

2021 PBATS PRODUCT REVIEW INFORMATION

The Professional Baseball Athletic Trainers Society (“PBATS”) holds a trade show each year, our “Product Review”, targets innovative companies interested in the athletic training market. This year’s Product Review is scheduled to be held at **Hilton Orlando Bonnet Creek in Orlando, FL on Friday, December 10th, 2021, beginning at 1:30 p.m.** *Date and time subject to change.*

The format of the 2021 Product Review will remain unchanged from 2019’s in-person format based on your feedback. At least one member from each the Athletic Training Staff of at least two Major League Baseball organizations will be at your booth for a 7-minute visit. Following such visit, the Athletic Training Staffs will rotate to the next booth. The booths will be placed into Groups A and B, as will the Athletic Trainers from each organization having members in both groups.

All 30 MLB Athletic Training Staffs will visit your company’s booth. 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 the convention area at the Hilton Bonnet Creek, 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 we be available as we get closer to the event.

Depending on space issues and upon approval from major league baseball, we anticipate the exhibit hall to be available for set-up on Friday morning, December 10th. 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 major league baseball organization and numerous minor league clubs scheduled to attend.

UPDATES FOR 2021

1. **Paperless – Again this year PBATS will supply each member with digital versions of the paper 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. **In the event PBATS cannot hold an in-person product review showcase due to MLB COVID-19 delta variant protocol, the vendor application fee will cover the fee for vendor’s appearance at the virtual version of the product review showcase.**

PBATS will begin accepting Product Review applications on **August 15, 2021**. 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 — \$3,750 — 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 we have vendors that do not make it in time and the show 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 opportunities including sponsorship of breakfasts, lunches, coffee breaks, and social engagements during the meetings.

Please note, PBATS.com is also offering additional advertising options (media guide, website ads, social media promotion, etc.) exclusive to vendors at the product review showcase. Please inquire, if interested.

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, ATC
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Kansas City Royals