

CORPORATE PARTNER PROGRAM 2027



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The **Southeast Athletic Trainers' Association** will host the annual SEATA EducATion Experience & Expo in February 2027. This expo will combine the events, activities, and educational programming from both the annual Clinical Symposium and Members Meeting (CSMM) and the annual Athletic Training Student Symposium (ATSS). This year's Expo can provide you and your brand access to current and future athletic trainers from across seven states and two territories!



EDUCATION EXPERIENCE & EXPO

Enhancing ideas and cultivating relationships The BOC logo consists of the letters 'BOC' in a blue, sans-serif font, followed by the text 'BOARD OF CERTIFICATION FOR THE ATHLETIC TRAINER' in a smaller, blue, sans-serif font.

Event Details

February 4-6, 2027

Atlanta Marriott Northwest

Galleria 200 Interstate North Parkway SE,
Atlanta, GA 30339

Exhibition Hall Details

SET-UP:

- Thursday - Afternoon
- Friday - Morning

Exhibit Booth Manned:

- Thursday
 - Coffee and Cookies Social
- Friday
 - Headshot Photo Booth
 - Coffee and Cookies Social
- Saturday (details TBD)

Additional Opportunities:

- Thursday Evening: SEATA Game Night Social & Networking
- SEATA Awards Ceremony/Lunch (day TBD)
- Friday Afternoon: Swipe Right networking exchange for employer!

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.

Opportunities

Director

President

Committee

Year-Long Benefits

Quarterly Newsletter Recognitions

4

2

1

SEATA website logo locations

2

2

1

Social media promotions

6

3

Meeting Benefits

Social media promotions

3

1

Post-event social media recognition

1

1

1

Event booth

Prime

Visible

Standard

Post event attendee information



Logo promotion during sessions



Event sponsorship



Advertisement inserts for attendees



Swag for attendees



Commercials before sessions



Cost

\$2000

\$1500

\$550

DIRECTOR'S PARTNER \$2000* 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; the primary location for your exhibit booth at our annual convention & expo includes highlighted sponsorship presence in the hub mobile app. Includes all benefits of President partner plus:

DIRECTOR PARTNER's ANNUAL BENEFITS

- Hyperlinked Logo recognition SEATA Newsletter e-blast to members (4 total 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 a conference bag
- An additional comped conference registration waiver for a total of two (2).
- The sponsor will be recognized multiple times during the event/activity.
- Signage of event sponsorship will be provided
- Company provided commercial played before 2 event sessions (1 minute in length maximum)
- A second exhibitor table/space

PRESIDENT'S PARTNER

\$1500* 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; an excellent location for your exhibit booth at our annual convention & expo; includes highlighted sponsorship presence in the event hub mobile app.

Includes all benefits of Committee partner plus:

PRESIDENT'S PARTNER ANNUAL BENEFITS

Hyperlinked Logo recognition SEATA Newsletter e-blast to members (2 total for one year)

Exclusive product or event promotion on SEATA social media platforms for up to 3 promotions throughout the calendar year. (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)

One (1) social media promotion during the Education Experience.

Company-provided logos will be included in all marketing materials

Standard signage provided by SEATA

Company digital logo displayed on rolling advertisements between meeting sessions

One (1) comped conference registration waiver

COMMITTEE PARTNER \$550 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 space at our annual convention & expo; and a presence in the event hub mobile app during the annual convention.

COMMITTEE PARTNER ANNUAL BENEFITS

- Hyperlinked Logo recognition SEATA Newsletter e-blast to members (1 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) 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 with 1/8-page ad sent to all event registrants

CONVENTION Á LA CARTE ITEMS

Á la carte options provide the ability to increase your brand recognition by sponsoring additional events/activities held during our annual convention and expo.

Marquee Event Sponsorship – \$3000 (\$2000 for registered exhibitors)

Sponsor will be provided an exclusive sponsorship opportunity for one of the following events: Student Quiz Bowl, Social/Networking Game Night, Swipe-Right, Tim Kerin Awards

Organizational Event Sponsorship (2 available) – \$1000 (\$750 for registered exhibitors)

Sponsor will be provided an exclusive sponsorship opportunity for one of the following organizational events: SEATA Hall of Fame Breakfast, SEATA PAC luncheon

Name Badge Lanyard Sponsorship - \$2,000: (\$1,800 for registered exhibitors)

All attendees' name badge lanyards will include the sponsor's logo. Deadline November 1st. Acknowledgment and THANK YOU! from the SEATA Sponsorship Chair and President during the Welcome event. The business logo is listed in the sponsors section of the conference website. Listed as sponsor on the display board in the registration area for the conference duration.

Exclusive Breakfast Sponsorship - \$2000 (\$1500 to registered exhibitors)

Prominent sponsor signage and event hub mobile app recognition will be provided

Coffee Break Sponsorship- \$1000 (\$750 to registered exhibitors) (2 total)

Prominent sponsor signage and event hub mobile app recognition will be provided

Attendee Bag Exclusive Sponsorship – \$500 + Bag price will be paid by the sponsor.

SEATA logo must be present on bags & sponsor to provide bags and ship to host hotel.

Lecture/Learning Lab Exclusive Sponsorship - \$500 (**\$400 for registered exhibitors**)

Sponsorship cost covers the 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 lectured/learning lab with the availability of one (1) booth representative in the session.

Extra Booth Space- \$500 (Available for purchase after January 1)

An add-on sponsorship option that allows confirmed exhibitors to expand their physical footprint at the annual convention and expo beyond the standard provided space.

Includes one 6 ft. table and 2 chairs

Exhibitor Lead Retrieval – \$250

Allows exhibitors to scan attendee badges and instantly capture leads. All data is stored in the Exhibitor Portal for easy reporting and follow-up.

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-December 31. (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 Eric Fuchs, SEATA Treasurer

PO Box# 158

Richmond KY 40476-0158

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.

Atlanta Marriott Northwest

Attn: Your Name & Company Name

C/O Southeast Athletic Trainers' Association

Galleria 200 Interstate North Parkway SE

Atlanta, GA 30339

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 ACCOMMODATIONS: Rooms can be reserved at a discounted rate on the SEATA website once registration opens.