



## A Message from our Leadership



### WELCOME TO THE PHATS/SPHEM 2021 VIRTUAL MEETING!

First and foremost, all of us at PHATS/SPHEM hope that you and your family are doing well during this COVID-19 medical crisis. As the world slowly moves forward with a reopening of the global economy, the PHATS/SPHEM executives remain committed to providing an environment for our members, vendors and affiliates to re-connect and interact, something we all so desperately need these days.

That is why the PHATS/SPHEM Executives made the early decision to transition the 2021 Annual Meeting to an immersive and interactive virtual meeting. We understand that many of you, our partner companies, have experienced disruptions to your businesses and budgets, but as we all know, getting back out there and networking is crucial to the success of a company.

PHATS/SPHEM invested in a versatile and robust online platform for the meeting that will include video product demonstrations, live chat features, networking opportunities, and extensive analytics available to all exhibitors. One important aspect is that while our meeting will be live and online from July 14-15, the platform will remain live for 30 days to allow you to maximize your exposure to the many athletic trainers and equipment managers in professional and non-professional hockey.

We understand that this new format will be different than past meetings, and PHATS/SPHEM will provide regular exhibitor updates and webinars in the weeks leading up to the meeting to keep you informed of all the exciting features and answer any of your questions.

I encourage you to join us as an exhibitor at the 2021PHATS/SPHEM Virtual Meeting, the leading event in hockey. Thank you for your consideration and for all you do to keep our hockey association strong and moving forward. Your support means the world to PHATS/SPHEM.

Sincerely,

Chris Kingsley, PHATS President

Darren Granger, SPHEM President

# Why Exhibit?

**WHY PARTICIPATE IN THE PHATS/SPHEM VIRTUAL EXHIBIT HALL?** We are committed to ensuring that the hockey community has access to the latest devices, equipment and resources to best serve the athletic trainers, equipment managers and strength and conditioning coaches.

Here are just a few reasons why your company should partner with PHATS/SPHEM as part of our Virtual Exhibit Hall.

**INCREASED AUDIENCE** We anticipate that this year's meeting attendance will be greater than ever as hockey teams from North America and Europe will be able to allow more staff to participate in the virtual Annual Meeting from their office or home. Our immersive virtual format will offer attendees an efficient way to learn about your products and services.

**COST SAVINGS** Your company will save thousands of dollars in travel costs, booth fees and shipping charges. Our virtual environment will allow you to connect with athletic trainers, equipment managers and strength and conditioning coaches who are actively seeking information and solutions for their departments to better serve their high-profile athletes.

**PROLONGED VISIBILITY** Exposure to your products and services will not end when the two-day meeting is over – our virtual Exhibit Hall will remain active for 30 days after the meeting ends which allows you more time for interactions and connection with the PHATS/SPHEM and SCAPH members.

**SCALABLE NETWORKING OPPORTUNITIES** A virtual meeting can make networking more accessible than at an in-person meeting. Instead of having to coordinate schedules or track down potential customers in a large convention center, virtual conference attendees will have many opportunities for direct communication, instant messaging and impromptu conversations at the click of a button.

**EFFECTIVE LEAD GENERATION** The new online platform will provide robust analytics. You will know exactly who you're speaking with and how best to follow up with them. The online platform will provide you with analytics to understand which of your products or services caught attendee's interest and how long they spent reviewing your materials. This will allow you to conduct more informed follow up after the Exhibit Hall closes.

# Exhibit Booth Packages

## Exhibitor Booth Package: \$700

## Exhibitor Booth & Annual Digital Directory Supplier Membership Combo Package: \$1500

- Includes above exhibitor booth package with *Annual Digital Directory Supplier Membership* (a supplier membership is regularly \$1,000 during the year).

### Both Packages Include:

- Featured Exhibitor Listing in PHATS/SPHEM Website
- Real-time Reporting on Analytics
  - Access to real-time reports that provide metrics on number of booth visits, views by content items and click actions.
- 30 Days Post Meeting Access to the Virtual Exhibit Hall
- Upload Materials into Booth Data Center
  - Each booth will have its own portal to upload and manage material related to your booth.
- Ability for Attendees to Add Exhibitor Material in Briefcase
  - Attendees can add your company's booth content (documents and videos posted for the booth) to their personal briefcase.
- Content Screen(s) Link to Documents, Images, Videos, Website
- Opportunity for Private or Group Text or Video Chats
- Complimentary Post show Attendee List
- Post Show Lead Report
- Exhibit Booth with 2 to 3 Banners

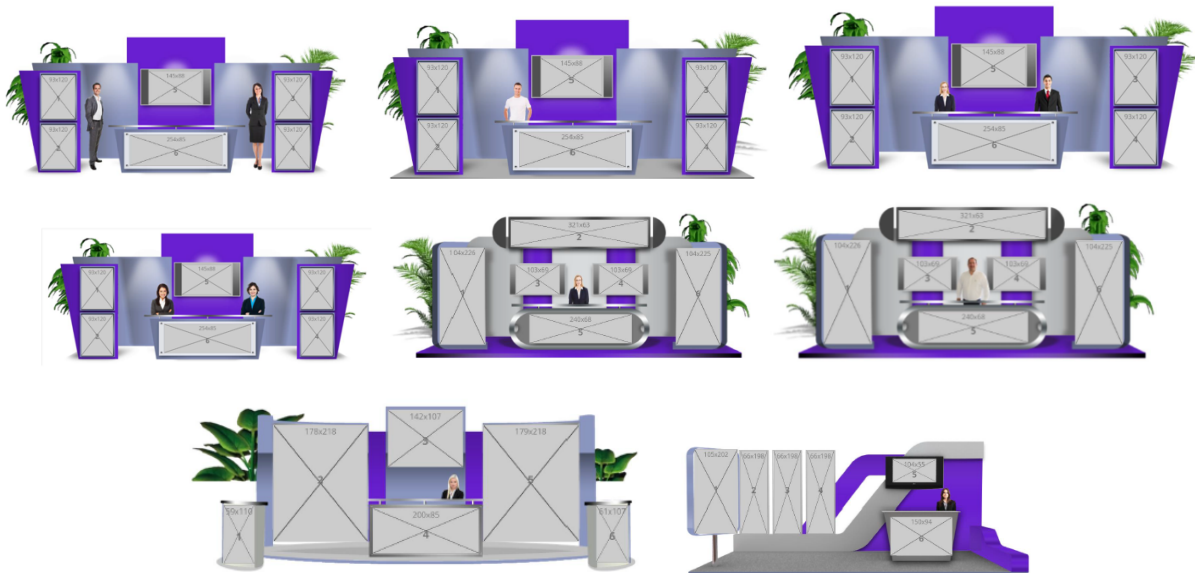


# Available Sponsorship Tiers

## PLATINUM: \$10,000

- 30-minute Vendor Session (SPHEM Enhanced Education – Sold out, limited PHATS remaining)
- Premium logo banner in prime location in Lobby, Auditorium and Exhibit Hall
  - With linking capabilities to your site or within the meeting platform
- Virtual exhibit booth
- Premium booth placement in exhibit hall (1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> navigation pages)
- Exhibit booth with (6) advertising banners & ability to change color scheme of templated booth design
- Annual Digital Directory Supplier Membership
- Premier logo placement on PHATS/SPHEM virtual registration site
- Training and Technical support with booth design and set up
- (1) Virtual Gift Bag item (with show management approval)
- (3) Social Media posts prior to the Virtual Event
- Logo on all marketing materials, registration platform and PHATS/SPHEM website
- Additional Gamification points
- Complimentary pre-show attendee list

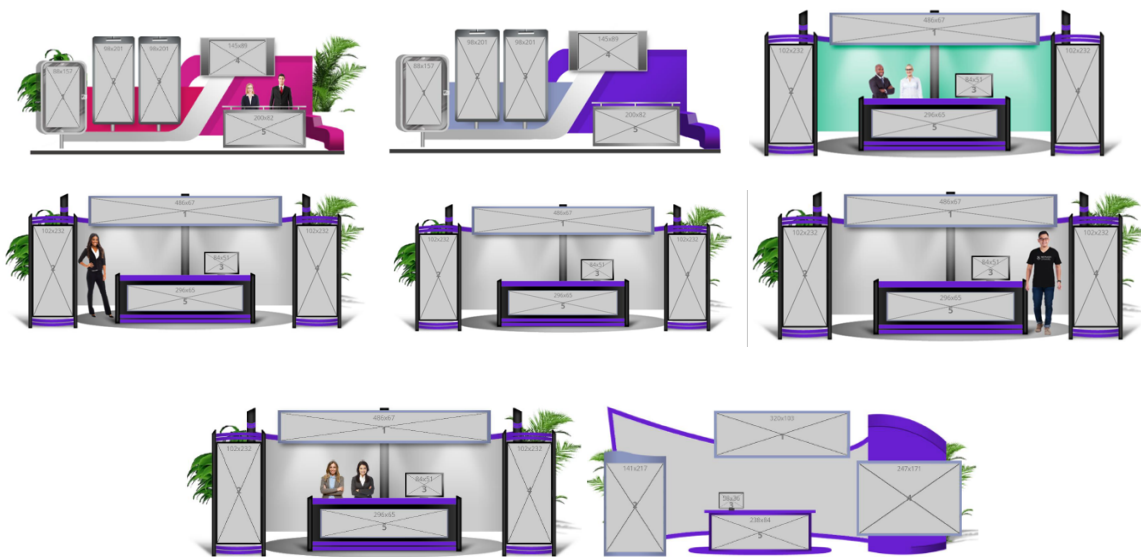
## Platinum Booth Options



## GOLD: \$6,000

- 15-minute Vendor Session (SPHEM Enhanced Education - Sold out, limited PHATS remaining)
- Logo banner in Lobby and Exhibit Hall
  - With linking capabilities to your site or within the meeting platform
- Virtual exhibit booth
- Booth placement in the 3<sup>rd</sup> or 4<sup>th</sup> navigation pages in the exhibit hall
- Exhibit booth with (5) advertising banners & ability to change color scheme of templated booth design
- Annual Digital Directory Supplier Membership
- (1) Virtual Gift Bag offer (with show management approval)
- (2) Social Media posts prior to the Virtual Event
- Logo on all marketing materials, registration platform and PHATS/SPHEM Website
- Additional Gamification points
- Complimentary pre-show attendee list

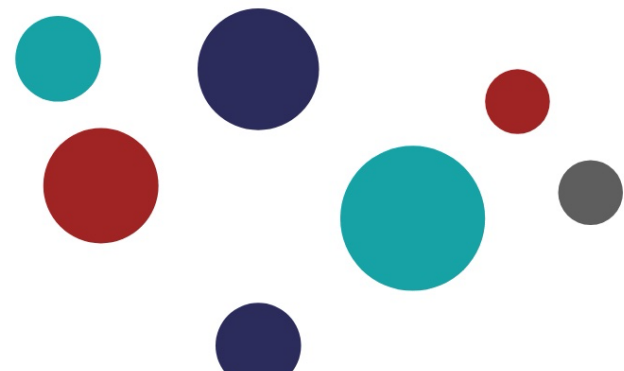
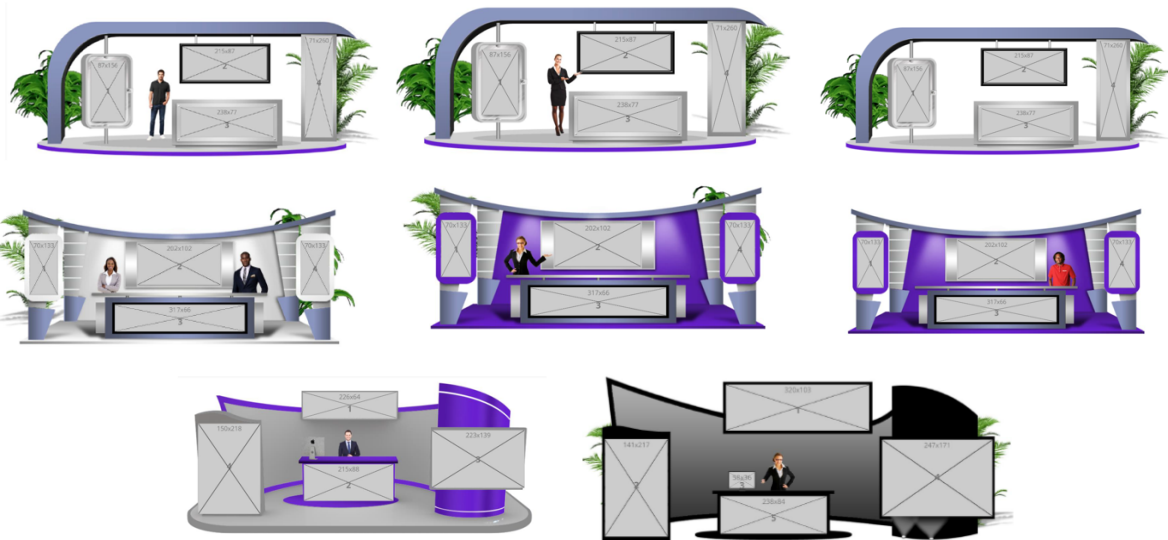
### Gold Booth Options



## SILVER: \$3,000

- Virtual Exhibit Booth
- Annual Digital Directory Supplier Membership
- Exhibit booth with (4) advertising banners
- Logo on all marketing materials, registration platform and PHATS/SPHEM Website
- (2) Social Media posts prior to the Virtual Event
- Complimentary pre-show attendee list

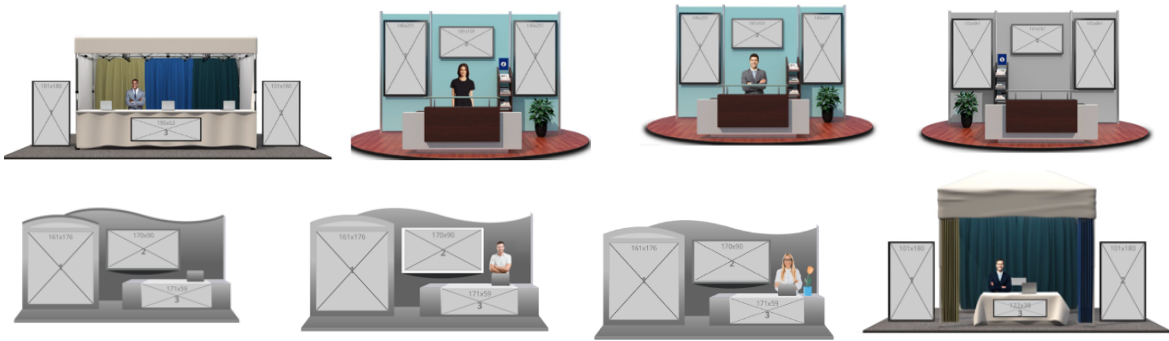
### Silver Booth Options



## BRONZE: \$2,000

- Virtual Exhibit Booth
- Logo on all marketing materials, registration platform and PHATS/SPHEM Website
- (1) Social Media posts prior to the Virtual Event
- Complimentary pre-show attendee list

### Bronze Booth Options



### A LA CARTE SPONSORSHIP OPTIONS

- **Session Introductions:** We give you the “mic” at the beginning of a session for 5 minutes to talk about your company/product. **\$1500**
- **Themed Breaks:** You pick the theme! Trivia, Bingo, yoga session, etc. (15 minutes): **\$1500**
- **Pre-show attendee list \$100**
- **Gamification Prizes**
- **Virtual Gift Bag Item** (with show management approval)

#### Vendor Sessions/Enhanced Education:

##### SCAPH:

30 minutes: \$3000 (Sold out)

For more information, contact the PHATS/SPHEM office  
at 888-460-9003 or [admin@phatsspem.com](mailto:admin@phatsspem.com)