

## 2020 PBATS VIRTUAL PRODUCT REVIEW INFORMATION

The Professional Baseball Athletic Trainers Society (“PBATS”) holds a trade show each year, our “Product Review”, targeting innovative companies interested in the athletic training and sports medicine market. This year’s Product Review is scheduled to be held **VIRTUALLY** starting the **morning of December 7<sup>th</sup> and running until the end of the day on December 9<sup>th</sup>**.

The format of the 2020 Product Review will be adjusted to a virtual platform in order to respect the health and safety of all PBATS members and your company, the **Product Review Partner**.

This year, the main concepts of the showcase will remain the same. Every athletic training staff in Major League Baseball will send representatives to visit your booth at least once — **this is a guarantee**. PBATS will host the virtual Product Review via online platform (*at no additional cost to the Product Review Partner*) and will assist product review partners in setup and integration to the platform. Within the new platform, which is built specifically for tradeshow and exhibits and provides a tremendous user experience, each Product Review Partner will host an individual virtual booth, with the ability to **customize using logos, marketing materials, video demos, lead generation and collection tools, reporting capabilities, live chat with people attending your booth, downloadable PDFs and whitepapers, contests and games, pictures, graphics and more**.

Our team will work directly with your team to provide ample content and information needed to setup and optimize the virtual booth for the best possible performance and interaction with attendees.

We anticipate the virtual exhibit hall to be available for setup immediately upon your acceptance into the Product Review. If accepted, our team will contact your booth organizer and contact person with detailed instructions and links to help with setup and information on operating the virtual platform.

Because of the nature of this virtual show, we’re also going to include a product review directory page on PBATS.com that will give our members access to your materials and contact information. This page will be live on PBATS.com for the entire 2021 calendar year.

To ensure clarity on how the virtual booth will be presented and how to setup and operate a booth, please click the following link and reply with any questions: [https://bits.video.s3.amazonaws.com/exhibitor\\_demo\\_345ger.mp4](https://bits.video.s3.amazonaws.com/exhibitor_demo_345ger.mp4).

TO APPLY FOR THE 2020 PRODUCT REVIEW, PLEASE VISIT: <https://pbats.com/product-review-application/>.

### OTHER IMPORTANT UPDATES FOR 2020

1. The PBATS App. (for both iPhone and Android) has a Product Review Directory. Product Review Partners will be included in the directory along with their contact information as well as a company description. Your company logo will brand your directory listing. Every Athletic Trainer in both Major League and Minor League baseball is currently using the PBATS app.
2. Virtual in 2020. PBATS will handle all costs for the virtual platform. The only expense for you, the Product Review Partner, participating in the Product Review is the payment of \$3,750 to hold your spot in the show.
3. PBATS will be accepting payments online only for the 2020 Product Review. Attendees will receive an invoice via PayPal upon acceptance into the Product Review.

PBATS will begin accepting Product Review applications on **September 16, 2020**. There are a limited number of slots available for this opportunity. Please respond promptly. **Space will be confirmed ONLY upon receipt of the registration application AND full payment of the application fee.** Online payment only. Also, PBATS.com website banner ads, social media sponsorships, and other digital marketing partnerships are available. If any of these interests you, please let us know.

PBATS is excited to get the chance to work with you. We hope you will enjoy the new features coming to the Product Review in 2020. If you have any questions, please feel free to contact us at any time at [kyle.turner@royals.com](mailto:kyle.turner@royals.com) or [sam@theromanogroup.com](mailto:sam@theromanogroup.com).

We hope to see you at the show!

Kyle Turner, ATC  
Assistant Athletic Trainer  
Kansas City Royals