

NATA 2027

JUNE 21-24, 2027

MORIAL CONVENTION CENTER
NEW ORLEANS, LA

ABOUT

A Reimagined AT Expo for 2027

We're investing in meaningful changes designed to increase attendee engagement, exhibitor visibility, and valuable connections throughout the convention.

What's New for New Orleans:

- Exhibitor sponsored education and product demonstration theaters integrated directly into the AT Expo
- Dedicated exhibit hall hours with no competing outside educational programming
- Enhanced AT Central featuring Headshots, NATA-Cast, NATAGear store, Career Center Live, NATA Lounge, and Partner Pavilion
- Interactive attendee engagement zones to drive traffic and engagement; including the Puppy Zone and NATA Park
- Complimentary exhibit hall passes for all athletic directors, supported by targeted outreach campaigns
- Exhibit Hall Happy Hour designed to drive excitement and engagement
- A 25% reduction in the number of exhibitors accepted to help drive more personal engagement

We are also introducing broader educational experiences, with new formats, advanced-level content, and more intentional learning pathways to help drive overall attendance. The NATA 2027 experience is designed with a simple goal, to create more opportunities for attendees and supporters to connect, engage, and do business. The exhibit hall will serve as the central hub for convention engagement, delivering greater value for sponsors and exhibitors alike.



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EXHIBIT WITH NATA

Exhibit with NATA

The NATA AT Expo continues to prove that there is no substitution for the face-to-face experience where you can meet with friends and colleagues, engage with attendees, demo products and generate sales! NATA's primary goal is to ensure your investment at the AT Expo delivers real value by producing a high-quality trade show where exhibitors can showcase their products and services while having dynamic face time with athletic training professionals across all practice settings.

The AT Expo will be held at the Morial Convention Center (MCC) in New Orleans. The success of our convention is due in large part to your participation as an innovative, active and engaging exhibitor!

2027 Exhibitor Schedule

Move-in
Sunday 6/20: 1 to 5 p.m. (All)
Monday 6/21: 8 a.m. to 5 p.m. (All)

Exhibit Days
Tuesday 6/22: 9 a.m. to 5:30 p.m.
Wednesday 6/23: 9 a.m. to 3 p.m.

Move-out
Wednesday 6/23: 3 to 8 p.m.
Thursday 6/24: 8 a.m. to noon

Two-day AT Expo:

- The two-day AT Expo gives exhibitors 14.5 hours of exhibit time with one less day away from the office or home.
- The new AT Expo schedule allows for move-in and move-out on straight time! No overtime/ weekend fees*.

Booth Pricing

- 100-399 square feet: $24.95/sqft.
- 400+ square feet: $22.95/sqft.

Discounted Booth Furnishing Packages

- NATA has negotiated deeply discounted booth furnishing packages for our 10x10 and 10x20 exhibitors
- Booth furnishing package includes: Carpet, 6' draped table, two chairs and a wastebasket.
  - 10x10 booth furnishing package - $817.50
  - 10x20 booth furnishing package - $1,150.50



EXHIBITOR SPONSORSHIPS

Exhibitor-Sponsored Education Sessions

$2,500 per session/+ $1,000 for On-Demand Inclusion

Available for exhibitors only

Put your expertise on the agenda by leading a 55-minute educational session on the AT Expo show floor. These sessions offer a high-value platform to share knowledge, present innovative thinking, and contribute to professional development. Presentations must be educational and non-promotional. Sponsors may use their own products or services as examples or tools within the session content; however, the primary purpose of the presentation must be education rather than product promotion, sales or marketing.

What's included:

- Conducted on the AT Expo show floor during show hours
- Held in an open, theater-style setting on the show floor
- Attendance qualifies for 1 CEU
- Posted with your logo on convention signage
- Posted in the event app and event marketing materials
- Pre/post attendee list included





Exhibitor-Sponsored Product Demos

$1,500 per demo

Available for exhibitors only

Show your product in action by delivering a 20-minute product demonstration on the Expo show floor. These sessions provide a dedicated space to showcase your products or services, present key innovations, and engage attendees through live demonstrations. Content may be promotional and product focused. Product Demo Theater sessions do not qualify for continuing education credits.

What's included:

- Conducted on the Expo show floor during show hours
- Held in an open, theater-style setting on the show floor
- Set up including a table, microphone, podium, 54" monitor and chairs
- Posted with your logo on convention signage
- Posted in the event app and event marketing materials
- Pre/post attendee list included

EVENT SPONSORSHIPS

Opening Reception Kick-Off Party at Generations Hall

$35,000

Kick off the convention in style by sponsoring the Opening Reception at Generations Hall – one of the most highly anticipated and well-attended events of the meeting. This high-energy experience brings together more than 2,000 attendees in a restored 1820s sugar refinery for an unforgettable evening featuring live music from NATA's favorite band, The Mixed Nuts. As a signature sponsorship, this opportunity offers exceptional visibility and direct engagement in a vibrant, celebratory atmosphere that sets the tone for the entire convention.

What's included:

- 5 NATA 2027 convention registrations that can be given out to clients, colleagues, and friends
- Posted with your logo on walk-in slides in session rooms at the convention center
- Logo listed on all video boards and monitors throughout Generations Hall
- Dedicated signage with your logo at the Opening Reception Kick-Off Party
- Posted with your logo in Convention Daily News
- Posted with your logo on convention signage
- Posted in the event app and event marketing materials
- Recognition on NATA's social channels
- Pre/post attendee list included



Exhibit Hall Happy Hour Drink Tickets

$1,000 per 50 tickets

Available for exhibitors only

Bring attendees to your booth with a crowd-favorite incentive, by purchasing a bundle of 50 drink tickets to the Exhibit Hall Happy Hour. Attendees can redeem their ticket for a complimentary drink, giving you a fun and effective way to spark conversations, attract visitors, and create memorable connections. Tickets can be given out during expo hall hours on day 1. Exhibit Hall Happy Hour will be 3:45 to 5:15 p.m. on day 1.

What's included:

- 50 Happy Hour drink tickets
- Posted in the event app and event marketing materials
- Pre/post attendee list included

EVENT SPONSORSHIPS

Puppy Zone

$10,000

Available for exhibitors only

Add a dose of joy to the convention by sponsoring the Puppy Zone on the AT Expo show floor. Available for six hours on day 1 and four hours on day 2, this crowd-favorite attraction invites attendees to unwind and spend time with playful puppies. As a sponsor, you'll be associated with one of the most popular and uplifting experiences at the event, while creating lasting impressions, increased traffic, and meaningful attendee connections.

What's included:

- Conducted on the AT Expo show floor during show hours
- Dedicated signage with your logo at the Puppy Zone
- Posted with your logo on convention signage
- Posted in the event app and event marketing materials
- Posted with your logo in Convention Daily News
- Pre/post attendee list included





NATA Hall of Fame Lounge

$25,000

Available for exhibitors only

Add prestige to your presence at the convention by sponsoring the NATA Hall of Fame Lounge, prominently located at the front of the AT Expo show floor. This thoughtfully designed space reimagines the traditional NATA Hall of Fame booth by creating an inviting environment where attendees can connect, learn, and be inspired. Featuring recognition of new inductees, a dedicated display honoring past honorees, and comfortable seating for networking, the lounge also hosts planned opportunities for emerging professionals to engage directly with Hall of Fame members. This signature sponsorship aligns your brand with leadership, legacy, and the future of the profession.

What's included:

- 5 NATA 2027 convention registrations that can be given to clients, colleagues, and friends
- Posted with your logo on walk-in slides in session rooms at the convention center
- Posted with your logo in Convention Daily News
- Posted with your logo on convention signage
- Posted in the event app and event marketing materials
- Recognition on NATA's social channels
- Pre/post attendee list included

EVENT SPONSORSHIPS

NATA Research & Education Foundation Annual Event: Presenting Sponsor

$15,000 | Exclusive Opportunity

Join the NATA Research & Education Foundation as the Presenting Sponsor of this signature annual event. This special gathering brings together supporters, leaders, and friends of the Foundation to celebrate the people and partnerships advancing the athletic training profession through research, education, and scholarship. Your sponsorship directly supports the Foundation's mission while positioning your organization as a leading partner in investing in the future of athletic training.

What's included:

- Exclusive recognition as the Presenting Sponsor of the NATA Research & Education Foundation Annual Event
- 8 event tickets for clients, colleagues, or guests
- Premier name and logo recognition throughout the event
- Recognition in event-related promotional and marketing materials
- Recognition through NATA Foundation digital communications and channels
- Prominent on-site recognition and signage
- Additional sponsor visibility and engagement opportunities based on the final event venue and format

NATA Park

$15,000

Available for exhibitors only

Create a welcome escape for attendees by sponsoring NATA Park, a fun and relaxing destination on the AT Expo show floor. Featuring lawn games, comfortable lounge seating, picnic tables, and interactive activities, this popular gathering space encourages attendees to unwind, connect with colleagues, and recharge between sessions. This high-traffic destination offers a memorable way to put your brand at the center of the convention experience.

What's included:

- Dedicated signage with your logo at the NATA Park
- 50 Exhibit Hall Happy Hour drink tickets
- Posted with your logo in Convention Daily News
- Posted with your logo on convention signage
- Posted in the event app and event marketing materials
- Pre/post attendee list included



EVENT SPONSORSHIPS

NATA 2027 Town Halls

$2,000 per town hall

Available for exhibitors only

Be part of the conversation by sponsoring a NATA 2027 Town Hall session, where attendees gather for 90 minutes of discussion, connection, and idea sharing around key professional interests. This highly interactive setting provides a powerful opportunity to engage directly with a focused audience and positions your organization alongside important conversations in the field.

Pick a town hall to sponsor:

- Student Leadership Committee
- AT Educators
- 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
- Government Affairs Committee

What's included:

- 6' table and 2 chairs located inside of the town hall
- Opportunity to bring product samples or promotional materials in room
- Posted with your logo on the town hall walk-in slides
- Verbal sponsorship recognition during the town hall
- Posted with your logo in Convention Daily News
- Posted with your logo on convention signage
- Posted in the event app and event marketing materials
- Pre/post attendee list included





EVENT SPONSORSHIPS

Headshot Lounge

$7,500

Available for exhibitors only

Raise your profile at the convention by sponsoring the Headshot Lounge, now centrally located in AT Central on the AT Expo show floor. This high-traffic activation offers attendees the opportunity to update their professional headshots, creating a valuable and memorable experience that keeps your brand front and center.

What's included:

- Dedicated signage with your logo at the Headshot Lounge
- Posted with your logo in Convention Daily News
- Posted with your logo on convention signage
- Posted in the event app and event marketing materials
- Pre/post attendee list included



Radio Row

$15,000

Amplify your brand's reach by sponsoring Radio Row in AT Central, featuring the NATA podcast. With sponsor recognition integrated into every NATA podcast recorded throughout the convention, this opportunity delivers exposure that extends far beyond the show floor and into a growing digital audience.



What's included:

- "NATA-Cast – powered by [Company Name]" will be referenced on all NATA podcasts recorded during convention
- 30-second live read of your company ad on all NATA podcasts recorded during convention
- Dedicated signage with your logo at Radio Row
- Posted with your logo in Convention Daily News
- Posted with your logo on convention signage
- Posted in the event app and event marketing materials
- Pre/post attendee list included

EVENT SPONSORSHIPS

Career Center Live

$10,000

Available for exhibitors only

Elevate your talent acquisition strategy by sponsoring the Career Center, a highly visible hub located in the heart of AT Central. Once tucked away from the main attendee experience, the Career Center has been transformed into a prominent destination where athletic trainers can discover career opportunities, access professional resources, and connect with potential employers, creating unmatched exposure for your brand and hiring initiatives.

What's included:

- Dedicated signage with your logo at the Headshot lounge
- Posted with your logo in Convention Daily News
- Posted with your logo on conference signage
- Posted in the event app and event marketing materials
- Pre/post attendee list included



EDUCATION

NATA Quiz Bowl

$7,500

Get in the game by sponsoring the fan-favorite Quiz Bowl, a fast-paced, game show–style competition that draws a packed audience each year. This Jeopardy-style showdown features top student teams from across the country competing in an exciting, high-stakes format that keeps attendees engaged from start to finish. As a sponsor, your brand will be front and center during one of the most spirited events of the convention.

What's included:

- Company logo listed wherever the NATA Quiz Bowl is mentioned in pre-show and on-site promotional materials
- Posted with your logo on the NATA Quiz Bowl walk-in slides
- Verbal sponsorship recognition during the NATA Quiz Bowl
- Photo opportunity in sponsor's booth during prize presentation
- VIP section at NATA Quiz Bowl for 5 guests
- Pre/post attendee list included

Sponsor Provided Prizes:

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





Education Sessions

$1,000 per session/$2,500 per track

Support the learning that brings athletic trainers to the convention by sponsoring education sessions that deliver valuable CEUs to athletic trainers. Whether sponsoring an entire track or an individual session, this opportunity positions your organization at the forefront of professional development while providing meaningful visibility and connection with a highly engaged audience.

What's included:

- Posted with your logo on the education session walk-in slides
- Posted with your logo in Convention Daily News
- Posted with your logo on convention signage
- Posted in the event app and event marketing materials
- Posted with your logo in the schedule of events and wherever the session(s) are promoted: pre-show, on-site, and post-show
- Pre/post attendee list included

BRAND AWARENESS

NATA 2027 Convention Lanyards

$15,000

Available for exhibitors only

Your brand can be everywhere at the convention by sponsoring the official lanyards worn by every attendee. This highly visible opportunity keeps your brand front and center throughout the event.

What's included:

- Exclusive name and logo placement on the NATA 2027 Convention Lanyards
- Posted with your logo in Convention Daily News
- Posted with your logo on convention signage
- Posted in the event app and event marketing materials
- Pre/post attendee list included





NATA 2027 Registration Tote Bags

$25,000

Available for exhibitors only

Carry your brand beyond the convention by sponsoring the official canvas tote bags distributed to all attendees at check-in. Featuring your logo on both sides, this highly visible item offers lasting brand exposure throughout the event and beyond as attendees carry it across sessions, the AT Expo floor and after the event.

What's included:

- Exclusive name and logo placement on both sides of the NATA 2027 Registration Tote Bags
- Posted with your logo in Convention Daily News
- Posted with your logo on convention signage
- Posted in the event app and event marketing materials
- Pre/post attendee list included

ADVERTISING

Passport Challenge

$3,000

Available for exhibitors only

Make your booth a must-visit destination by sponsoring the convention-wide Passport Challenge, an interactive experience that encourages attendees to explore the Expo floor by scanning QR codes throughout the event. As the exclusive sponsor, your booth becomes a key stop on the journey. Your booth will also be the final destination for prize redemption, ensuring high engagement, increased visibility, and meaningful attendee interaction.

What's included:
- Passport Challenge QR code at your booth
- Your booth will be the exclusive Passport Challenge prize redemption area
- Posted with your logo in Convention Daily News
- Posted with your logo on convention signage
- Posted in the event app and event marketing materials
- Pre/post attendee list included

Convention App Banner (10 available)

$1,000

Available for exhibitors only

Capture attention and drive action with a rotating banner in the official convention app. Used by all attendees, the banner will feature your logo and a direct link to your website for continuous, high-impact visibility.

Convention App Push Notifications (10 available)

$1,500

Available for exhibitors only

Deliver your message directly to every attendee with a real-time push notification through the official convention app, driving immediate awareness, traffic, and engagement.

What's included:
- One (1) push notification
- Date and time of send can be customized

Pre- and Post-Convention Attendee Lists

$1,000 each/$1,500 combined

Available for exhibitors only

Start connecting with attendees before the convention begins with the pre-convention attendee list. This targeted outreach opportunity helps drive booth traffic and maximize your impact before the event even begins. Use the post-convention list to continue the conversation.

What's included:
- Pre-convention list will be released about 2 weeks prior to the convention
- Post-convention list will be released about 3 days after the convention
- Both lists are single use

ADVERTISING

NATA 2027 Convention Daily News

$2,500

Available for exhibitors only

Create daily attendee connection by featuring premium advertising and sponsored content in the NATA 2027 Convention Daily News, a daily eblast delivered to all convention attendees and NATA members. This high-impact opportunity ensures your message is seen throughout the event, helping you reinforce your presence, highlight key initiatives, and drive engagement with a highly targeted audience.

What's included:
- Daily inclusion of your ad or sponsored content in the NATA Convention Daily News

NATA Social Channels (10 available)

$1,500

Extend your reach beyond the show floor with a sponsored post across NATA's social channels – Facebook, Instagram, X, and LinkedIn – connecting your brand with more than 100,000 engaged followers.

What's included:
- One (1) post on each of NATA's social channels: Facebook, Instagram, X, LinkedIn

NATA Convention App Sponsor

$10,000

Available for exhibitors only

Get your brand in every attendee's hand as the exclusive sponsor of the official convention app. The app is used throughout the event by 95% of the attendees, delivering unmatched visibility and continuous engagement at every touchpoint.

What's included:
- Posted with your logo on the NATA convention app splash screen
- Included in the rotating app banner
- Posted with your logo on walk-in slides in session rooms at the convention center
- Posted with your logo in Convention Daily News
- Posted with your logo on convention signage
- Posted in event marketing materials
- Pre/post attendee list included





CONTACT US

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