EXHIBITOR PROSPECTUS

ADVERTISING & SPONSORSHIPS • EXHIBIT SPACE CONTRACT RULES • CORPORATE MEMBERSHIP

Mandalay Bay Convention Center
Las Vegas, Nevada
June 25 - 27, 2019
MARKETING YOUR BOOTH

The AT Expo continues to expand each year with new endeavors and continued growth on the tradeshow floor. With 350+ exhibiting companies, you simply cannot afford to pass on marketing and advertising opportunities to call attention to your booth. Give attendees a spotlight on your presence at the show!

**Corporate Membership: $975 / year**
Benefits include use of the NATA Corporate Member logo, a 50-word listing in the biannual NATA News Buyers’ Guide, recognition in the online Athletic Training Marketplace and a complimentary subscription to the NATA News. Discounts include a one-time 15% discount for an ad in the NATA News, a one-time 15% discount for a web ad on nata.org, a discount on exhibit booth space at the NATA AT Expo and discounts on AT Expo advertising! Submit with contract and we’ll immediately honor the Corporate Member rate. Good through 7/31/19.

**Hot Product Pavilion: $299 each**
Glass case display of the product(s) of your choosing, placed in a high-traffic area at the show. Includes a tent card featuring your company name, product name and booth number, along with a writeup in the Convention Daily News and listing in the Convention Guide. Showcase up to 5 products.

**Convention Guide Tear-Outs: $600 each**
Quarter page, 4-color, double-sided perforated ads in the Convention Guide, created to announce giveaways or other promotional attraction to your booth. Highly visible and effective advertisement.

**Convention Guide Advertising: $3,350 Full Page / $2,755 Half Page**
Professionally printed, the Convention Guide is packed with every detail of the NATA Clinical Symposia & AT Expo. It is given to every attendee at registration and is made available online for members unable to attend convention. The Guide serves as a valuable sourcing tool for athletic trainers throughout the year - you don’t want to miss out on this high-exposure advertising.

**Convention Guide Belly Band: Call for Pricing**
Get noticed immediately with your message, logo and artwork wrapped around the outside of every Convention Guide, given to every attendee at registration. Exclusive and exceptionally visible advertising.

**Lobby Banners: $5,000 Full / $3,000 Half**
Highlight your company and your booth with bold lobby banners, strategically placed in areas of high foot traffic. Own the full banner for maximum exposure or save on cost and split a half size banner (top/bottom).

**Hotel Keycards: Call for Pricing**
The first item all attendees will receive upon check-in is the hotel keycard - it’s also their last item used at the end of each day. Place your logo and custom artwork on the keycard for excellent advertising exposure.

**T-Shirt Sponsor: $1,500 Small Logo / $3,000 Large Logo**
Show the athletic training profession that you “have their back!” Put your company logo on the back of the official NATA Convention t-shirt given to every attendee. This t-shirt is designed for the attendee to wear whether in a work setting or hanging out on the weekend. Make a lasting impression and reserve your space today!

**Convention Lounges: $5,000**
Sponsor a lounge to gain brand visibility where attendees gather to network between sessions. Lounges are placed in heavily trafficked areas of the convention center and are outfitted with furniture and access to power outlets. Sponsors to provide artwork, NATA to provide signage. Sponsors are allowed to place a brochure or giveaway in the lounge.

**CNTV Advertorial: $5,000 / 1 Full Day Coverage**
Showcase your products & services with a professionally produced video advertorial! Up to 2 minutes in length, the advertorial will broadcast like a news report from a professional TV journalist. Advertorials integrated into daily NATA TV broadcast. Exposure: looped continuously onsite at key hotels and convention center, posted on our website and delivered to our full 40,000+ membership in the Convention Daily News email. A copy will be sent to you within 24 hours of filming for your own distribution.

**CNTV Daily Sponsor: $12,000 / 1 Full Day Coverage**
Sponsorship includes 60 seconds of editorial coverage, 30-second infomercial, verbal mention during daily report intro, recording from booth, graphic banner w/ booth location for 15 seconds and a watermark logo during the majority of the broadcast. Filming and broadcast by CNTV’s television crews and on-air talent. All video is integrated into NATA TV coverage for one full day of the AT Expo, looped continuously at key hotels and convention center, posted on our website and delivered to our full 40,000+ membership via Convention Daily News email. A copy of the coverage will be sent to you within 24 hours for your own distribution. Example from 2014 show: [https://vimeo.com/131656652](https://vimeo.com/131656652)
I. Exhibit Booth Preference

LIVE FLOOR PLAN

1st _____ 2nd _____ 3rd____ 4th _____ □ Select Best Available

Companies to be near: ________________________________________________

Companies NOT to be near: __________________________________________

II. Exhibit Booth Size and Cost

Dimensions: _____ ft x _____ ft = _____ Total sq ft

+ $200 Corner Booth Premium if Applicable

= _____ Total Booth Cost

III. Marketing & Advertising

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hot Product Pavilion</td>
<td>$299</td>
</tr>
<tr>
<td>T-Shirt Logo: Small/Large</td>
<td>$1,500/$3,000</td>
</tr>
<tr>
<td>Convention Guide Tear-Outs</td>
<td>$600 ea</td>
</tr>
<tr>
<td>Convention Guide Ad: Full/ Half</td>
<td>$3,350/$2,775</td>
</tr>
<tr>
<td>Lobby Banners (double-sided)</td>
<td>$5,000 Full / $3,000 Half</td>
</tr>
<tr>
<td>In-Booth Reception</td>
<td>$2,500</td>
</tr>
<tr>
<td>Convention Lounges</td>
<td>$5,000</td>
</tr>
<tr>
<td>CNTV Advertorial</td>
<td>$5,000 Full / $3,000 Half</td>
</tr>
<tr>
<td>CNTV Daily Sponsor</td>
<td>$12,000 Full / $6,000 Half</td>
</tr>
<tr>
<td>Total Marketing &amp; Advertising</td>
<td>$_________________</td>
</tr>
</tbody>
</table>

IV. Total Due with Contract

100% Booth Deposit + Total Marketing & Advertising = $ _______________ Total Due with Contract

V. Exhibitor Operations

(*MARKETING AND PRE-SHOW OPERATIONS CONTACT)

Contact Name

Email

Company Name

VII. Exhibitor Acceptance

The undersigned (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 (included in the 2019 AT Expo Exhibitor Prospectus and posted online at convention.nata.org) which may be occasionally amended and to all conditions under which exhibit space is leased to NATA at the Mandalay Bay Convention Center. I accept responsibility for informing all employees and agents of the NATA Rules and Regulations and for ensuring compliance. I further understand the violation and cancelation policies. The undersigned agrees to accept the space assigned and will agree to accept reassignment if necessary to create a more effective exhibition.

Signature ____________________________ Printed Name ____________________________ Title ________________ Date ________________

NATA USE ONLY

Date Received ______ iMIS# ____________ Total Booth Due $ ____________ Total Marketing $ ____________ Deposit $ ____________

Booth # ________ Dimensions _____ x _____ SqFt ______ Priority Points ________ ACT ________ iMIS ________ FP ________ Excel ________ Reg ________ Confirm ______
These rules and regulations (the “Rules”) apply to all exhibitors that occupy booths at the National Athletic Trainers' Association (the “Organizer”) AT Expo to be held at the Mandalay Bay Convention Center (the “Center”), Las Vegas, NV, June 25-27, 2019 (the “Trade Show”).

**General:** The Organizer reserves the right to render all interpretations and decisions relating to the Rules, and to establish further rules and regulations as the Organizer may deem necessary to the general success and well-being of the Trade Show. The Organizer shall have control over all space and shall have control over all aspects of the Center's ceiling does not permit extending to 20' height.

**Booth space cancellations must be submitted to the Organizer at least 6-months prior to the first day of the Trade Show.**

**General Arrangement of Exhibits: Exhibit shall arrange exhibits so as not to obstruct the general view or hide other exhibits. All exposed and/or unsightly sides and borders of a display must be finished so as not to be objectionable to other exhibitors or attendees. Overhead signs supported from the floor are permitted if (a) the top of the sign is no higher than the permitted booth height, (b) the sign is no wider than half the length of the side of the booth where hung and (c) the sign is set back at least 25% of the booth's width dimension from the back line of the booth. No sign may span an aisle. Exhibit must have carpet or floor covering in its booth. No open flames may be used, and no combustible objects, including Packing containers and/or wrapping paper, may be stored behind displays or near any electrical wiring. No canopies may be erected over exhibits. Exhibitor may not use any electrical wiring. No canopies may be erected over exhibits. 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Forms of Entertainment or Amusement: Attention-getting devices in the form of entertainment or amusement must be approved by the Organizer prior to the opening of the Exhibit Hall. Only activities which are in keeping with the professional environment of the Trade Show at the discretion of the Organizer will be allowed. No alcohol is allowed to be distributed by exhibitors within the Center or Trade Show.

Copyrights and Licenses: Exhibitors must obtain all appropriate licenses and rights to use copyrighted materials as part of their booth display or promotion during the event.

Dress Code: The Trade Show is a professional event. Booth personnel please dress accordingly. If exhibitor is doing on-site demonstrations, athletic apparel with acceptable body coverage, at the discretion of the Organizer, is permitted. Photographers, Video and Audiotape Activities: Except for services ordered through the official photographer, exhibitors must have prior written approval from the Organizer for any photographing, videotaping or audiotaping activity in the Exhibit Hall. If an exhibitor request is approved by the Organizer, a security guard must be hired at the exhibitor's expense to accompany any camera crew for videotaping within the exhibitor's booth space. By participating in the Trade Show, exhibitor's personnel consent to the photographing and videography of individuals, companies, and exhibit booths by the Organizer and the media that may be used in all forms for all purposes, including any advertising, trade or commercial purposes.

Inline Booths: Side dividers at the 8' height may be extended no more than 4' from the back line of the booth. Inline booths must not exceed 8' in height. All display fixtures or display height that in 10 linear feet from an adjoining exhibit must be located within 5' of the exhibit booth back line. No partitions other than the side rails provided by the official general service contractor will be allowed unless specifically approved by the Organizer.

Island Booths: Island booths must not exceed 20’ in height, or lower if the Center's ceiling does not permit extending to 20’. End caps: An end cap booth is not permitted by the Organizer.

Canopies: No canopies or tent style booths are permitted by the Organizer.

Hanging Signs: Hanging signs are permitted over island booths (400 sq. ft. and over). The maximum height allowed for island booths is 20'; therefore, the highest point of the hanging sign should not exceed 20’. Hanging signs should be set back 10’ from adjacent booths.

Two-Story Booths: Two-story booths must not exceed 20’ in height and must be approved in writing by the Fire Marshals. The Exhibiting company and/or representing agency is responsible for securing safety certifications from a licensed architect or structural engineer, as well as all local approvals (Fire Marshals, the Center) and having them readily available on-site. The plans for the two-story booth must be submitted to the Organizer in writing at least 6-months prior to the first day of the Trade Show.

Booths and Equipment: The booth prices include back wall, booth dividers and 24-hour perimeter security. The Inline booth price includes one ID sign as ordered on the front side hereof. All other furnishings, equipment, security services, etc., required by each exhibiting company shall be at its own expense and responsibility and may be ordered through the official contractors.

Decorating, Storage, Handling & Shipping and Electrical Services: Labor will be available and pursuant to the rules of the Center and may be required to assist in the assembly, dismantling, packing and
unpacking of displays. No exhibitor shall use the Exhibit Hall or its booth for storage. The official general service contractor will furnish complete information about available services and costs, including accessible storage, to all exhibitors.

Porter Service: If you have giveaways that generate trash, you will need to order porter service to remove your empty cartons. Any exhibitor disposing of cartons, containers or other trash in the aisles will be charged for removal and cleaning.

Rules for Installation and Dismantling of Exhibits

Exhibit Installation: Exhibit instructions, rules and installation hours will be made available online. All booths and exhibits must be setup during the designated installation hours. Installation hours will be strictly enforced. Exceptions will be considered for those companies which submit a request in writing to the Organizer for an Early/Late Work Pass. Upon approval by the Organizer, the company may proceed with an early or late exhibit installation. Any booth space with an incomplete exhibit after the final installation hour may be reassigned by the Organizer without any obligation on the part of the Organizer for any refund whatsoever, and the Organizer will not be liable for any expense incurred by the exhibitor. The exhibit may be removed at any time prior to the final installation hour if it has been delivered to the booth, the Organizer reserves the right to order labor from the general contractor to setup the booth at the exhibitor’s expense. Exhibitor shall keep exhibit stated and intact during all Trade Show hours. Failure to do so will result in a loss of priority points.

Exhibit Dismantling: Absolutely no dismantling may occur before 1:00 p.m. on Thursday, June 27, 2019, and no dismantling of any portion of an exhibit prior to 1:00 p.m. on Thursday, June 27, 2019, may be prohibited from purchasing booth space at future trade shows for a period of 1 to 3 years and will lose priority points. Exhibitors will have until 10 a.m. Friday, June 28, 2019, to remove their exhibits and materials from the Center. No early dismantling, teardown or removal of any portion of an exhibit will be permitted during the Trade Show without special written permission from the Organizer.

Sharing or Subletting of Space: No exhibitor shall assign, sublet or apportion the whole or any part of the space allotted to its exhibit therein, or permit any other person or party to exhibit therein any goods, service or apparatus other than those of the type typically manufactured or sold by the exhibitor in its regular course of business.

Use of Booth: Presentations, demonstrations, literature distribution, promotion, etc. are permitted only within the exhibitor’s booth. Activities which may cause people to congregate in the aisles are prohibited.

Selling on the Exhibit Floor: Exhibitors are not permitted to execute financial transactions, except by credit card through an approved service contractor, no later than June 7, 2019. If this information is not received by the Organizer, the Exhibitor will work directly with the Center. All exhibitors must submit all product information and insurance as an additional insured, shall provide that the policies may not be canceled or materially altered unless at least 30 days prior written notice has been given to the Organizer and the coverage occurs on any part of the Center property, as well as any occurrences related to exhibitor’s participation in the Trade Show. Exhibitor shall, upon request, provide the Organizer with the Certificate of Insurance. Failure to provide said Certificate to the Organizer does not relieve exhibitor of the responsibility to obtain this coverage. Exhibitor’s obligations under this paragraph are material and if Exhibitor fails to comply with them, Exhibitor shall be liable to the Organizer for all damages, consequential or otherwise, the Organizer suffers as a result. The insurance carriers providing such insurance shall have no less than an “A” rating according to A.M. Best’s rating and shall be authorized to do business in the State of Texas.

Exhibitor Appointed Contractor (EAC): Exhibitors must submit all EAC information and insurance to The Expo Group, Organizer’s general services contractor, no later than June 7, 2019. If this information is not received the EAC will not be allowed on the Trade Show floor and The Expo Group will provide official labor to install the exhibitor's booth.

Enforcement of Rules: Each exhibitor agrees to adhere to all the Rules. Any action taken against an exhibitor for violation of the Rules will be determined on the basis of the particular circumstances of each case. The Organizer reserves the right to terminate or modify the exhibitor’s display privileges at any time for breach of the Rules. The Organizer’s decisions and interpretations shall be accepted as final in all cases.

Violation of Rules and Regulations: Violation of the Rules may result in any of the following: (a) verbal and/or written warning to the exhibitor, (b) loss of accrued priority points, (c) eviction from the Trade Show, (d) termination of the current exhibit and subsequent ineligibility to exhibit at future trade shows, or (e) up to $1,000 in fines. The Organizer is not liable for any refunds on rentals or other exhibit expenses. In the case of an eviction, dismantling of the booth will take place after the Exhibit Hall closes to prevent disruption of the show.

In Case of an Eviction: 1. Exhibitor must leave the Center immediately without protest or appeal, 2. Exhibitor shall not dismantle its booth until the Trade Show ends for the day, 3. The Organizer is not liable for any refunds for exhibit space or other expenses, and 4. Exhibitor will be accompanied from the Center by security, and after the Trade Show ends for the day, exhibitor shall not re-enter the Center to dismantle and remove its exhibit unless accompanied by security.

Liability Limits: In no event shall the Organizer be liable for any lost profits or special incidental or consequential damages (however arising, including negligence) arising out of or in connection with the Trade Show, the exhibitor’s exhibit or this contract. Further, in no event shall the Organizer be liable to you in an amount greater than $75.

Choice of Law and Venue: This contract is governed in all respects by the laws of the State of Texas as such laws applied to agreements entered into and to be performed entirely within Texas. In the event of any dispute arising out of this Contract, the parties submit exclusively to the jurisdiction of the state and federal courts located in Dallas County, Texas.
NATA Corporate Membership opens the door to the athletic training market, which can help plant the seed for other sales. Membership is August 1, 2018 to July 31, 2019

NATA Corporate Members can structure an integrated marketing plan at a discounted price to reach thousands of qualified decision-makers. Join today!

I. Corporate Member Benefits:
For $975 annually, Corporate Members receive:
• Use of the term “NATA Corporate Member”
• A 50-word listing in the printed Buyer’s Guide (spring & fall)
• Recognition as a Corporate Member in the online Athletic Training Marketplace, http://athletictrainingmarketplace.com
• Discount on exhibit booth space at the NATA AT Expo, up to 400 sq.ft.
• Recognition as a Corporate Member in the NATA Convention Guide.
• A one-time 15% discount on NATA News advertising
• A one-time 15% discount on web banner advertising

II. Product Categories
Please select up to three. If none of these categories applies to your product, please enter it in the field listed as Other.

☐ Athletic Tape
☐ Athletic Training Equipment
☐ Bandages
☐ Braces
☐ Cold Therapy
☐ Conditioning Equipment
☐ Electrotherapy
☐ First Aid Equipment
☐ Fitness Equipment
☐ Foot Care & Protection
☐ Guards
☐ Heat Stress Prevention & Treatment
☐ Heat Therapy
☐ Hydration
☐ Infection Control & Prevention
☐ Nutritional Products
☐ Pain Relievers
☐ Program Management
☐ Protective Clothing
☐ Software
☐ Splints
☐ Straps
☐ Strength & Conditioning Equipment
☐ Tables
☐ Testing & Measurement
☐ Therapeutic Devices
☐ Other

III. Company Bio
Please submit your 50-word company description via email to sales@nata.org.

IV. Official Contact Information
(As it will appear in the Printed Buyers’ Guide.)

Company/Organization

Name/Title of Contact Person

Company/Organization Address

City    State    Zip

Phone    Fax

Email    Website

V. Corporate Member Acceptance
Payments or contributions to the National Athletic Trainers’ Association are not deductible as charitable contributions for federal income tax purposes. Payments may be deductible as a business expense. If in doubt, please consult your tax advisor. NATA does not discriminate against any protected class. A percentage of dues are allocated for lobbying. NATA’s Corporate Membership program is open to companies that provide athletic training materials, supplies, equipment or services. NATA reserves the right to refuse any Corporate Membership Application. On behalf of the company/organization named above, I hereby apply for NATA Corporate Membership. I understand the eligibility requirements for this membership category and verify that my organization meets the requirements. We agree to abide by the Association’s Bylaws and Policies & Procedures Manual.

_____________________________ ______________________________
Name    Title

Signature    Date

For NATA Use Only – Accepted by:

Date Rec’d: ___________ IMIS#: ___________

Total Cost: $___________ Total Paid: $_________

IMIS: ___________ EMC: ___________ MAG: ___
Authorization for Credit Card Use

PRINT AND COMPLETE THIS AUTHORIZATION AND RETURN WITH CONTRACT
All information will remain confidential

Name on Card: ___________________________________________

Billing Address: ___________________________________________

Credit Card Type: _____ Visa     _____ Mastercard   ____ Discover  _____ AmEx

Credit Card Number: ___________________________________________

Expiration Date: ___________________________________________

Card Identification Number: ______   (last 3 digits located on the back of the credit card)

Amount to Charge: $ __________________ (USD) 100% Exhibit Booth space and 100% Marketing Opportunities

Amount to Charge: $ __________________ (USD) 100% Corporate Membership

I authorize The National Athletic Trainers’ Association (NATA) to charge the amount listed above to the credit card provided herein. I agree to pay for this purchase in accordance with the issuing bank cardholder agreement.

Cardholder – Please Sign and Date

Signature: ___________________________________________

Date: ___________________________________________

Print Name: ___________________________________________

Return this completed with exhibit space contract. No booth will be assigned without payment.

If you would like pay by phone:
Barbara Mathis
972.532.8801