



Dear Athletic Training Supporter,

As a friend of athletic training, the Eastern Athletic Trainers' Association (EATA) would like to offer you an opportunity to expose your company/products to our organization, which represents nearly **20% of the National Athletic Training Membership!** Every January since 1949, athletic trainers from Districts 1 (ME, RI, MA, VT, NH, CT) and 2 (NY, NJ, PA, DE) have met for the advancement and improvement of the profession.

This year, our meeting will be held **January 10-13th in Mashantucket, CT.** Throughout those four days, attendees will participate in continuing education workshops, general lectures and state meetings. In addition, athletic training students will be in attendance for a concurrent program specific to their population.

We are currently soliciting sponsors for our meeting. Please review the enclosed information and fee structure for sponsorship. When applicable, opportunities will be awarded on a first come, first served basis. **Sponsorship deadline is December 6th unless indicated otherwise.** Special rates are available for registered exhibitors.

It is your support that really drives our efforts; therefore, we hope you will strongly consider a sponsorship at this year's meeting. If you have any questions, please do not hesitate to contact me at:

Rebecca L. Stearns, PhD, ATC
Chair, EATA Sponsorship Committee
Office: (860) 486-0275
Email: Sponsorship@goeata.org

Sincerely,

Rebecca Stearns



SPONSORSHIP OPPORTUNITIES

General Presentation/Workshop Sponsor

Bonus feature for indicated sponsorship options which allows for visibility during a general presentation. A maximum of one sponsor per presentation is available and selection of presentation/workshop is on a first come, first serve basis.

Quiz Bowl Sponsor (Friday evening) - \$500 (\$400 for exhibitors)

Students square off to demonstrate their knowledge in this Jeopardy style competitive event. A maximum of 1 sponsor is available. Company logo is presented on quiz bowl question slides and sponsor has the option to announce winner.

Awards Banquet (Saturday evening) - \$5,000 (\$4,400 for exhibitors)

Awards Dinner Banquet takes place Saturday evening from 6:30-9:00pm and is the social highlight of the conference. This is provided free to all attendees who register in advance and typically sells out. Get the only sponsorship event that can address all attendees at a singular time!

- Complimentary general presentation sponsorship option included.
- Includes premiere exhibit booth space

Registration Gift Sponsor - \$1,250 (\$1,000 for exhibitors)

Registration materials will be provided upon check in to all attendees. See sponsorship grid for specific details. A maximum of 1 sponsor is available. Earlier deadline of November 1st is required!

- Complimentary general presentation sponsorship option included.

Ambassador Program Sponsor - \$3,000 (\$2,400 for exhibitors)

Volunteers working the EATA conference will wear co-branded clothing containing your company logo and EATA logo. Earlier deadline of November 1st is required!

- Complimentary general presentation sponsorship option included.
- Includes exhibit booth space

Student Program Sponsor - \$1,000 (\$800 for exhibitors)

Sponsorship to acknowledge and support the youngest members of our profession. Option to address students during program available.

- Complimentary general presentation sponsorship option included.

William E. "Pinky" Newell Address Sponsor (Saturday afternoon) - \$1,500 (\$1,200 for exhibitors)

Sponsorship for our key address in honor of Pinky Newell, the "Father of Modern Athletic Training". A maximum of one sponsor is available.

- Complimentary general presentation sponsorship option included.

Reception Hour Sponsor - \$2,500 (\$2,000 for exhibitors)

Exclusive sponsorship that provides you with access to interact with all the attendees during the reception hour the directly precedes the awards dinner banquet and coincides with the final hour of the silent auction. Includes booth space for demonstrations/information and signage throughout reception area.

Name Badge Lanyard Sponsor - \$2,000 (\$1600 for exhibitors)

All attendee name badge Lanyards will include sponsors logo. Earlier deadline of November 1st is required!

- Complimentary general presentation sponsorship option included.
- Includes exhibit booth space

Exhibit Hall Coffee and Beverage Service Sponsor (Saturday 7:30am-2:00pm) - \$500

Complimentary coffee and beverages for exhibitors and allows your signage in/around beverage area.

Hospitality Suite - \$500

Complimentary food, coffee and beverages for exhibitors and EATA staff and allows your signage in/around hospitality suite.

SEE SEPARATE TABLE FOR A COMPARISON TABLE OF THE OPTIONS ABOVE



ELECTRONIC SPONSORSHIP OPPORTUNITIES

2019 was the first year we offered electronic sponsorships. In total, we had over 1,000 app users, which resulted in 196,000 impressions, and 164 banner taps. Our top 3 performing sponsors each received over 60,000 banner impressions.

Convention App Splash Page Sponsor – Fees \$1,000

Your logo/artwork is displayed at the opening screen of the convention app. A maximum of 1 sponsor is available. The information on the app will continue to be active in perpetuity for the year sponsored (i.e. 2019 Convention app will always list the sponsor). Registration deadline is January 6th.

Convention App Banner Sponsor – Fees \$500

Your logo/artwork is displayed as a banner within the convention app. Multiple sponsorships available. Registration deadline is January 6th.

SPONSORSHIP COMBINATION OPPORTUNITIES

EATA can build mutually beneficial partnership packages to meet the specific needs of your organization. Please contact Rebecca Stearns for details.

OTHER SPONSORSHIP OPPORTUNITIES

***Summit Sponsorships (Friday 3-9pm)**

Various sponsorship levels are available for our concussion summit – a designated 6-hour special session offered to our attendees Friday afternoon with in depth educational presentations. Sponsorships for each summit available as either:

- *Title Sponsor, 1 available (\$5,000)
- *Dinner Sponsor, 4 available (\$2,500)
- *Keynote Sponsor, 1 available (\$2,500)
- *Marketing & Registration Sponsor, 1 available (\$2,500)
- *Dessert Sponsor, 1 available (\$1,000)
- *Breakout – Equipment Sponsor, 6 available (\$1,000)

*Indicates exhibit booth included with your sponsorship



	Awards Banquet Sponsor*	Ambassador Program Sponsor*	Reception Hour Sponsor	Name Badge Lanyard Sponsor*	Pinky Newell Address Sponsor	Registration Gift Sponsor	Student Program Sponsor	General Presentation Sponsor *Bonus* (see Item 3/row 8)	Quiz Bowl Sponsor	Exhibit Hall Beverage Sponsor	Hospitality Suite Sponsor	Convention App Splash Page Sponsorship	Convention App Banner Sponsorship
Fee	\$5,000	\$3,000	\$2,500	\$2,000	\$1,500	\$1,250	\$1,000	N/A (incl with indicated sponsorships - row 8)	\$500	\$500	\$500	\$1,000	\$500
Exhibitor Discount	12%	20%	20%	20%	20%	20%	20%	N/A	20%	N/A	N/A	N/A	N/A
1. Business logo listed in the sponsors' section of the conference website	X	X	X	X	X	X	X	X	X	X	X	X	X
2. Listed as sponsor on display board in Registration Area for the length of conference.	X	X	X	X	X	X	X	X	X				
3. Includes General Presentation Sponsorship	X	X	X	X	X	X	X			X	X		
4. A sponsorship "Thank You" announced at the specific sponsored session.	X				X		X	X	X				
5. PowerPoint slide promoting your business shown on TVs throughout convention space	X		X	X	X			X	X				
3. Signage displayed at entrance during specific session.	X		X		X			X	X		X		
6. Logo displayed throughout rotating powerpoint slides during event	X												
7. Opportunity to distribute lecture materials and promotional information in the registration packets.						X							
8. Business logo placed prominently alongside of the EATA logo on the registration gift.						X							
9. All EATA volunteers will wear shirts with your logo alongside EATA'S for the conference		X											
10. Exhibit booth space		X		X									
11. Exhibit booth space - premiere location	X												
12. Includes exclusive reception table space/signage			X										
12. Unique Sponsorship Features	Get the only sponsorship event that can address all attendees at a singular time!		Exclusive sponsorship that provides you with access to interact with all the attendees during this social hour. Includes booth space for demonstrations/information and signage throughout reception area.				Option to address students during program available.		Company logo is presented on quiz bowl question slides and sponsor has the option to announce winner.	Saturday from 7:30-2:00pm only	Complimentary food, coffee and beverages for exhibitors and EATA staff and allows your signage in/around hospitality suite.	Your logo/artwork is displayed at the opening screen of the convention app. The information on the app will continue to be active in perpetuity for the year sponsored (i.e. 2019 Convention app will always list the sponsor)	Your logo/artwork is displayed as a banner within the convention app. Multiple sponsorships available.

Electronic Sponsorship Options

	Title Sponsor	Dinner Sponsor	Keynote Sponsor	Marketing Sponsor	Dessert Sponsor	Breakout / Equipment Sponsor
Fee (Number of available sponsorships)	\$5,000 (1)	\$2,500 (4)	\$2,500 (1)	\$2,500 (1)	\$1,000 (1)	\$1,000 (6)
1. Premier logo placement on electronic and static signage	X					
2. Logo placement on electronic and static signage		x	x	x	x	x
3. 2 full page ads in summit program	X					
4. 1 full page ad in summit program		x	x	x		
5. 1/2 page ad in summitprogram					x	x
6. Formal acknowledgement during conference and session			x			
7. Formal acknowwedgement during conference	X	x		x	x	x
8. Table with easel signage in foyer and main room	x	x	x	x		
9. Table with easel signage in foyer, main room and dinner station					x	
10. Table with easel signage in foyer, main room and breakout station						x
11. Logo listed in convention app and exhibit booth space upon request		x	x	x	x	x
11. Logo listed in convention app and premiere exhibit booth space upon request	x					

Sponsorship	Cost	Exhibitor Cost	Exhibitor Discount	Registration Deadline
Awards Banquet Sponsor	\$5,000	\$4,400	12%	6-Dec
Ambassador Program Sponsor	\$3,000	\$2,400	20%	1-Nov
Reception Hour Sponsor	\$2,500	\$2,000	20%	6-Dec
Name Badge Lanyard Sponsor	\$2,000	\$1,600	20%	1-Nov
Pinky Newell Address Sponsor	\$1,500	\$1,200	20%	6-Dec
Registration Gift Sponsor	\$1,250	\$1,000	20%	1-Nov
Student Program Sponsor	\$1,000	\$800	20%	6-Dec
Quiz Bowl Sponsor	\$500	\$400	20%	6-Dec
Exhibit Hall Beverage Sponsor	\$500	N/A	N/A	6-Dec
Hospitality Suite Sponsor	\$500	N/A	N/A	6-Dec
Convention App Splash Page Sponsorship	\$1,000	N/A	N/A	6-Jan
Convention App Banner Sponsorship	\$500	N/A	N/A	6-Jan
SUMMIT ONLY SPONSORSHIPS	Cost (Number available)			
Title Sponsor*	\$5,000 (1)	N/A	N/A	6-Dec
Dinner Sponsor*	\$2,500 (4)	N/A	N/A	6-Dec
Keynote Sponsor*	\$2,500 (1)	N/A	N/A	6-Dec
Marketing Sponsor*	\$2,500 (1)	N/A	N/A	6-Dec
Dessert Sponsor*	\$1,000 (1)	N/A	N/A	6-Dec
Breakout / Equipment Sponsor*	\$1,000 (6)	N/A	N/A	6-Dec

*includes exhibit booth with sponsorship