

2026



June 29 - July 2 | Philadelphia

77th NATA Clinical Symposia & AT Expo

Pennsylvania Convention Center
📍 Philadelphia, PA



Exhibit & Sponsorship Prospectus

📅 June 29-July 2, 2026

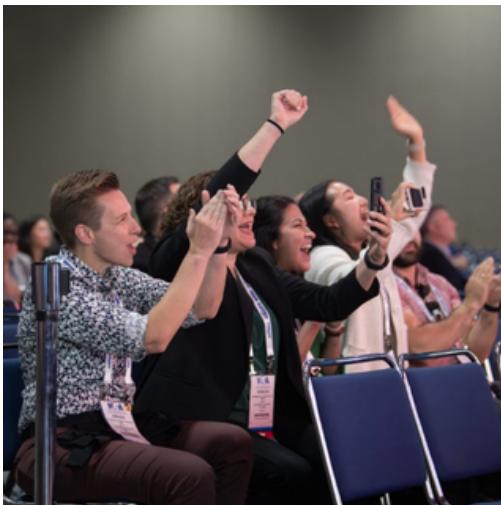
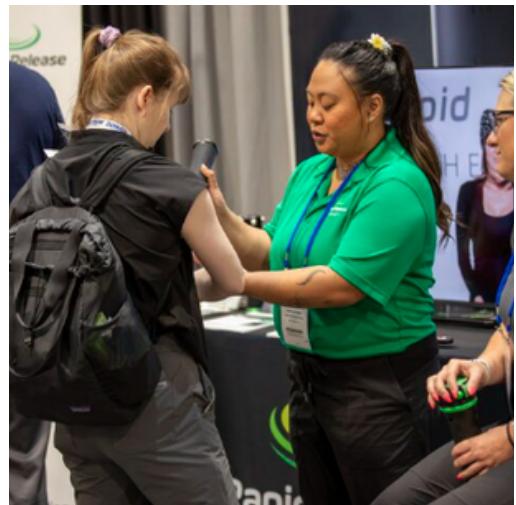
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About

Why Sponsor NATA 2026?

The 77th NATA Clinical Symposia & AT Expo is the premier event for connecting with over 4,000 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 2026 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

\$10,000

1K+ attendees

Help NATA and our members kick off the NATA 2026 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.

- Sponsor recognition on NATA Happy Hour signage in high-traffic areas at the convention center, in the 1st issue of Convention Daily News, logo on convention website and other conference signage thanking sponsors.
- Shout out from the DJ and push notification thanking the sponsor from the app

NATA 2026 OPENING RECEPTION

\$25,000

2K+ attendees

Help NATA and our members celebrate NATA 2026 by sponsoring our opening reception in the exhibit hall.

- 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 2026 Opening Reception signage in high-traffic areas at the convention center and on convention website
- Your logo on walk-in slides in session rooms at the convention center
- Your logo on wristbands (silicone or Tyvek)
- Sponsor recognition through push notification in the conference app, in the schedule listing, and in Convention Daily News

OPENING SESSIONS (DAILY)

Day 1: \$25,000 Days 2 & 3: \$5,000

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

- Sponsor introduces keynote/feature speaker
- Sponsor recognition through push notification in the conference app, in the schedule listing, and in Convention Daily News
- Have connections with an engaging speaker? Ask us about how to include that speaker in your sponsorship.

EVENT SPONSORSHIPS

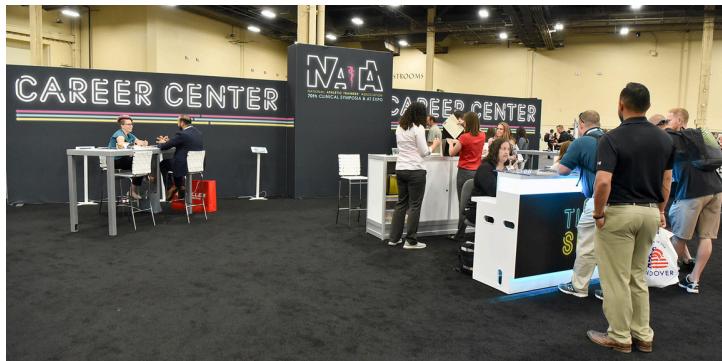


NATA 2026 TOWN HALLS

\$1,500 per 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 2026 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
- Sponsor recognition through push notification in the conference app, in the schedule listing, and in Convention Daily News



SOLD

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

\$1,000

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



SOLD

CAREER CENTER HEADSHOTS

\$3,500

Sponsor our Career Center Headshot Station, where attendees can receive complimentary professional photos. Your brand will be prominently recognized at the station. Sponsor will receive email address of each attendee that gets a headshot.

EDUCATION



SOLD

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)

EDUCATION SESSION

\$1,000 per session

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



BLENDDED 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.

BRAND AWARENESS

HOTEL KEY CARDS

SOLD

\$15,000

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

SHUTTLE BUS

\$5,000

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

\$15,000

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

SHOW TOTE BAGS

\$25,000

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!

LOBBY BANNERS

\$3,000

Highlight your company and booth with a bold double-sided tall meter board, 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.

BRAND AWARENESS



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

\$8,000/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
- Sponsor recognition through push notification in the conference app, in the schedule listing, and in Convention Daily News

ADVERTISING

MOBILE APP SPONSOR

\$10,000

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.

GEOFENCING

\$1,600 for 40,000 impressions, \$3,200 for 80,000 impressions

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

CONVENTION APP BANNER (LIMIT 10)

\$1,000

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.

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

CONVENTION DAILY NEWS (CDN)

\$1,550-\$2,175

Promote your brand in the NATA Convention Daily News, an eblast sent to attendees and NATA members each day of NATA 2026, with premium ad and sponsored content placements to engage the athletic training community.

CONVENTION APP PUSH NOTIFICATION

\$1,000

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 2026. This one-time-use list is made up of qualified and approved ATs that opted-in to lists during the registration process.

- This opportunity is only available to exhibitors or combined with another sponsorship of \$5,000 or more

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. Full payment of the contracted total is due 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. Cancelations not permitted.

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

Sponsor Signature

Date