



# SPONSORSHIP PROSPECTUS



**76th NATA Clinical Symposia & AT Expo**

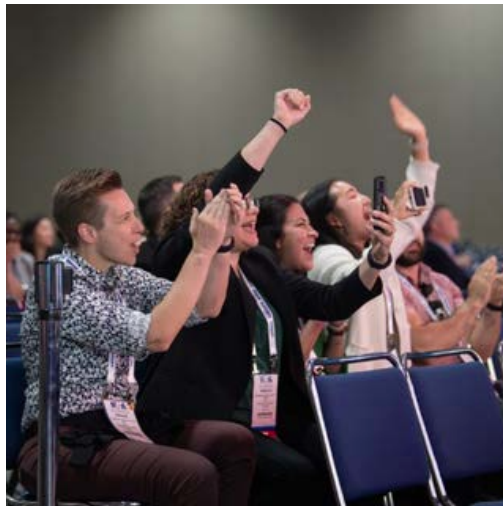
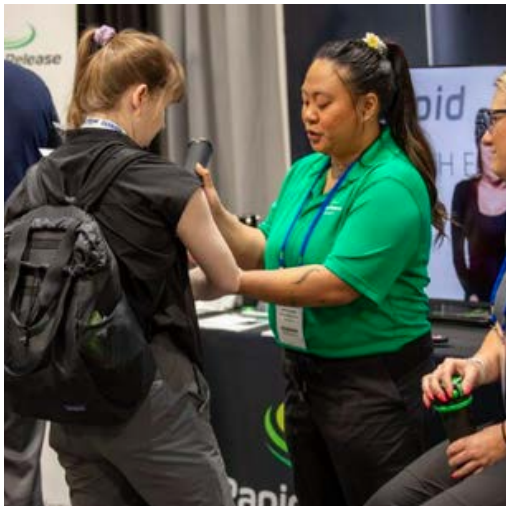
June 24-27, 2025 | Orange County Convention Center | Orlando

# About

## Why Sponsor NATA 2025?

The 76th NATA Clinical Symposia & AT Expo is the premier event for connecting with athletic training professionals from around the globe. As the flagship event of the National Athletic Trainers' Association, it offers unparalleled opportunities to showcase your brand, build meaningful relationships and engage directly with decision-makers in the athletic training profession.

With a focus on peer-to-peer networking, immersive hands-on learning and the latest innovations, NATA 2025 attracts a dynamic and highly engaged audience dedicated to advancing the profession. By sponsoring this event, your organization will gain direct access to thousands of athletic trainers eager to explore cutting-edge products, services and solutions that can enhance their practice and impact.



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YGS is the exclusive exhibit sales partner for NATA, connecting exhibitors with valuable opportunities to engage with attendees and maximize their event presence. Our account executives work closely with exhibitors to ensure a seamless experience and optimal exposure.

# EVENT SPONSORSHIPS



## NATA HAPPY HOUR

**\$30,000**

Tuesday, June 24 (5:15 to 6:15 p.m.) | 2K+ attendees

Help NATA and our members kick off the NATA 2025 convention by sponsoring NATA Happy Hour in the convention center. Features a casual and fun environment with music. Convention attendees receive (1) free drink ticket. Signage and product placement available. Open to all attendees. Access to a tabletop display giveaways and mingle with guests.

- Your logo on NATA Happy Hour signage in high-traffic areas at the convention center
- Your logo on convention website
- Your logo listed alongside other convention sponsors



## NATA 2025 OPENING RECEPTION

**\$40,000**

7 to 10 p.m. Wednesday, June 25 | 2K+ attendees

Help NATA and our members celebrate NATA 2025 by sponsoring our opening reception at SeaWorld. Registrant ticket provides admission to the park, including thrilling rides, captivating animal exhibits and access to an exclusive NATA-designated area with the rest of the park at your fingertips.

- 12 tickets to be used for your staff and invite attendees
- Access to a semi-private area where you can mingle with your guests
- Your logo on NATA 2025 Opening Reception signage in high-traffic areas at the convention center
- Your logo on convention website
- Your logo on walk-in slides in session rooms at the convention center
- Your logo on wristbands (silicone or Tyvek)



## OPENING SESSIONS (DAILY)

**\$5,000/each**

Sponsor one of the three daily Opening Sessions, where attendees gather each morning for brief association updates and a keynote/featured speaker. NATA will select the keynote speakers. Recognition only.

# EVENT SPONSORSHIPS



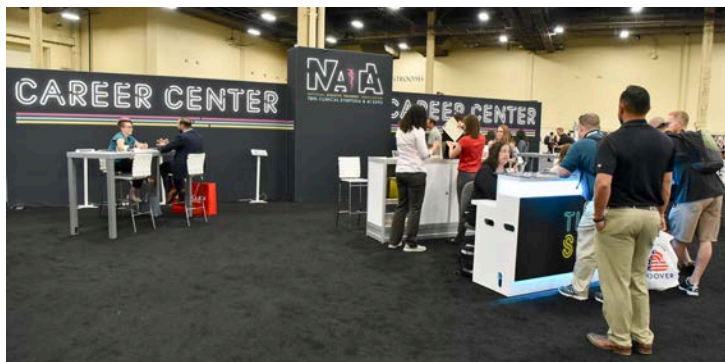
## DAY 2 PARTY

**\$30,000 (exclusive sponsor)**

7 to 9 p.m. Thursday, June 26 | 350 attendees

Help NATA and our members celebrate NATA 2025 by sponsoring our exclusive, ticketed party! The Day 2 Party is a ticketed event that includes savory and sweet foods and an open bar. Back by popular demand, The Mixed Nuts from New Orleans will keep the dance floor rocking. Enjoy food, drink and connections with NATA members.

- 12 tickets to be used for your staff and invite attendees
- Access to a semi-private area where you can mingle with your guests
- Your logo on walk-in slides in session rooms at the convention center
- Your logo on convention website
- Meterboard thank you sign with your logo
- 500 cocktail napkins with your logo to be used throughout event



## CAREER CENTER LIVE TITLE SPONSOR

Includes logo and text recognition, signage at Career Center Live, promotion on NATA Career Center website, private table interview room, mobile app banner ad and bag insert.



## CAREER CENTER LIVE TABLE

**\$500**

Secure a reserved table in Career Center Live for your exclusive use while on-site at convention. A table and four chairs will be reserved for your company to conduct interviews, review résumés or display materials such as company information or promo items.

- Reserved table inside Career Center Live



## NATA 2025 TOWN HALLS

**\$20,000 (exclusive sponsor)**

**\$2,500 (single town hall)**

Town halls are 90-minute events that bring together ATs with common interests or work settings for information sharing, updates, networking and a snack break. NATA 2025 Town Halls (9) include: Student, AT EducATionalist, Intercollegiate Council for Sports Medicine, Secondary School Athletic Trainers' Committee, Council on Practice Advancement, Ethnic Diversity Advisory Committee, Early Professionals' Committee/Career Advancement Committee, LGBTQ+, Advisory Committee and Government Affairs Committee. Access to a tabletop display giveaways and mingle with guests.

- Your logo on town hall signage in high-traffic areas at the convention center
- Your logo on convention website
- Your logo listed alongside other convention sponsors

# BRAND AWARENESS

## HOTEL KEY CARDS

**\$15,000**

Keycards custom printed and delivered to attendees at co-key hotels. (Limited supply.)

## OPENING AT EXPO

**\$7,500**

Position your brand at the forefront of the AT industry by sponsoring the AT Expo Grand Opening. This exclusive opportunity includes prominent visibility and the chance for a representative to join NATA leadership in welcoming attendees. (Limit 1)

## SHUTTLE BUS

**\$5,000-\$20,000**

Have your company logo placed on the shuttle buses that take attendees to and from the convention center to official NATA hotels.

## REGISTRATION BAG INSERT

**\$500**

Place a one-page flyer inside the registration bag that attendees receive upon registration pickup. Announce a giveaway at your booth or launch a new product. Limited to 8.5x11 inches max. Company produces the flyer and ships it to NATA for inclusion.

## LANYARDS

Feature your brand on lanyards provided to all attendees. Includes co-branded logo placement. Sponsor manages production.

## SHOW BAGS

Highlight your company to attendees before they even step onto the show floor. Given out at registration, participants use trade show bags throughout the duration of the show and long after!

## CLOSING AT EXPO

**\$7,500**

Sponsor the AT Expo Closing and leave a lasting impression on attendees and exhibitors. This opportunity includes prominent signage on the show floor, featuring your company logo, in a lively and engaging atmosphere open to all attendees. (Limit 2)

## LOBBY BANNERS

**\$3,000**

Highlight your company and booth with a bold lobby banner, strategically placed in a high-traffic area. Own the full banner for maximum exposure by placing your custom company artwork on full display. Lobby banners are great to catch the attention of ATs to announce a new product or draw foot traffic to your booth!

- Lobby banner created with custom artwork provided by sponsor
- Limited supply, deadline

## CONVENTION T-SHIRT

**\$25,000 (exclusive sponsor)**

**\$5,000 (5 total sponsors)**

Feature your logo on the official convention T-shirt worn by attendees for lasting brand visibility during and after the event.

# PRODUCT PLACEMENT OPPORTUNITIES



## HOT PRODUCT PAVILLION

**\$500**

Your product(s) will be displayed in a glass case, placed in a high-traffic area of the NATA convention. Includes a tent card featuring company name, product name and booth number where ATs can come and visit to learn more about your product(s) on display. Hot Product Pavillion also includes a brief description of displayed product(s) in the convention app. Showcase up to five (5) products.



## AM/PM BREAKS

**\$2,500/each**

Sponsor a morning or afternoon snack break set in a high-traffic area at the convention center. Set quantity of food (not drinks). Logo and product placement available.

(1) morning break available | (2) afternoon breaks available

# ADVERTISING

## AT EXPO PASSPORT CHALLENGE

**\$1,500**

Join the fun as attendees walk the AT Expo show floor looking for signage with QR codes to scan as part of our AT Expo Passport Challenge. Generate traffic to your booth with one sign inside your booth.

- Logo on Passport Challenge sign(s)
- Logo on sponsor recognition signs
- Listed as a convention sponsor

## MOBILE APP SPONSOR (LIMIT 2)

**\$7,500**

As the primary on-site resource, the official mobile app is downloaded by 95% of attendees. The sponsor of the mobile app will receive recognition on on-site signage, on a mobile app splash screen and via banner advertising within the app.

## CONVENTION APP BANNER (LIMIT 5)

**\$2,500**

Rotating banner with logo and link to listing in the app or company website.

## SPONSORED NATA NOW POST

**\$2,000**

Share product details, industry insight from your company's perspective or anything relevant to ATs with a sponsored NATA Now post.

## GEOFENCING

**\$3,000 for 40,000 impressions**

Reach attendees with location-based ads during and after the convention.

## CONVENTION DAILY NEWS (CDN)

**\$1,500-\$2,200**

Promote your brand in the NATA Convention Daily News, an eblast sent to attendees and NATA members each day of NATA 2025, with premium ad placements to engage the athletic training community.

## CONVENTION APP PUSH NOTIFICATION

**\$1,500**

A short one to two sentence message with subject line sent to attendees via the NATA Convention App. Date/time to send notification can be customized.

- One (1) push notification. Limited to 140 characters

## SOCIAL MEDIA

**\$1,500**

Promote your presence with NATA's social media posts using the exclusive exhibitor frame and #ATEXPO hashtag, before, during, and after the event. 1 Facebook post, 1 Instagram post, 1 post on X and 1 post on LinkedIn

NATA has **100,000+** followers across all four platforms.

## PRE/POST CONVENTION ATTENDEE LIST

**\$1,000 per list**

Use the pre- or post-show attendee list to promote/follow up with ATs that attend NATA 2025. This one-time-use list is made up of qualified and approved ATs that opted-in to lists during the registration process.

- One-time-use email list



# EDUCATION



## NATA QUIZ BOWL SPONSOR

**\$5,000**

- Company logo listed wherever the NATA Quiz Bowl is mentioned in pre-show and on-site promotional materials – digital and print.
- Logo on video screen before and during the NATA Quiz Bowl
- Verbal recognition by MC during NATA Quiz Bowl
- Sponsor name as part of the final question. “Final Jeopardy Presented by [company]”
- Photo opportunity in sponsor’s booth during prize presentation
- VIP section at NATA Quiz Bowl for five (5) guests

### Sponsor Provided Prizes

- First Place: Three (3) first-place prize packs (better or equal to \$300 each)
- Second Place: Three (3) second-place prize packs (better or equal to \$150 each)
- Third Place: Three (3) third-place prize packs (better or equal to \$50 each)

## BLENDED LEARNING LABS

**\$2,500**

Support immersive education with sponsorship of a one-hour pre-conference lecture and two-hour hands-on session. Past topics include advanced airway management.



## EDUCATION THEME SPONSOR

**\$10,000**

Outside of the AT Expo, education sessions are a primary reason ATs attend the NATA convention! Put your brand front and center within the highly sought-after CEUs attendees earn at the event. Unlike an education sponsor supporting a single program, a theme sponsor covers 10-plus programs within a specific theme, ensuring visibility across each one. Sponsorship includes your logo featured in pre-roll slides before each session, the opportunity to provide samples or promotional materials in the session rooms and logo placement in the schedule of events and all session promotions – pre-show, on-site and post-show. The 2025 themes are “Innovations in Risk Reduction” and “Advances in Soft Tissue Injury Management”

- Logo placement (where applicable) – mobile app, room signage, walk in slides
- Opportunity to place product samples or promotional materials in room

## EDUCATION SESSION

**\$2,500**

Outside of the AT Expo, education sessions are a primary reason ATs attend the NATA convention! Have your brand front and center within the highly sought after CEUs attendees obtain while at convention. Sponsorship includes logo as part of the pre-roll slides played before the session starts as well as ability to have samples or promotional materials in the room(s). Your company logo will also be in the schedule of events and wherever the sessions(s) are promoted pre-show, on-site and post-show:

- Logo placement (where applicable) – mobile app, room signage, walk in slides
- Opportunity to place product samples or promotional materials in room

**SPONSOR CONTACT**

Name _____	Firm _____
Street _____	Suite _____
City _____	State _____ Zip _____
Telephone Number _____	Fax Number _____
Email Address _____	Direct Telephone Number _____

**SPONSORSHIP(S) PURCHASED**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**PAYMENT INFORMATION**

An invoice for your confirmed contracted purchase amount will be provided in no more than three business days from the time of receipt of completed contract. A minimum of 50% of the contracted total is due to be remitted immediately upon receipt of your invoice. Payments can be made via check, ACH or credit card. A 3% surcharge will be applied on all credit card transactions, which is not greater than our cost of acceptance. No surcharge is applied to payments made via ACH. See section 4 of the exhibit terms, conditions and regulations on page 2 of this contract for additional details. Cancellations not permitted.

Email completed form to **natamedia@theygsgroup.com**

\_\_\_\_\_

Sponsor Signature

\_\_\_\_\_

Date