☐ Heat Stress Prevention & Treatment
☐ Heat Therapy
☐ Hydration
☐ Infection Control & Prevention
☐ Nutritional Products
☐ Pain Relievers
☐ Program Management
☐ Protective Clothing
☐ Software
☐ Splints
☐ Straps
☐ Strength & Conditioning Equipment
☐ Tables
☐ Testing & Measurement
☐ Therapeutic Devices
☐ Other:

III. Official Contact Information (As it will appear in the printed Buyers’ Guide)

__________________________________________________________
Company/Organization

__________________________________________________________
Name/Title of Contact Person

__________________________________________________________
Company/Organization Address

__________________________________________________________
City State Zip

__________________________________________________________
Phone Fax

__________________________________________________________
Email Website

Email / Fax / Mail this application with full payment to:

National Athletic Trainers’ Association
Attn: NATA Corporate Membership
1620 Valwood Parkway, Suite 115, Carrollton, TX 75006
Phone: 972.532.8849 Fax: 214.736.5462
Email: sales@nata.org

IV. Company Bio (As it will appear in the printed Buyers’ Guide - 50 word max)

Please submit your 50-word company description via email to sales@nata.org.

V. Corporate Member Acceptance

$30 of the membership dues is allotted for the subscription to the Journal of Athletic Training. Payments or contributions to the National Athletic Trainers’ Association are not deductible as charitable contributions for federal income tax purposes. Payments may be deductible as a business expense. If in doubt, please consult your tax advisor. NATA does not discriminate against any protected class. A percentage of dues are allocated for lobbying.

NATA’s Corporate Membership program is open to companies that provide athletic training materials, supplies, equipment or services. Each Corporate Member may designate an individual as the Corporation’s representative to NATA. Corporate Members are not eligible for district affiliation and may not vote or hold office within NATA. They are, however, entitled to special benefits and discounts.

*NATA reserves the right to refuse any Corporate Membership Application.

On behalf of the company/organization named in section III, I hereby apply for NATA Corporate Membership. I understand the eligibility requirements for this membership category and verify that my organization meets the requirements. We agree to abide by the Association’s Bylaws and Policies & Procedures Manual.

__________________________________________________________
Name Title

__________________________________________________________
Phone Email

__________________________________________________________
Signature Date

VI. Payment Details (Full payment required)

Checks payable in U.S. funds to NATA

__________________________________________________________
$ Amount Due Check Number

☐ VISA ☐ MC ☐ AMEX

__________________________________________________________
Card Number Expiration Date

__________________________________________________________
Cardholder Name

__________________________________________________________
Signature Date

For NATA Use Only – Accepted by:

__________________________________________________________
Date Rec’d IMIS#: ______________________

__________________________________________________________
Total Cost $ ______________________ Total Paid: $ ______________________

__________________________________________________________
IMIS: ACT: MAG:
Exhibit Space Contract

AT Expo 2015 | America’s Center Convention Complex, St. Louis, MO
Wed, June 24th - Friday, June 26th 2015

Submit by email/fax/mail to NATA, Attn: Chad Cranford
sales@nata.org  fax 214.736.5462  ph. 972.532.8849
1620 Valwood Pkwy #115, Carrollton, TX 75006

A benefit to Corporate Membership is a lesser booth cost. If you are not currently a Corporate Member, but wish to be, please submit both the exhibit space contract and Corporate Member application (on following page). We will immediately honor the Corporate Member rate.

Exhibit space cost per 100 sq ft (10x10)

<table>
<thead>
<tr>
<th>EXHIBITOR STATUS</th>
<th>SQUARE FOOTAGE</th>
<th>BOOTH COST BEFORE 3-2-15</th>
<th>BOOTH COST AFTER 3-2-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>CORPORATE MEMBER</td>
<td>100 - 300 SQ.FT.</td>
<td>$12.00 / SQ.FT.</td>
<td>$12.70 / SQ.FT.</td>
</tr>
<tr>
<td></td>
<td>400 SQ.FT. +</td>
<td>$11.58 / SQ.FT.</td>
<td>$12.43 / SQ.FT.</td>
</tr>
<tr>
<td>NON-MEMBER</td>
<td>100 - 300 SQ.FT.</td>
<td>$13.95 / SQ.FT.</td>
<td>$14.95 / SQ.FT.</td>
</tr>
<tr>
<td></td>
<td>400 SQ.FT. +</td>
<td>$13.45 / SQ.FT.</td>
<td>$14.45 / SQ.FT.</td>
</tr>
</tbody>
</table>

*Rate applies to first 400 sq. ft only

Each 10x10 Booth Includes:
- 8’ draped back wall
- 3’ side draped dividers
- Standard size ID sign
- 24-hr perimeter security
- 4 free exhibitor badges
- Post-Show Attendee List
- Listing in Convention Guide

I. Exhibit Booth Preference

Dimensions ______ ft. X _______ ft.
1st 2nd 3rd 4th

☐ Corner Booth ($200 premium) ☐ Select best available location

Companies prefer to be near:

Companies NOT to be near:

II. Exhibit Booth Cost

50% deposit due with contract

Size: Total sq.ft. X Booth cost per sq.ft. + Corner Premium

Total Booth Cost $________________________ X %50 = Deposit $________________________

III. Marketing & Advertising

☐ Hot Product Pavilion $99_CM, $199_NM
☐ Pre-Show Attendee Mailing List $350_CM, $449_NM
☐ Convention Guide Tear-Outs $500
☐ NATA Mobile App Advertising $2,500
☐ Convention Guide Ad $3,350_Full, $2,775_Half
☐ Convention Daily News Ad $3,350_Full, $2,775_Half
☐ Mobile App Sponsor $10,000

*CM = Corporate Member, NM = Non-Member

IV. Final Cost to NATA

Deposit (Sec. II) $________________________ + Marketing/Advertising $________________________ = Total Due with Contract $________________________

V. Payment

Visa/MC/Amex/Discover/Check payable in US funds to NATA
☐ Auto-Deduct 50% today, 50% March 6

Card #________________________ Name on Card________________________
Exp.________________________ Signature________________________

VI. Exhibitor Operations Contact

*will receive marketing & operational information for AT Expo 2015

Company________________________ Contact________________________

Full Address________________________

Ph.________________________ Email________________________ Website________________________

VII. Exhibitor Acceptance

The undersigned (exhibitor) is authorized to enter into this contract and understands this contract becomes valid when completed, signed and accepted by NATA. By signing below, I am indicating my organization’s agreement to abide by NATA’s Rules and Regulations [posted online at convention.nata.org] which may be amended occasionally and to all conditions under which exhibit space is leased to NATA at the America’s Center Convention Complex. I accept responsibility for informing all employees and agents of the NATA Rules and Regulations and for ensuring compliance. I further understand the violation and cancellation policies. The undersigned agrees to accept the space assigned and will agree to accept reassignment if necessary to create a more effective exhibition.

Signature________________________ Printed Name________________________
Title________________________ Date________________________

NATA USE ONLY

Date Received________________________ iMIS#________________________ Total Due $________________________

Deposit Received $________________________ Booth#________________________ Dimensions ______ x ______ Total sq.ft.________________________

Priority Pts.________________________ ACT________________________ iMIS________________________ FP________________________ Excel________________________ Reg________________________ Confirmation________________________