



Athletic Trainers in the
PHYSICIAN PRACTICE SOCIETY



2027 ATPPS™
ANNUAL CONFERENCE
ATLANTA, GA | FEB 25-27

Athletic Trainers in the Physician Practice Society (ATPPS)

2027 INDUSTRY PARTNERSHIP & ANNUAL CONFERENCE GUIDE

Celebrating 10 Years of Advancing Athletic Trainers in Physician Practice

PARTNER WITH ATPPS

ATPPS is the premier professional organization dedicated to athletic trainers working in physician practice settings. Through education, advocacy, leadership development, networking, and clinical collaboration, ATPPS supports athletic trainers and healthcare professionals working across orthopedic, sports medicine, hospital, academic, and specialty care environments.

ATPPS provides industry partners with year-round access to a highly targeted and engaged audience of clinical athletic trainers, physician practice leaders, administrators, residency directors, educators, and healthcare decision-makers.

This is more than a conference sponsorship. ATPPS partnerships are designed to create meaningful engagement opportunities through education, collaboration, workforce development, innovation, and relationship-building across the physician practice athletic training community.



Celebrating 10 Years of ATPPS



In 2027, ATPPS will celebrate its 10th Annual Conference and a decade of advancing athletic trainers in physician practice.

Over the last ten years, ATPPS has grown into a national organization representing more than 700 members across over 300 clinics, hospitals, and healthcare organizations.

With more than 300 attendees, this is the place to connect with athletic trainers working in a physician practice.

JOIN US AS WE CELEBRATE



Ten years of education and advocacy



Industry partnerships that have advanced patient care



Growth of athletic trainers in physician practice



The future of orthopedic and sports medicine care



Clinical innovation and leadership

WHY PARTNER WITH ATPPS?

WHO IS IN THE ROOM?

Our members are embedded within orthopedic and sports medicine practices, hospitals, academic medical centers, and specialty clinics across the United States.

ATPPS members are more than clinicians. They are leaders, coordinators, educators, and operational partners who influence patient care, clinical workflows, purchasing decisions, and practice growth.



➤ ATPPS Audience

700+ members nationwide

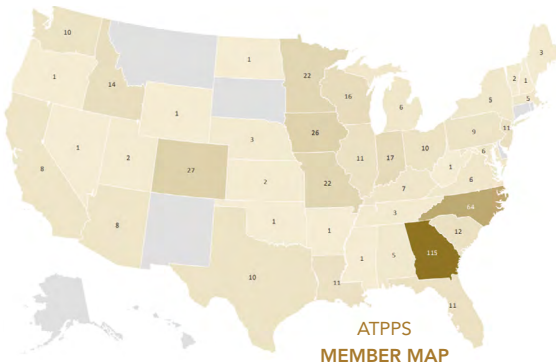
Representation from more than 300 clinics, hospitals, and healthcare organizations

65% Hospital System Settings

20% Private Practice Settings

9% Affiliate Organizations

6% Collegiate and Academic Settings



➤ Our audience includes

Clinical Athletic Trainers

Clinic Managers and Supervisors

Healthcare Administrators

Residency and Fellowship Directors

Hospital and Physician Practice Executives

Orthopedic and Sports Medicine Leaders

ATPPS is uniquely positioned at the intersection of clinical care, operational leadership, education, and patient experience.

HOW DO ATPPS MEMBERS INFLUENCE HEALTHCARE DECISIONS?

ATPPS members are involved throughout the patient journey—from initial evaluation to recovery—and play a critical role in shaping healthcare decisions.

➤ ATPPS Members Influence

- Durable Medical Equipment (DME) and bracing utilization
- Surgical workflows and post-operative care pathways
- Rehabilitation and recovery protocols
- Advanced imaging and diagnostics, including X-ray, MRI, CT, ultrasound, and diagnostic workflows
- Shared decision-making tools that support patient education, treatment selection, and care planning
- Technology and software adoption
- Patient education and engagement strategies
- Staffing and workforce development
- Residency and educational programming
- Clinical outcomes and quality initiatives

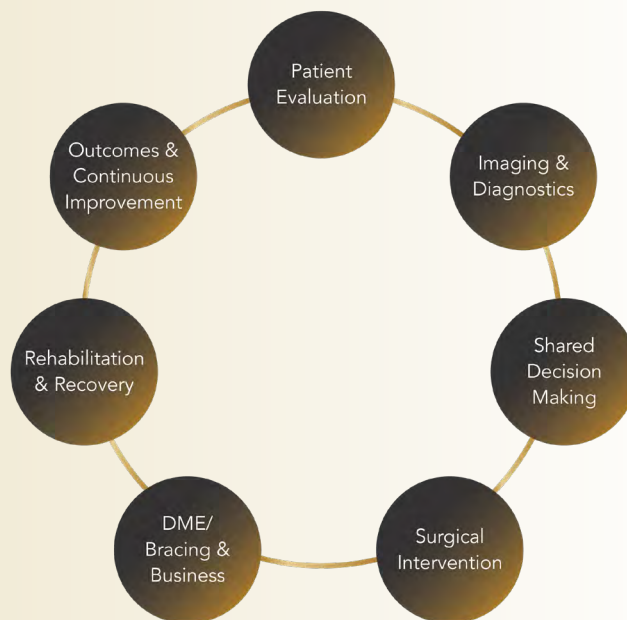
Whether your organization is focused on products, education, workforce development, or innovation, ATPPS members are often the people implementing, influencing, or recommending solutions within their organizations.

This makes ATPPS an ideal partner for companies seeking meaningful engagement with healthcare professionals who drive change.

ATPPS Members Influence on the Entire Orthopedic Patient Journey

► From Evaluation to Recovery

ATPPS members are integrated throughout this continuum of care, serving as clinical experts, coordinators, educators, and operational leaders



► Why This Matters for Industry Partners

ATPPS members influence decisions and workflows across multiple aspects of orthopedic and sports medicine care, making ATPPS an ideal partner for organizations focused on:

- Surgical technologies and implants
- Imaging and diagnostic solutions
- Durable Medical Equipment and bracing
- Rehabilitation and recovery products
- Patient engagement and shared decision-making tools
- Clinical software and healthcare technology
- Outcomes and analytics platforms
- Education and workforce development

HOW WILL ATPPS HELP YOU ENGAGE THIS AUDIENCE?

ATPPS partnerships are designed around engagement—not impressions alone. We offer year-round opportunities to connect with members through:

ANNUAL CONFERENCE

- Exhibit booths with dedicated engagement time
- Innovation Theater presentation opportunities
- Sponsored roundtables
- Networking receptions
- Educational tracks

DIGITAL & EDUCATIONAL OPPORTUNITIES

- Sponsored webinars
- Newsletter features
- Dedicated member email campaigns
- Social media campaigns
- Website recognition
- Podcast sponsorships

WORKFORCE & LEADERSHIP ENGAGEMENT

- Residency and fellowship programs
- Career development initiatives
- Leadership networking opportunities
- Student and early career engagement

Every partnership is designed to align with your goals:

- Lead generation
- Brand awareness
- Education
- Thought leadership
- Recruiting
- Product adoption
- Workforce development

ATPPS welcomes custom partnerships tailored to your organization's objectives.

PARTNERSHIP OPPORTUNITIES

ATPPS offers **flexible partnership opportunities** designed to help organizations build meaningful relationships with athletic trainers working in physician practice settings.

Organizations may participate in:

Annual Conference engagement

Year-round educational initiatives

Digital marketing and communications

Innovation and thought leadership

Leadership engagement

Workforce development

HOW WILL ATPPS SHOW YOU THE RESULTS?

ATPPS is committed to transparency and measurable outcomes.

► June 2025 – May 2026

Metric	ATPPS Performance	Typical Association
Email Campaigns	87	-
Emails Delivered	735,000+	-
Open Rate	30.8%	25–30%
Click Rate	1.98%	1.5–2.0%
Click-to-Open Rate	6.44%	5–10%
Unsubscribe Rate	0.12%	0.1–0.3%

► Educational Content Performance

Lecture Series

- 🔧 98,588 emails delivered
- 🔧 29.3% open rate
- 🔧 2.5% click rate

Monthly Newsletters

- 🔧 55.8% open rate
- 🔧 3.6% click rate

► Since January 2023

- 🔧 1.75 million emails delivered
- 🔧 33.6% average open rate
- 🔧 4.7% click rate
- 🔧 14% click-to-open rate

Sponsors receive

- Attendee demographics
- Educational session attendance
- Email and social engagement
- Digital impressions
- Website traffic
- Post-event sponsor debriefs

Our goal is not simply to provide visibility.

Our goal is to create meaningful partnerships that advance athletic training in physician practice while helping industry partners achieve measurable outcomes.



PREMIER PARTNER

\$15,000

Overall Estimated Value: \$24,000+ in equivalent marketing/media/lead value.

High-touch, year-long strategic partnership delivering maximum visibility, direct stakeholder access, and exclusive educational/branding opportunities. Designed for sponsors seeking deep engagement, lead generation, and thought leadership positioning.

Best For: Companies wanting premium positioning, content authority, and sustainable relationships.

Estimated Value Breakdown

Face-to-Face & Connections:

Year-long engagement with decision-makers and influencers (high-intent audience).

- Education Pathfinder Track Sponsor: Major content ownership and audience capture. Value: \$5,000 (comparable to standalone webinar or track sponsorship).
- Priority Exhibit Booth + Sponsorship Recognition: Best placement and repeated exposure. Value: \$2,500 early bird pricing.
- One Sponsored Webinar providing ATPPS approved educational content. Value: \$5,000
- Two ATPPS Member Email Feature: Email blast sent to membership. Value: \$4,000.
- Two Social Media Spotlight Posts + Website/Conference Recognition: Amplified digital reach.
- Three Complimentary Conference Registrations: \$750+ in savings (Early bird pricing ~\$250 per registration).
- Product demo during Annual Conference.
- Year-long logo placement on ATPPS home page. Value \$1,500

Chosen Activation: Choose 2 of the following: Networking Drink Tickets (50)/Lanyard/Podcast/WIFI Sponsor/Totebag/Totebag Inserts - Pens or Info Insert/Exhibitor hall game

SUPPORTING PARTNER **\$10,000**

Overall Estimated Value: \$15,000+ in equivalent marketing/media/lead value.

Strong conference-focused package with high-visibility branding, attendee access, and a meaningful activation choice. Ideal for sponsors targeting qualified leads and on-site influence with year-round touchpoints.

Best For: Sponsors who want solid visibility, one strong activation, and good ROI through attendee interactions.

Estimated Value Breakdown

- Preferred Exhibit Booth + Website/Conference/App Recognition: Strong on-site and digital presence. Value: \$2,500 early bird pricing.
- Track Sponsorship – Includes One Sponsored Content/Educational Opportunity: Valuable onsite thought leadership slot. Value: \$6,000.
- One Social Media Spotlight Post: Targeted exposure.
- Two Complimentary Conference Registrations: \$500 in savings.
- Year-long logo placement on ATPPS home page. Value \$1,500

Chosen Activation: Choose 1 of the following: (Podcast/Webinar/Wi-Fi/Lanyard/Tote Bag/Drink Tickets) - High-impact, memorable touchpoint. Value: \$2,500–\$5,000 depending on choice (e.g., Lanyard or Wi-Fi sponsorships often deliver very high impressions).

INDUSTRY PARTNER

\$5,000

Overall Estimated Value: \$6,000 in equivalent value.

Cost-effective entry-level branding and access package with flexible low-cost activation. Perfect for building awareness and gaining basic event presence.

Best For: Emerging partners, smaller companies, or those prioritizing cost-efficient conference only branding and attendee list access.

Estimated Value Breakdown

- Standard Exhibit Booth: Solid baseline visibility. Value: \$2,500 early bird pricing.
- One Complimentary Conference Registration: \$250 savings.
- Chosen Activation - Choose 1 of the following: (Tote Bag Insert/Pens/Mobile App Banner/Recovery Kit/Exhibit Hall Game): Tangible, repeated exposure. Value: \$1,500–\$3,000 (e.g., Tote Bag Insert or Mobile App Banner can deliver strong impressions).
- Year-long logo placement on ATPPS home page. Value \$1,500
- One member email blast. Value \$2,000

2027 A LA CARTE OPTION

Hyatt Regency Atlanta
February 25–27, 2027

The ATPPS Annual Conference is the premier event dedicated to athletic trainers working in physician practice settings. ATPPS is committed to creating an exhibit and sponsorship experience that prioritizes meaningful engagement, networking, collaboration, and education.

► Exhibit Opportunities

Standard Exhibit Booth – \$2,500

- ✓ 10x10 exhibit booth
 - ✓ Two exhibitor registrations
 - ✓ Company listing on ATPPS website and conference app
 - ✓ Pre-and post-conference attendee list
 - ✓ Participation in attendee engagement activities
- Priority booth selection will be based on partnership level and sponsorship participation.

► Networking & Engagement Sponsorships

- ✓ Networking Reception Sponsor – \$7,500
- ✓ Espresso Bar Sponsor – \$5,000
- ✓ Mimosa Bar Sponsor – \$7,500
- ✓ Recovery Kit Sponsor – \$1,750
- ✓ Professional Headshot Lounge – \$3,000
- ✓ Crack the Code Challenge – \$1,500
- ✓ Lunch and Learn Event (for 40 people) – \$7,000

► Conference Educational & Innovation Opportunities

ATPPS Innovation Theater – \$5,000

- ✓ Rapid-fire educational sessions
- ✓ Clinical innovation spotlights
- ✓ Case studies
- ✓ Poster presentations
- ✓ Workflow and operational discussions

Includes branded stage recognition, session promotion, and one 15–20 minute educational session.

► Brand Visibility Opportunities

- ✓ Conference Wi-Fi Sponsor – \$1,500 **ONLY 1 AVAILABLE**
- ✓ Conference Lanyards – \$2,500 **ONLY 1 AVAILABLE**
- ✓ Conference Tote Bags – \$2,500 **ONLY 1 AVAILABLE**
- ✓ Conference Pens – \$1,000 **ONLY 1 AVAILABLE**
- ✓ Tote Bag Insert – \$1,000
- ✓ Mobile App Sponsorships – \$500
- ✓ Escalator, Wall Cling & Venue Branding Opportunities – \$4,000
- ✓ Pillar Cling/Logo opportunity – \$1,000
- ✓ Vendor Badge Scanners – \$250

► Keynote Sponsorship – \$5,000

Keynote Speaker **David Vobora**

Founder, Adaptive Training Foundation | Former NFL Linebacker | Leadership & Resilience Expert

As ATPPS celebrates its 10th Annual Conference, we are proud to welcome back David Vobora, whose keynote left a lasting impression on attendees during our 2023 conference in Columbia, South Carolina.

David's journey—from earning the title of “Mr. Irrelevant” as the final pick in the 2008 NFL Draft to founding the nationally recognized Adaptive Training Foundation—is a powerful testament to resilience, purpose, and redefining what is possible. Through his work with adaptive athletes and individuals living with physical disabilities, David has inspired thousands to overcome adversity and discover new strength through movement, community, and service.

His keynote combines authentic storytelling with practical leadership lessons that challenge audiences to embrace change, lead with intention, and recognize the profound impact they have on others. For athletic trainers and healthcare professionals, David's message reinforces the purpose behind our work: helping people regain confidence, restoring function, and empowering patients to achieve more than they believed possible.

More than a keynote speaker, David represents the heart of what ATPPS stands for—resilience, service, leadership, and the unwavering belief that every person has the potential to redefine what's possible.

Whether you experienced David's unforgettable presentation in 2023 or will be hearing him for the first time, his return promises to be one of the defining moments of our 10th Anniversary Conference.



Scan the QR code to learn more about David Vobora and the Adaptive Training Foundation.

EXHIBITOR SCHEDULE / SHOW HOURS

Thursday, February 25

8:00 am – 11:00 am
Residency Day Lectures

12:00 pm – 5:00 pm
Pre-Conference Workshops/Labs

Vendor Move In Times TBD



Friday, February 26

7:00 am – 8:00 am
Breakfast/Vendor Break

7:30 am – 8:00 am
Keynote Mindfulness Session/Welcome
Address (30 mins in Exhibit hall)

8:00 am – 9:00 am
ED Content

9:00 am – 9:15 am
Room Transition (15 mins)

9:15 am – 9:45 pm
ED Content

9:45 am – 10:30 am
AM Vendor Break (45 mins)

10:30 am – 11:30 am
ED Content

11:30 am – 11:45 am
Room Transition (15 mins)

11:45 am – 12:15 pm
ED Content

12:15 pm – 1:45 pm
**LUNCH (90 mins) - Lunch and Learn
Opportunities**

1:45 pm – 2:15 pm
ED Content

2:15 pm – 2:30 pm
Room Transition (15 mins)

2:30 pm – 3:15 pm
ED Content

3:15 pm – 4:00 pm
PM Vendor Break (45 mins)

4:30 pm – 5:00 pm
Keynote Speaker

Networking Event - off site - vendors
invited/encouraged to attend and join us

Saturday, February 27

7:00 am – 8:00 am
Breakfast/Vendor Break

8:00 am – 8:30 am
ED Content

8:30 am – 8:45 am
Room Transition (15 mins)

8:45 am – 9:15 pm
ED Content

9:15 am – 9:30 am
Room Transition (15 mins)

9:30 am – 10:30 am
ED Content

10:30 am – 11:15 am
**AM Vendor Break (45 mins, Vendors may
breakdown after this)**

11:15 am – 12:00 pm
ED Content

12:00 pm – 12:15 pm
Room Transition (15 mins)

12:15 pm – 1:00 pm
ED Content

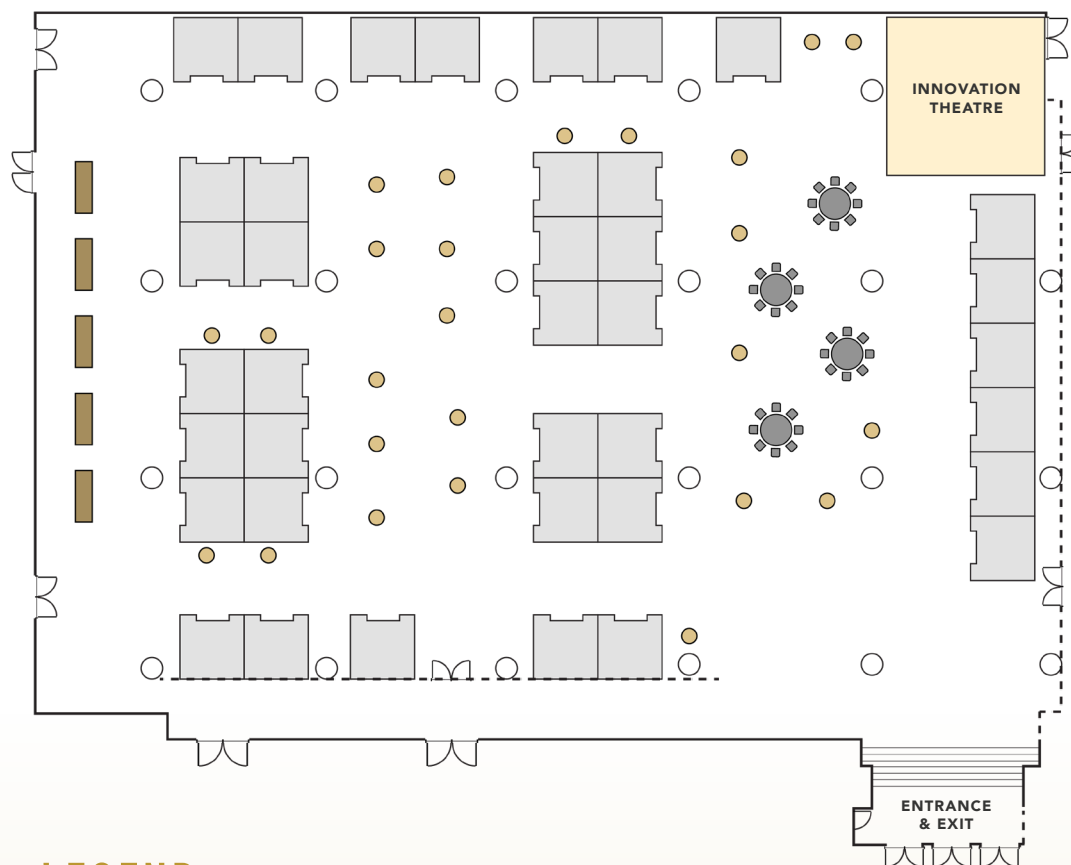
1:00 pm – 1:15 pm
Room Transition (15 mins)

1:15 pm – 2:00 pm
ED Content

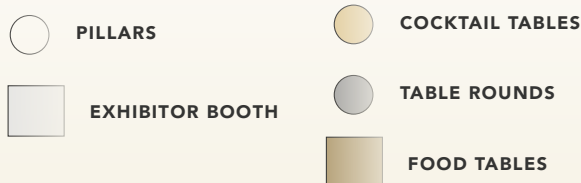


EXHIBIT HALL FLOOR PLAN

Hyatt Regency Atlanta
February 25–27, 2027



LEGEND



PAST ATPPS CONFERENCE EXHIBITORS

Enovis *Founding Partner
for ATPPS
Bioventus
CORA Physical Therapy
GBR Medical
Philips
Arthrex
AT Still University
Breg
Chattanooga (Enovis)
Duke Health
Emory University
ERMI
Essity/BSN
Ferring Pharmaceuticals
Go4
Healthy Roster/Sway
Hely & Weber
Henry Schein
Incrediwear
Mayo Clinic
M N Medical

Moravian University
Mueller Sports Medicine
NeuroCatch Inc.
Orthopedia
OrthoScan
Össur
Ovik Health
Pacira
Proventus (WRS)
School Health
Smith & Nephew
SportPharm
Springbok
Thusane Townsend USA
Top Shelf Orthopaedics
U of Louisville Health
Vericel / MACI
Vionex Med Tech LLC
Weave
XO Armor
Zimmer Biomet

YEAR-ROUND DIGITAL & EDUCATIONAL OPPORTUNITIES

► Sponsored Webinar Series – \$5,000

- ✓ Sponsored educational webinar
- ✓ ATPPS promotion and attendee registration support
- ✓ Speaking opportunity aligned with educational objectives
- ✓ Post-event attendee analytics

► ATPPS Podcast Sponsorship – \$2,500 (New offering)

- ✓ Sponsor recognition within ATPPS podcast episode(s)
- ✓ Logo placement in promotional materials
- ✓ Email Blast – \$2,000
Email Blast 📧 30.8% open rate 📧 1.98% click rate
- ✓ Newsletter Sponsorship – \$1,000
Monthly Newsletter 📧 55.8% open rate 📧 3.6% click rate
- ✓ Website banner logo placement – \$1,500
- ✓ Social Media Recognition – \$500

LEADERSHIP & WORKFORCE DEVELOPMENT OPPORTUNITIES

► ATPPS Leadership Networking Sponsor – \$2,500

Workforce & Career Development Partner – Custom Pricing

Includes career center sponsorships, residency engagement, recruitment opportunities, and workforce development programming.

CUSTOM PARTNERSHIP OPPORTUNITIES

ATPPS welcomes custom partnership discussions tailored to organizational goals including research collaborations, educational series, leadership development programming, digital campaigns, and workforce initiatives.

Custom partnerships starting at \$5,000



CONTACT

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