

*New for 2022! Your sponsorship and/or exhibitor level involvement will provide the opportunity to be present at both the Clinical Symposium and Members Meeting (CSMM) and the Athletic Training Student Symposium (ATSS). This will provide you access to over 1200 current and future athletic trainers across seven states and two territories! We are allowing this one time only offer in preparation for 2023 when we will combine our SEATA member, student, and educator meetings into 1 large annual event in Sandestin, Florida!*

### EVENT(S) DETAILS

February 10-12, 2022

Athletic Training Educator's Conference in conjunction with Student Symposium and Educator's Conference

March 3-5, 2022

Clinical Symposium and Members Meeting

**Both events to be held at:**

Crowne Plaza Atlanta Perimeter  
4355 Ashford Dunwoody Rd, Atlanta, GA 30346

**Exhibit Set Up**

Thursday of event 5-8pm or Friday morning 7-9am

**Exhibit Booth Manned**

Friday of event 9:00 AM – 5:00 PM  
(Breakdown begins at 5:00 PM Friday)

SEATA offers several sponsorships to choose from and we would love to hear your ideas so please feel free to give your input! Sponsors receive recognition throughout the entire year and increased visibility and attendee interaction at our annual events. Exhibitors receive increased visibility and attendee interaction at our annual events.

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## **DIRECTOR SPONSOR PARTNER**

**\$2,000**

The Director's partner is our highest level of SEATA sponsorship providing prominent brand visibility to our members throughout the entire year, primary location for exhibitor booth at all of our annual meetings and increased mobile app presence during annual meetings.

### TIER 1 PARTNER ANNUAL BENEFITS

- Hyperlinked Logo recognition in all monthly SEATA News eblast to membership for one year
- Hyperlinked logo on SEATA homepage
- Hyperlinked logo on SEATA Corporate Partner's web page

### ANNUAL SEATA MEETINGS BENEFITS (Includes Members', Educators', and Student meetings)

- Advertisement inserts in participant's bag (inserts provided by Partner and shipped to designated location)
- Choice of your company branded item/gift in conference bag
- Company logos will be included in all marketing materials
- Prominent signage provided by SEATA
- Company provided banner displayed in meeting room
- Partner recognition at meeting with an opportunity to speak to attendees
- Electronic file (MS Excel) of all attendees with registration contact information (NOTE: For one time use only)
- One (1) 8 X 8 Exhibit Space with a 6 ft. table, 2 chairs, trash can and identification sign
  - First choice of booth location
  - Option to purchase 1 additional booth space at 50% reduced price (\$325)
  - Access to outlets (extension cords not provided)
  - Exhibitor Eblast with ¼ page ad sent to all event registrants
  - Annual meeting registration waivers for up to 4 AT booth representatives

### ANNUAL MEETING ATTENDEE MOBILE EVENT APP BENEFITS

- Hyperlinked logo on event app Sponsors' Page
- Company logo as event app Banner Ad (partner logo placed as a rotating banner advertisement displayed on attendee's mobile device)

### ANNUAL SEATA MEETING BENEFITS (IF VIRTUAL)

- Prominent virtual link display with prominent company logo
- Virtual dynamic both with availability of real time attendee interaction
- Virtual 1 min commercial prior to sponsored talk
- Virtual Swag bag to all attendees

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## **PRESIDENT SPONSOR PARTNER**

**\$1,500**

The President's partner is our second highest level of sponsorship providing brand visibility to our members throughout the entire year, exhibitor booth availability at all of our annual meetings, and mobile app presence during annual meetings.

### TIER 1 PARTNER ANNUAL BENEFITS

- Hyperlinked Logo recognition in SEATA News eblast to membership every other month (6 total) for one year
- Hyperlinked logo on SEATA homepage
- Hyperlinked logo on SEATA Corporate Partner's web page

### ANNUAL SEATA MEETINGS BENEFITS (Includes Members', Educators', and Student meetings)

- Advertisement inserts in participant's bag (inserts provided by Partner and shipped to designated location)
- Company logos will be included in all marketing materials
- Standard signage provided by SEATA
- Company provided banner displayed in meeting room
- Partner recognition at meeting with an opportunity to speak to attendees
- Electronic file (MS Excel) of CSMM attendees' registration contact information (NOTE: For one time use only)
- One (1) 8 X 8 Exhibit Space with a 6 ft. table, 2 chairs, trash can and identification sign
  - Preferential choice of booth location (following choice of Director's level)
  - Option to purchase 1 additional booth space (\$750)
  - Access to outlets (extension cords not provided)
  - Exhibitor eblast with 1/8-page ad sent to all event registrants
  - Annual meeting registration waivers for up to 2 AT booth representatives

### ANNUAL ATTENDEE MOBILE EVENT APP BENEFITS

- Hyperlinked logo on event app Sponsors' Page
- 50% discount on event app Banner Ad (partner logo placed as a rotating banner advertisement displayed on attendee's mobile device)

### ANNUAL SEATA MEETING BENEFITS (IF VIRTUAL)

- Virtual link display with company logo
- Virtual dynamic both with availability of real time attendee interaction
- Virtual 30 sec commercial prior to sponsored talk

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## **COMMITTEE SPONSOR PARTNER**

**\$1,000**

The Committee partner is our third highest level of sponsorship providing brand visibility to our members throughout the entire year, exhibitor booth availability at all of our annual meetings, and mobile app presence during annual meetings.

### TIER 1 PARTNER ANNUAL BENEFITS

- Hyperlinked Logo recognition SEATA Newsletter eblast to membership quarterly (3 total) for one year
- Hyperlinked logo on SEATA Corporate Partner's web page

### ANNUAL SEATA MEETINGS BENEFITS (Includes Members', Educators', and Student meetings)

- Partner recognition in SEATA Program with logo
- Electronic file (MS Excel) of CSMM attendees' registration contact information (NOTE: For one time use only)
- One (1) 8 X 8 Exhibit Space with a 6 ft. table, 2 chairs, trash can and identification sign
  - Access to outlets (extension cords not provided)
  - Exhibitor Eblast with 1/8-page ad sent to all event registrants

### ANNUAL MEETING ATTENDEE MOBILE EVENT APP BENEFITS

- Partner hyperlinked logo on event app Sponsors Page

### ANNUAL SEATA MEETING BENEFITS (IF VIRTUAL)

- Virtual display link with company name and logo
- Virtual static booth with hyperlinked company information and appointment scheduler

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## **ANNUAL MEETINGS EXHIBITOR PARTNER**

**\$750**

The meeting exhibitor partner option is designed for For-Profit Organizations and does not provide annual brand promotion throughout the year but provides a booth to promote your company at all annual SEATA meetings and mobile app presence during annual meetings.

ANNUAL SEATA MEETINGS BENEFITS (Includes Members', Educators', and Student meetings)

- Name recognition in SEATA program
- Electronic file (MS Excel) of all attendees with registration contact information NOTE: For one time use only
- One (1) 8 X 8 Exhibit Space with a 6 ft. table, 2 chairs, trash can and identification sign
  - Access to outlets (extension cords not provided)
  - Exhibitor Eblast with 1/8-page ad sent to all event registrants

ANNUAL MEETING ATTENDEE MOBILE EVENT APP BENEFITS

- Partner hyperlinked logo on event app Sponsors Page

ANNUAL SEATA MEETING BENEFITS (IF VIRTUAL)

- Virtual display link with company name only
- Virtual banner without hyperlink

## **MEETING RESEARCH / CAREER EXHIBITOR PARTNER**

**\$100**

This partner option is designed for Non-Profit Organizations who wish to gather data for ongoing athletic training related research or to provide further graduate education or employment options.

ANNUAL SEATA MEETINGS BENEFITS (Includes Members', Educators', and Student meetings)

- Electronic file (MS Excel) of ATSS attendees' registration contact information (NOTE: For one time use only)
- Booth space
  - Chairs (2)
  - Small table for materials
  - Access to outlets (extension cords not provided)

## ANNUAL MEETING ALA CART ITEMS

The Ala Carte options provide the ability to increase your brand recognition by sponsoring additional events at our annual meeting.

### CSMM Tim Kerin Awards Luncheon address exclusive sponsor (open to Director and President levels only) - \$5000

- Sponsorship will help cover charges associated with the membership awards luncheon.
- Sponsor will be provided an opportunity to address the attendees or provide a video based commercial up to 3 minutes.

### Athletic Training Student Quiz Bowl exclusive sponsor (open to Director and President levels only) - \$1500 (in-person event only)

- Sponsorship will help to cover charges associated with providing light snacks/beverages for the attendees.
- Sponsor will be verbally recognized prior to quiz bowl event and after party.

### CSMM Social event - \$3500

- Sponsorship will help to cover charges associated with providing food and beverage items during member's social.
- Sponsor will be provided prominent signage at the social and an opportunity to address the attendees.

### ATSS/A TEC faculty social event - \$3500

- Sponsorship will help to cover charges associated with providing food and beverage items during member's social.
- Sponsor will be provided prominent signage at the social and an opportunity to address the attendees.

### Poster presentation & sponsor's party exclusive sponsor - \$1500 (in-person event only)

- Sponsorship will help to cover charges associated with providing light snacks/beverages.
- Sponsor will be verbally recognized prior to poster presentation.

### ATSS & ATEC Friday afternoon boxed lunch sponsor - \$5000

- Prominent sponsor signage and mobile app recognition will be provided

### Mobile App scavenger hunt game exclusive sponsor - \$500

- in-person event only

### Attendee bag exclusive sponsor - \$500 (sponsor provides bags)

- in-person event only

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Learning lab exclusive sponsorships - \$400 (to be determined based on number of learning labs)

- Sponsorship cost covers speaker honorarium and 1 night of hotel lodging.
- Provides a 1-minute commercial prior to the event, increased signage and speaker recognition at specified learning lab with availability of 1 booth representative in the lab session.

Lecture exclusive sponsorship - \$400 (to be determined based on number of learning labs)

- Sponsorship cost covers speaker honorarium and 1 night of hotel lodging.
- Provides a 1-minute commercial prior to the event, increased signage and speaker recognition at specified lecture with availability of 1 booth representative in the session.

Lecture co-sponsorship - \$200 (based on availability of other co-sponsors)

- Sponsorship cost covers speaker honorarium and 1 night of hotel lodging.
- Provides increased signage and speaker recognition at specified lecture with availability of 1 booth representative per sponsor in the session.

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**AGREEMENT INFORMATION**

**SPACE ASSIGNMENTS:** Exhibit space will be assigned based on sponsorships and receipts of application and payment in full on a first-come, first-served basis. GASN reserves the right, in its sole discretion, to allocate space on any other basis it deems appropriate. Exhibitors will receive an exhibit confirmation immediately after receipt of booth payment via email.

**TERMS:** No Exhibitor will be confirmed until application and payment are received. Sponsorship year is based on a calendar year and expire on December 31<sup>st</sup> of the sponsorship year.

**NOTE:** W-9 available upon request

**PAYMENTS:** Registration for the SEATA Conference(s) and Payment options are available at the event registration website.

If payment by check, please make payable to:

SEATA  
C/o Gerard White, SEATA Treasurer  
PO Box 1810  
Thibodaux, LA 70302

**SHIPPING:** Shipments should be sent no sooner than one week prior to the Conference. There is a parcel charge depending on the size of your shipment. You will be responsible for paying this charge when you pick up your booth materials that have been shipped in.

Crowne Plaza Atlanta Perimeter  
Attn: Your Name & Company Name  
C/O Southeast Athletic Trainers' Association  
4355 Ashford Dunwoody Rd.  
Atlanta, GA 30346

**NOTE:** SEATA accepts no responsibility for the return of packages or shipments at the conclusion of your function. Please make sure that you handle any shipping charges with the host hotel prior to your departure.

**HOTEL ACCOMODATIONS:** SEATA has secured a Block of Rooms at the Crowne Plaza Atlanta Perimeter. Please reference SEATA when booking to get the group rates. Rates are based your preference and availability at the time of your booking your room. Group Rate for Standard Room to be determined. *Wireless Internet is Complimentary Service for Guests.*