

In-Person & Branding Opportunities

NATA Trade Show

Frequency: 3 days, annually

Reach: 11,000+ attendees in 2010

Location: New Orleans

Dates: Monday, June 20 – Wednesday, June 22

The NATA Trade Show, held annually in conjunction with the NATA Annual Meeting & Clinical Symposia, is the largest exhibition of athletic training products and services in the world. It's where athletic trainers make the personal connections that build brand loyalty. It's where they learn about new or better ways to treat their patients. It's where they make purchasing decisions for the upcoming seasons. So if you're a company who wants to do business with athletic trainers, it's where you want to be.

BEST Return on Investment!*

64% of NATA Trade Show attendees spend 2 or more hours in the exhibit hall.

73% of NATA Trade Show attendees directly purchase or recommend products or services for their organization.

92% of NATA Trade Show attendees rated the NATA Trade Show as "good" or "excellent" as an information source to purchase athletic training products and services.

EXTRA OPPORTUNITY in 2011!

ELA: Educate, Lead, Advocate

Location: Washington, D.C.

Dates: February 25-26

The Athletic Training Educators' Conference – this year a part of ELA events – gives exhibitors a unique opportunity to reach program directors, clinical instructors and others who are shaping tomorrow's athletic training professionals. Start building brand loyalty among students by supporting their educators!

<http://www.nata.org/Become%20an%20ATEC%20Exhibitor>

Where do NATA Trade Show attendees work?*

*Based on NATA 2010 Annual Meeting Trade Show.

