



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 7-10th 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 3rd 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 provided 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

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 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.

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

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

Hospitality Suite Sponsor - \$500

Complimentary food, coffee and beverages for the EATA Board, moderators, and the student delegates, which provides 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).

Convention App Banner Sponsor – Fees \$500

Your logo/artwork is displayed as a banner within the convention app. Multiple sponsorships available.

SPONSORSHIP COMBINATION OPPORTUNITIES

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

Educators and Preceptors Summit (Friday, 2pm-8pm)

Various sponsorship levels are available for the pre-conference educators' summit – a special session offered to attendees on Friday morning with in depth educational presentation.

Sponsorships for the summit include. **A 20% discount is provided to the prices listed for any exhibitor.**

- Title Sponsor, 1 available - **\$5,000 (\$4,000 for exhibitors)**
- Keynote Sponsor, 1 available - **\$2,500 (\$2,000 for exhibitors)**
- Marketing & Registration Sponsor, 1 available - **\$2,500 (\$2,000 for exhibitors)**
- Workshop Sponsor – 2 available - **\$1,000 (\$800 for exhibitors)**