



# **Annual Meeting and Symposium**

**March 11-14, 2020**

**Westin Chicago North Shore  
601 N. Milwaukee Avenue  
Wheeling, IL**



# Exhibitor Information

## Great Lakes Athletic Trainers Association 2020 Annual Meeting Exhibitor Information

The 2020 Great Lakes Athletic Trainers Association (GLATA) Annual Meeting and Clinical Symposium will be held in Wheeling, IL. The dates for the district meeting will be March 11-14, 2020. The District 4 meeting is the largest regional meeting for athletic trainers and other sports medicine specialists in the entire country. The meeting will provide you with an opportunity to show your product line to over 1,300 professionals directly involved in the health care of athletes. These professionals work in a variety of settings such as high schools, universities, clinics, industry and professional sports.

### **BENEFITS OF EXHIBITING AT A DISTRICT FOUR MEETING**

- Promote your product or service to all levels of sports medicine
- Contact with attendees from Illinois, Indiana, Michigan, Minnesota, Ohio and Wisconsin
- Opportunity to introduce new products and get valuable feedback
- Opportunity to product leads for your sales staff
- Meet decision makers in the sports medicine field

The Great Lakes Athletic Trainers Association feels that you will find attending enjoyable and rewarding. We are committed to provide the best show and meeting possible. Your suggestions are welcome.

### **Payment Schedule**

**If postmarked before January 15, 2020: 1<sup>st</sup> Booth \$400.00, each additional booth \$325.00**

**If postmarked before February 28, 2020: 1<sup>st</sup> Booth \$450.00, each additional both \$400.00**

**If postmarked after February 28, 2020: 1<sup>st</sup> booth \$500.00, each additional booth \$450.00**

To reserve a booth, complete the enclosed contract and return it along with your check payable to GLATA to:

Great Lakes Athletic Trainers Association  
Exhibitor Registration  
PO Box 436  
Crystal Lake, IL 60039-0436

**GLATA Contact:**  
Kevin Gerlach, ATC  
Meeting Planner  
E-mail: kevinatcmp@sbcglobal.net

**Great Lakes Athletic Trainers Association**

## 2020 Annual Meeting Exhibitor Information

**PLEASE READ AND KEEP A COPY OF YOUR SIGNED CONTRACT**

### Hotel/Exhibit Location

The 2020 GLATA Meeting and exhibits will be located at the Westin Chicago North Shore. For room reservations, please call (847)777-6500 and inform them that you are attending the Great Lakes Athletic Trainers Association Meeting so that you will receive the convention rate. There is a link below to use for making your reservation. The convention block of rooms will be released on **February 18, 2020**. After that date, rooms will be on an available basis only.

### Book your group rate for GLATA 2020

**Westin Wheeling North Shore**

**601 N. Milwaukee Ave.**

**Wheeling, IL**

**Convention Rate: \$129.00/night plus tax**

### Booth and Hall Information

- Each booth will be 8' x 10'
- Each booth will have 3' side rails with drapery
- Each booth will have 8' high back wall with drapery
- Drapery will be blue and silver
- Each booth will be supplied with one (1) skirted table, two (2) chairs and one (1) wastebasket
- Each booth will have one (1) 7" x 44" exhibitor identification sign
- Exhibit area is carpeted

### Booth Assignment

Spaces will be assigned by the Great Lakes Athletic Trainers Association (GLATA) Exhibit Coordinator. You will be informed of your booth assignment when you arrive to set up your exhibit space. Previous GLATA exhibitors will receive consideration according to their prior participation in GLATA meetings.

### Booth Staffing

Each booth gets 2 badges for representatives, if you need more badges they will be \$25.00 for each badge. Badges can be paid for by adding to payment or may be purchased when picking up your exhibitor packet at meeting. GLATA sponsors will receive 4 badges.

### Payment

All contracts must be accompanied by a check for the appropriate amount made payable to the Great Lakes Athletic Trainers Association. Contracts received without payment will not be processed. Deadline for contract receipt is **March 5, 2020**. Exhibitor fees are not refundable.

### Dates and Hours (all times are Central time)

Exhibitor Set-Up:	Thursday, March 12	3:00 pm to 6:00 pm
	Friday, March 13	door locked at 6:00 pm 6:00 am to 8:00 am
Exhibit Hours:	Friday, March 13	8:30 am to 1:30 pm Breakdown will take place after 1:30 pm

### Cash Exchange

Cash can be exchanged between exhibitors and attendees. The exchange should be done in a professional manner. Transactions should be on a mail-order basis when possible.

### Prize Policy

We would like to recommend that the exhibitor run drawings out of their booth, if desired. Attendees will come to your booth to sign-up and to check the winners. We hope this will increase the number of attendees coming to visit your booth. The GLATA Exhibits Chairperson will assist you in announcing and posting winners.

### Security

The exhibitor is responsible for the security of their booth space during exhibit hours. The Great Lakes Athletic Trainers Association will provide door security during the meeting and exhibit hours and will provide exhibit hall security during the evening hours. While GLATA will make every reasonable effort to provide security for the exhibitor property during the slated hours, GLATA is not responsible for the safety of the property of exhibitors from theft, fire, accident, vandalism or other causes.

### Public Policy

The exhibitor is charged with knowledge of laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in this event. Compliance is mandatory and the sole responsibility of the exhibitor. No combustible decorations, such as crepe paper, tissue paper, cardboard or corrugated paper, shall be used at any time. All packaging containers, excelsior, wrapping paper, etc. must be removed from the floor and may not be stored under tables or behind displays. All muslin, velvet, silk or other cloth decorations must be able to withstand a flameproof test as prescribed by the fire ordinance in the city of Wheeling, IL. All materials and fluids which are flammable are to be kept in safety containers. Open flames, butane gas, oxygen tanks, etc. are not permitted without the permission of the Wheeling Fire Marshall.

### Liability and Insurance

The exhibitor agrees to protect, indemnify, save and keep the National Athletic Trainers Association, the Great Lakes Athletic Trainers Association and the Illinois Athletic Trainers Association, Inc. forever harmless from any damages or charges imposed for violation of any law, whether occasioned by the negligence of the exhibitor or those holding under the exhibitor, as well as to comply with applicable terms of the agreement between GLATA and the Westin Chicago North Shore against any and all losses cost damage, liability or expense arising from or out of, or by reason of accident, or other occurrence, to anyone due to the exhibitor's use of exhibit space. Exhibitors are advised to take out floater insurance to cover exhibit material against damage or loss and public liability insurance against injury to another or the property of others.

### Official Service Contractor

Valley Expo is the official service contractor for the meeting and oversees the exhibit area production. Once the GLATA Exhibits Chairperson has received your contract and fees, Valley Expo will receive your name and address. **Service packets will be e-mailed by Valley Expo when exhibit contract is received.** If you have any questions regarding drayage, erection of your booth, etc., please contact:

### **Exhibitor Service Department**

**[events@valleyexpodisplays.com](mailto:events@valleyexpodisplays.com)**

**877-332-4292**

### **GLATA Contact:**

Kevin Gerlach, ATC

Meeting Planner

E-mail: [kevinatcmp@sbcglobal.net](mailto:kevinatcmp@sbcglobal.net)



Kevin Gerlach, MA, ATC  
Meeting Planner

**GLATA GREAT LAKES**  
ATHLETIC TRAINERS ASSOCIATION

PO Box 436  
Crystal Lake, IL 60039

815-861-5934  
[kevinatcmp@sbcglobal.net](mailto:kevinatcmp@sbcglobal.net)