



Virtual Exhibit Space Contract

2021 VNATA & AT Expo

Live: June 22-24, 2021

On-Demand: June 25 - September 30, 2021

DEADLINE to submit contract to NATA: June 4, 2021

Email: sales@nata.org; Fax: 214.736.5462

Booth Space Cost: \$750

Virtual Booth Space Includes:

Ability to upload images/documents/videos to your virtual booth space, video chats from your booth, lead retrieval, 24/7 attendee access to your booth, unopposed exhibit hours during the first three days of the live convention, virtual booth available until September 30.

EARN additional priority points by exhibiting at the 2021 Virtual AT Expo!

Virtual AT Expo Exhibitors Receive:

- Two priority points (2) for purchasing a booth and participating in the 2021 Virtual AT Expo.
- Bonus Point: First (75) booths ordered will receive one (1) bonus priority point.

Don't miss this opportunity to earn three (3) priority points. Priority points are cumulative and will be added to your current priority points for use at future NATA events.

EXPAND your reach during the 2021 Virtual Convention & AT Expo!

Sponsorship & Advertising Opportunities:

- Login Page Logo - \$10,000 (limited)
- Virtual Portal Logo Carousel - \$500
- Main Lobby Banner - CALL (limited)
- Main Lobby Splash Video - CALL (limited)
- Main Lobby Branded Announcements - \$5,000/day
- Education Theme Sponsor - \$10,000
- Educations Session Sponsor - \$2,500
- Breaks Sponsor - \$15,000
- Gamification Engagement Code - \$2,500

Invoice Will be Emailed to Exhibitor Operations Contact Below

Total Due: 100% Booth Fee + Total Sponsorship & Advertising = \$ _____

Exhibitor Operations (PRE-SHOW SET-UP OPERATIONS CONTACT)

Contact Name: _____

Contact Phone: _____

Contact Email: _____

Company Name: _____

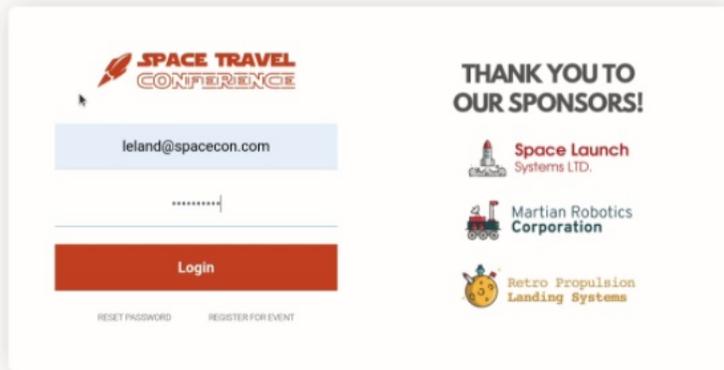
Exhibitor Acceptance

The under signed (exhibitor) is authorized to enter into this contract and understands this contract becomes valid when completed, signed and accepted by NATA. By signing below, I am indicating my organization's agreement to abide by NATA's Rules and Regulations. All VNATA booth & sponsorship sales are final and nonrefundable.

Signature _____ Printed Name _____ Title _____ Date _____

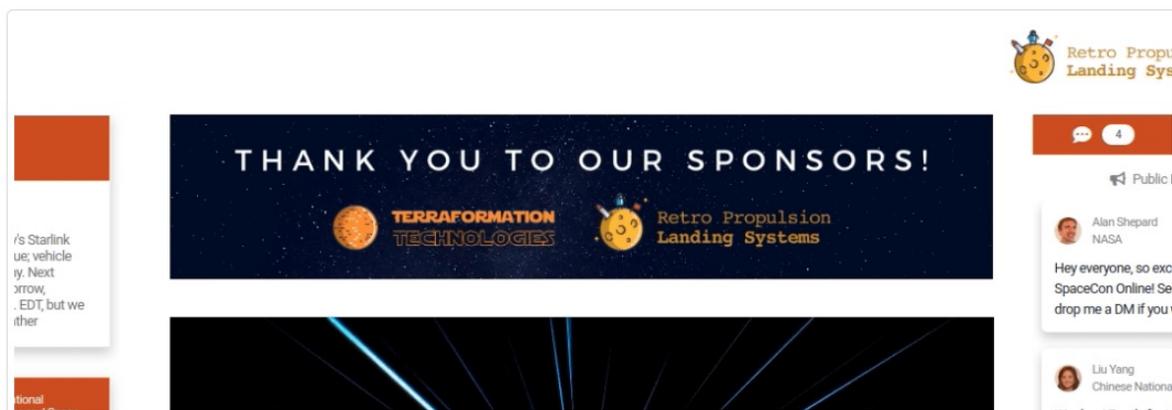
Sponsorship: Login Page Logo (limited) - \$10,000

Description: A graphic every attendee is guaranteed to see because it is right on the login page!



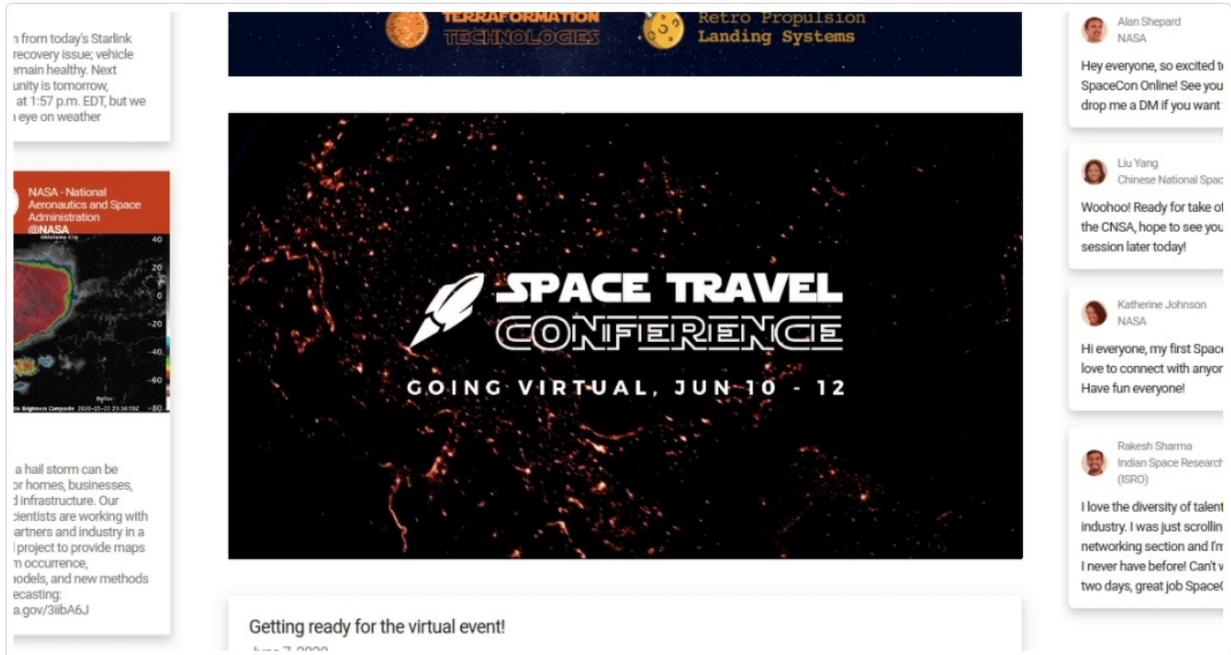
Sponsorship: Main Lobby Banner (limited) – CALL

Description: Located on the main lobby of VNATA 2021. The lobby is the landing point for all attendees that login to the platform. Stand out among to rest with this unique and exclusive opportunity. Static image with hyperlink or GIF enables for motion graphics.



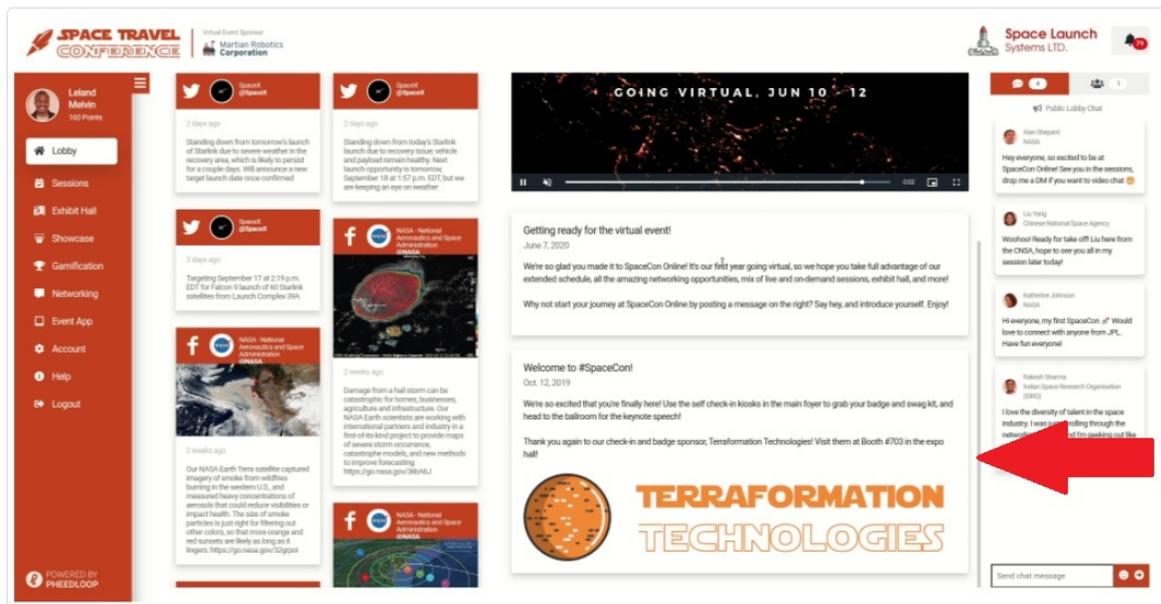
Sponsorship: Main Lobby Splash Video – CALL

Description: Located under the lobby banner image in the virtual event lobby is the lobby splash video. This is an awesome opportunity to have some engaging content that promotes your presence at the convention, announces a product launch or simply showcases what is going on with your company and products in 2021. 2 minute maximum length. This video plays automatically each time the attendee visits the Main event lobby. First login is with sound and each subsequent login is muted with user controls for sound.



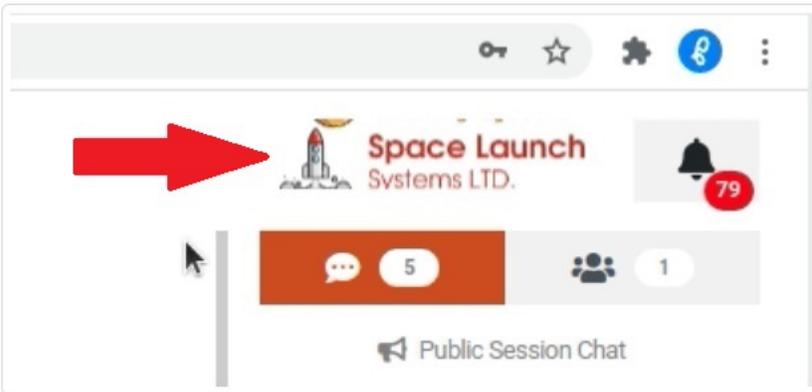
Sponsorship: Main Lobby Branded Announcements - \$5,000/day

Description: Branded announcements are a highly interactive and flexible way to promote sponsor and event messages. Your company logo and approved text will appear in the announcement. Branded announcements appear in the main event lobby and will remain there for one day. This sponsorship will also include a push notification within the platform. Push notifications show up in real-time in the virtual event portal if the attendee is currently active in the portal, or in the operating system's notifications tray if the attendee is not in the virtual event portal.



Sponsorship: Virtual Portal Logo Carousel - \$500

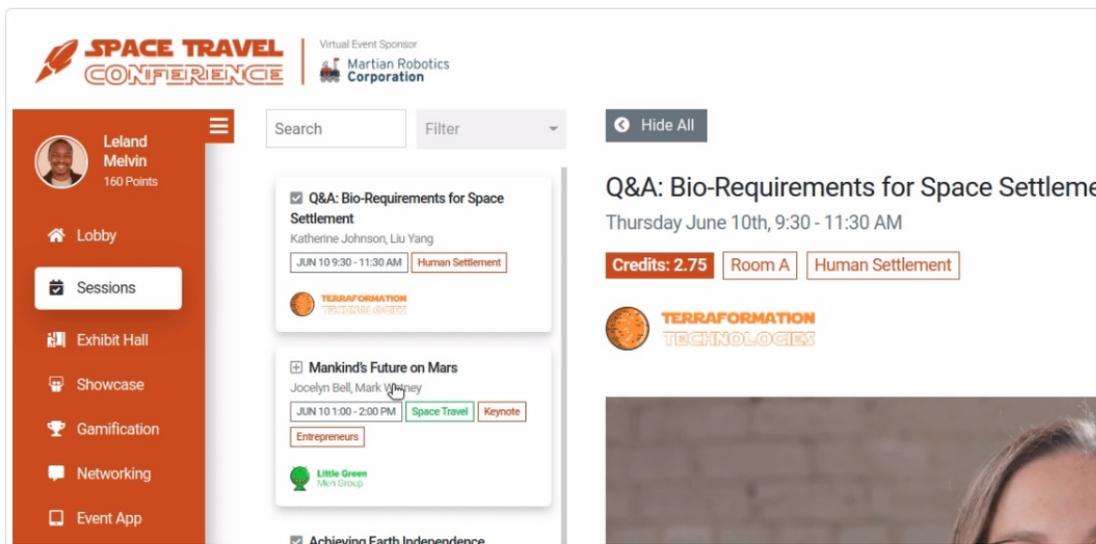
Description: Found at the top-right area of your virtual event portal, the rotating carousel loops through clickable sponsor logos that lead to the sponsor's website. This carousel is present throughout the virtual platform so your logo can always be seen rotating with other sponsors during the convention.



Sponsorship: Education Theme Sponsor - \$10,000/per theme

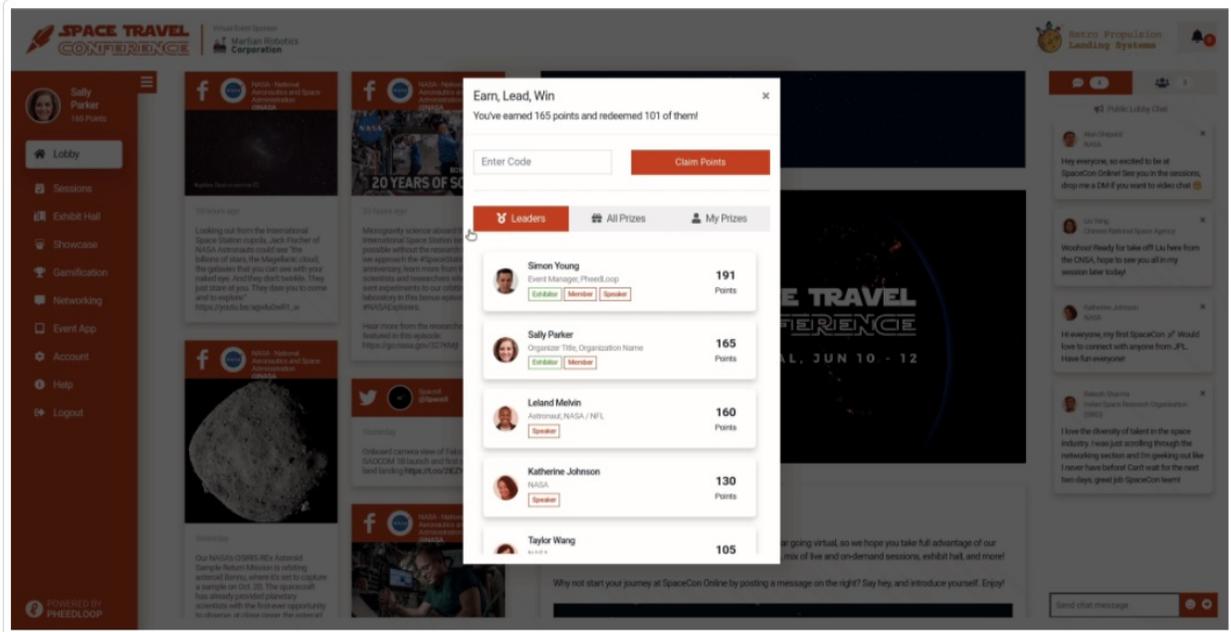
Sponsorship: Education Session Sponsor - \$2,500/per session

Description: Have your brand front and center within the highly sought after CEUs for the virtual convention. Sponsorship includes your logo as part of the pre-roll video played before the session starts. Your company logo will also be in the schedule under the event as well as within the video session player. Themes for 2021 include: Mental Wellness, Emergency Planning/Response and Ergogenic Aids



Sponsorship: Gamification Engagement Code: \$2,500/per code

Description: Within the virtual event gamification system, attendees win points by entering codes strategically placed around the VNATA 2021 event experience. Codes are a powerful way to draw more exposure to your presence at the show and draw traffic to your booth as attendees visit to find the code. Work with show management to design a unique code and hide the code in your booth description or only give it out after an attendee has a video chat with your sales rep. Attendees collect codes to turn into points that they can turn in for prizes.



Sponsorship: 15-minute Breaks - \$15,000

Description: Back by popular demand are the "15 for fitness" and "15 for Fun" breaks! Work with show management to build a custom set of three (3) breaks – one each day over the three days of the live event. In 2020, NATA had both "15 For Fun" and "15 For Fitness" breaks daily.