

2024 PBATS PRODUCT REVIEW INFORMATION

The Professional Baseball Athletic Trainers Society (“PBATS”) holds a trade show each year, our “Product Review”, which targets innovative companies interested in the athletic training & sports medicine market. This year’s Product Review is scheduled to be held at the **Hilton Anatole in Dallas, TX on Friday, December 13, 2024, beginning at 1:30 p.m.** *Date and time subject to change.*

The format for this year’s show will be similar to 2023. At least one member from the athletic training staff of at least two MLB organizations will be at your booth for a 7-minute visit. Following this visit, the athletic training staffs will rotate to the next booth.

At least one member from all 30 MLB athletic training staffs will visit your company’s booth — this is a guarantee and what makes the PBATS Product Review unique. Following the visit to your booth, you will have a break for the next 7-minute period. This “break” will provide a brief respite, allowing some additional one on one time for questions that arise, and greatly reduce noise in the exhibit hall. When your company is giving its presentation, the booths on either side of you will be on “break.” PBATS encourages door prizes and/or giveaways as a great way to collect business cards from the participants.

The Product Review is currently scheduled to be held in a convention area at the **Hilton Anatole**, which also serves as the MLB’s Winter Meeting Headquarters. **WE ARE UNABLE TO SECURE YOUR COMPANY GUEST ROOMS FOR THE EVENT.** As such, accommodations are “on your own”. Your Product Review “booth” contains an 8ft. table, three chairs, and wastebasket. Wi-Fi Service will be provided in the exhibit hall. **We anticipate power being available at each booth although there may be an additional fee from the hotel for this service charged to your company.** Additional power and setup assistance needs to be arranged well in advance of arrival and will be billed directly to your company. Shipping details will be available as we get closer to the event.

Depending on space issues and upon approval from MLB, we anticipate the exhibit hall to be available for set-up on Friday morning, December 13th. PBATS will confirm this with participating vendors before the show.

There will be a social hour in the exhibit hall following the conclusion of the presentation period, where you can meet and mingle with our membership. Representatives from the athletic training staffs of every MLB organization and numerous minor league clubs scheduled to attend.

UPDATES FOR 2024

1. **Paperless – Again this year, PBATS will supply each member with digital versions of the information/catalog that you would typically bring to the show. We ask that you limit this to an e-catalog and information of the products you plan to exhibit at the show.**
2. **Additional sponsorship opportunities are currently available, outside of the 2024 product review showcase and can be shared with your team upon request to sam@theromanogroup.com. These opportunities are available on a first-come-first-serve basis.**

PBATS will begin accepting Product Review applications on **August 15, 2024**. 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 — \$4,500 — which will be paid online via PayPal link sent by PBATS.**

Respectfully, we ask that you fast track this should you choose to attend. Each year Product Review sells out. Under this format, we cannot “squeeze-in” additional vendors. Should the show sell out, we will “wait list” applications and if available provide other possible sponsorship opportunities including breakfasts, lunches, coffee breaks, and social engagements during the meetings.

PBATS is excited to get the chance to work with you. If you have any questions, please feel free to contact us at any time at kyle.turner@royals.com or sam@theromanogroup.com.

See you at the show!

Kyle Turner
Head Athletic Trainer
Kansas City Royals

Sam Radbil
Communications & Partnerships
PBATS

Jason Daffner
Endorsements & Strategic Alliances
PBATS