

The Southeast Athletic Trainers' Association will host the inaugural **SEATA Education Experience & Expo** in February 2023. 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 9-12, 2023

Sandestin Golf & Beach Resort
9300 Emerald Coast Pkwy W
Miramar Beach, FL 32550

Hotel Information: [CLICK HERE](#)

Exhibition Hall Details

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

Exhibit Booth Manned: Friday, February 10th @ 8:00 AM - 5:00 PM with 2 dedicated exhibitor breaks

Additional Opportunities:

Thursday evening Tailgate party

Saturday morning job fair for employers

SEATA offers several sponsorships to choose from and we would love to hear your ideas so please feel free to give your input! Sponsors may gain brand recognition and promotion throughout the entire year based on sponsorship level. All sponsors can gain an increased visibility and attendee interaction at our annual education experience exhibit and expo hall. Corporate Partners may gain increased visibility and attendee interactions through sponsorship of various annual events and activities.

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) Director Level Sponsorship Opportunities – \$1000
 - Sponsor will be provided exclusive sponsorship opportunities outlined above and fee will go towards food associated with the event.
- 2) President Level Sponsorship Opportunities – \$500
 - Sponsor will be provided co-sponsorship opportunities outlined above and fee will go towards food associated with the event.
- 3) Golf Tournament Hole Sponsor - \$100 /hole (36 holes)
- 4) Golf Tournament 4-some - \$100 /player
- 5) Golf Tournament Drink Cart Sponsor - \$250 (limited to 1 cart/sponsor)
 - Two (2) carts max (depending on participation needs)
- 6) Friday afternoon boxed lunch sponsor - \$3000
 - Prominent sponsor signage and event hup mobile app recognition will be provided
- 7) 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)
- 8) 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.
- 9) 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.
- 10) 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 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 November 2022-December 2023.**

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.

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.

Sandestin Golf and Beach Resort
SEATA Convention, ATTN: Taz Kicklighter
9300 Emerald Coast Parkway West
Miramar Beach, FL 32550

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: To get more information on accommodations and reservations, please use the following link: https://www.seata.org/files/ugd/275f86_0effcb2974845e38f2dd4cc6f386212.pdf