



Dear Exhibitors

Thank you for registering to exhibit at the Eastern Athletic Training Association's 71st Annual Meeting. We are expecting record attendance numbers again in Valley Forge for the 2019 version of the meeting.

Following the successful launch of the pre-meeting marketing campaign in 2018, EATA will again offer our exhibitors a connection to our members and attendees in the weeks leading up to the annual meeting.

The "EXHIBITOR MARQUEE" will serve as a digital billboard to highlight the Exhibitors and their products to our registered attendees. EATA will send out three digital versions of the marquee via email in the weeks leading up to the Annual Meeting. **The first will be emailed to every NATA member within District 1 and District 2. That's right, every member, regardless of whether they have registered for the meeting or not.** The second and third digital versions will be sent to registered attendees only. All three of the distributions are priced at \$100.00.

Your advertisement content to be included is up to your imagination and space provided. Need more space, buy two cells on the "EXHIBIT MARQUEE". The simplest idea is your company brand and booth number (they will be assigned prior to the first distribution of the marquee), but you could offer special giveaways to attendees who bring a coupon or business card to your booth, you could highlight a new product that will be demonstrated at EATA or more.

If interested, send me the digital (exhibits@goeata.org), ready to go image you would like in the cell. The image size should not be larger than 300px wide by 400px high. **Deadline for the Marquee is November 28 for all three distributions.** You may register by December 10 for the final two mailings; there is no discount for late registration.

First mailing date is December 2.

Please note that due to privacy concerns the EATA is no longer selling a pre-meeting attendee mailing list.