

The Southeast Athletic Trainers' Association will host the **SEATA EducATion Experience & Expo** in February 2024. This expo will combine the events, activities, and educational programming from both the traditional Clinical Symposium and Members Meeting (CSMM) and the Athletic Training Student Symposium (ATSS). This year's Expo can provide you and your brand access to over 1200 current and future athletic trainers from across seven states and two territories!

Event Details

EDUCATION EXPERIENCE & EXPO



Enhancing ideas and cultivating relationships



February 8-10, 2024

Crowne Plaza Atlanta Perimeter at Ravinia
4355 Ashford Dunwoody Rd.
Atlanta, GA 30346

Registration will open in mid-November

Exhibition Hall Details

SET-UP: Thursday, Feb 8th between 2-5pm or Friday morning 7-8am

Exhibit Booth Manned:

- Thursday, February 8th 4:30-6:00
- Friday, February 9th @ 8:00 AM - 5:00 PM (2 dedicated exhibitor breaks)
 - Saturday, Feb 10th 8:00-10:00

Additional Opportunities:

- Thursday evening Tailgate party and Student Quiz Bowl, 6:30-9:00
- Saturday morning, Feb 10th Swipe Right job fair for employers and professional programs (7:30-9:00am)

Sponsors gain brand recognition and promotion throughout the entire year based on sponsorship level. All sponsors gain increased visibility and attendee interaction at our annual education experience exhibit and expo hall.

Partnership Level Benefits

	Director	President	Committee	Research
Year-Long Benefits				
Monthly Newsletter Recognitions	12	6	3	
SEATA website logo locations	2	2	1	
Social media promotions	6	3		
Meeting Benefits				
Social media promotions	3	2	1	
Post-event social media recognition	1	1	1	
Event booth	Prime	Visible	Standard	Standard
Post event attendee information	✓	✓	✓	✓
Logo promotion during sessions	✓	✓		
Event sponsorship	✓	✓		
Advertisement insert for attendees	✓	✓		
Swag for attendees	✓			
Commercials before sessions	✓			
Cost				
	\$1500	\$1000	\$500	\$200

COMMITTEE PARTNER

\$500 SPONSORSHIP (UNLIMITED)

The Committee Partnership is our third highest level of sponsorship providing brand visibility to our members throughout the entire year; an exhibit booth at our annual convention & expo; and a presence in event hub mobile app during annual convention.

COMMITTEE PARTNER ANNUAL BENEFITS

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

ANNUAL SEATA CONVENTION BENEFITS (Includes Clinical Practice, Student, and Educationalist Tracks)

- Partner logo recognition in SEATA digital program
- Post-event Social media recognition
- 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 upon request (extension cords not provided)
 - Exhibitor Eblast w/ 1/8-page ad sent to all event registrants

PRESIDENT'S PARTNER

\$1000* SPONSORSHIP (Limited to 10)

The President's Partnership is our second highest level of sponsorship providing excellent brand visibility to our members throughout the entire year; excellent location for your exhibit booth at our annual convention & expo; includes highlighted sponsorship presence in event hub mobile app.

Includes all benefits of Committee partner plus:

PRESIDENT'S PARTNER ANNUAL BENEFITS

- Hyperlinked Logo recognition in SEATA News eblast to membership every other month (6 total) for one year
- Exclusive product or event promotion on SEATA social media platforms for up to 3 promotions throughout the calendar year and 1 during the Education Experience Event. (Social media post content to be provided by the sponsor and approved by SEATA)
- Hyperlinked logo on SEATA homepage

ANNUAL SEATA CONVENTION BENEFITS (Includes Clinical Practice, Student, and Educationalist Tracks)

- Advertisement inserts in participant's bag (inserts provided by Partner and shipped to designated location)
- Company provided logos will be included in all marketing materials
- Standard signage provided by SEATA
- Opportunity for Co-Sponsorship of your choice of one SEATA event (Events TBD)
- Company digital logo displayed on rolling advertisement between meeting sessions

DIRECTOR'S PARTNER

\$1500* SPONSORSHIP (Limited to 6)

The Director's Partnership is our highest level of SEATA sponsorship providing prominent brand visibility to our members throughout the entire year; primary location for your exhibit booth at our annual convention & expo; includes additional opportunities as the primary sponsor of one (1) event in conjunction with the annual Education Experience and Expo convention; includes highlighted sponsorship presence in event hub mobile app.

Includes all benefits of President partner plus:

DIRECTOR PARTNER'S ANNUAL BENEFITS

- Hyperlinked Logo recognition in all monthly SEATA News eblast to membership for one year
- Exclusive product or event promotion on SEATA social media platforms for up to 6 items throughout the calendar year and 3 promotions surrounding the Educational Experience. (Social media post content to be provided by the sponsor and approved by SEATA)

ANNUAL SEATA CONVENTION BENEFITS (Includes Clinical Practice, Student, and Educationalist Tracks)

- Choice of your company branded item/gift in conference bag
- Opportunity for Exclusive Title Sponsorship of your choice of one of the SEATA events (events TBD)
 - Sponsor will be provided opportunity to set up a table display at the event (as permitted by host hotel)
 - Sponsor will be recognized multiple times during event / activity.
 - Signage of event sponsorship will be provided
- Company provided commercial played prior to 2 event sessions (1 minute in length maximum)

RESEARCH/EDUCATION EXHIBITOR

\$200 SPONSORSHIP

This partnership option is limited/restricted to academic institutions who wish to gather data for ongoing athletic training related research or to provide further graduate education options.

ANNUAL SEATA CONVENTION BENEFITS (Includes Clinical Practice, Student, and Educationalist Tracks)

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

CONVENTION ALA CARTE ITEMS

The Ala Carte options provide the ability to increase your brand recognition by sponsoring additional events / activities held during our annual convention and expo.

- 1) Marquee Event Sponsorship (4 available)– \$1500
 - Available to Director or Presidential Sponsors only.
 - Sponsor will be provided an exclusive sponsorship opportunity for one of the following events: Cornhole Tournament, Student Quiz Bowl, Hollywood Night Awards Banquet, and Swipe Right Career Fair
- 2) Organizational Event Sponsorship (2 available) – \$1000
 - Available to Director or Presidential Sponsors only.
 - Sponsor will be provided an exclusive sponsorship opportunity for one of the following organizational events: SEATA Hall of Fame Breakfast, SEATA PAC luncheon
- 3) Friday afternoon boxed lunch sponsor - \$3000
 - Prominent sponsor signage and event hup mobile app recognition will be provided
- 4) Attendee bag exclusive sponsor – Bag price will be paid by the sponsor. SEATA logo must be present on bags.
 - Sponsor to provide bags and shipped to host hotel (in-person event only)
- 5) Learning lab exclusive sponsorships - \$500 (to be determined based on number of learning labs)
 - Sponsorship cost covers speaker support package as defined by the symposium oversight committee
 - Provides a 1-minute commercial prior to the event, increased partner, and speaker recognition at specified learning lab with availability of 1 booth representative in the lab session.
- 6) Lecture exclusive sponsorship - \$600 (to be determined based on number of learning labs)
 - Sponsorship cost covers speaker support package as defined by the symposium oversight committee
 - Provides a 1-minute commercial prior to the event, increased partner, and speaker recognition at specified lecture with availability of 1 booth representative in the session.
- 7) Lecture co-sponsorship - \$300 (based on availability of other co-sponsors)
 - Sponsorship cost covers speaker support package as defined by the symposium oversight committee
 - Provides increased partner and speaker recognition at specified lecture with availability of 1 booth representative per sponsor in the session.

General Information

SPACE ASSIGNMENTS: Exhibit space will be assigned **5 days prior to the event** and is based on sponsorships and receipts of application and payment in full on a first-come, first-served basis. SEATA 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: Exhibitor will be confirmed upon receipt of application and payment. **Sponsorship year will cover January 1, 2024-December 31, 2024.**

NOTE: W-9 available upon request

PAYMENTS: Registration for the SEATA EducATion Experience & Expo convention and Payment options are available at the event registration website in mid-November.

If payment by check, please make payable to: SEATA
Payments may be mailed 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: Rooms can be reserved at a rate of \$152/night plus taxes and fees. The link to reserve rooms can be found on the SEATA website once registration opens.