

# *Exhibitor & Sponsorship* **OPPORTUNITIES**

**ATRA Annual Conference 2026**



## *The Connection Rx*

**October 17-19, 2026**

*Embassy Suites by Hilton Brea*  
*North Orange County*  
**Brea, California**

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# Contact **ATRA**

**2026 Exhibitor &  
Sponsorship Form**



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**ATRA SoCal Event  
Landing Page**

[atra-online.com/so-cal](https://atra-online.com/so-cal)



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**ATRA Website**

[atra-online.com](https://atra-online.com)



(857) 776-2872



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## Who We Are

The **American Therapeutic Recreation Association (ATRA)** is the *only national membership organization* representing the interests and needs of **recreational therapists**.

ATRA is looking to **partner with businesses and organizations** to provide you with a *platform* to **share your mission** and **connect with our attendees!**

## ATRA Attendees

**ATRA conferences attract recreational therapists from diverse backgrounds.**

Recreational therapists practice in many settings, including: medical and psychiatric hospitals, skilled nursing facilities, residential care, community parks and recreation, community human services, assisted living, education, private practice, and more.

## About RT

**Recreational therapy (RT)** is a *therapeutic discipline* that utilizes **recreation and other activity-based interventions** to address the assessed needs of individuals with *illnesses, disabling conditions, and/or adverse circumstances* to **promote psychological and physical health, recovery, and well-being.**

Learn more about RT:



# Exhibit at the Largest Event for Recreational Therapists

## *Why Exhibit?*

ATRA's Annual Conference is the largest gathering of recreational therapists in the country. The 2025 ATRA Conference in San Antonio attracted 420 recreational therapists from nearly every state in the nation as well as recreational therapists from abroad who were looking for ways to elevate their practice and careers.

## *Who Attends?*

Certified Therapeutic Recreation Specialists (Recreational Therapists), Recreational Therapy Students, Recreational Therapy Educators, Allied Health Professionals, Activity Therapists, Recreational Therapy Entrepreneurs, Wellness and Holistic Health Entrepreneurs, Aquatic Therapists, Art Therapists, Music Therapists, Child Life Specialists

## *Where do Attendees Work?*

Behavioral Health Facilities, Children's Hospitals, Physical Rehabilitation Hospitals, Adolescent Residential Facilities, Day Programs, Senior Centers, Park and Recreation Programs, Assisted Living Facilities, Skilled Nursing Facilities, PACE Programs, Schools, Community-Based Programs, After-School Programs, Veterans Affairs Hospitals, Substance Abuse Treatment Centers, Private Practice

## *Who has Exhibited Recently?*

Arena Swimwear, Blaze Sports, Caliber Therapies, Clemson University, Committee on Accreditation of Recreational Therapy Education (CARTE), ComMotion – Community in Motion, F.L.O.W. Recreation LLC, Get Rec'd, Idyll Arbor, Inc., Indiana University, Laurel Ridge Treatment Center, Morgan's Sports, National Council for Therapeutic Recreation Certification (NCTRC), New Leaf Recreation, LLC, Northwest Missouri State University, Oklahoma State University, Recreational Therapy Foundation, Rec Therapy Today, Root in Nature Inc., Sagamore-Venture Publishing, SUNY Cortland, Temple University, Texas State University, Texas Recreation and Parks Society, University of Utah, University of Wisconsin-La Crosse



# Exhibitor *Schedule*

## Connect with ATRA Attendees!

Exhibitors will be highly visible and have close contact with attendees before and after sessions, as well as during breaks.

We schedule dedicated time for attendees to interact with exhibitors and sponsors over hors d'oeuvres and drinks in a casual networking environment during our **Exhibitor Social** on Sunday evening. This social event is well attended and provides an invaluable opportunity to connect with everyone involved.

### *Friday 10/16*

**Set Up 6:00 - 8:00 pm**

### *Saturday 10/17*

**Set Up 7:00 - 10:00 am**

**Two 30-minute breaks in the morning & afternoon**

**Possible 15-minute transition break**

### *Sunday 10/18*

**Two 30-minute breaks in the morning & afternoon**

**Exhibitor Social in the evening**

### *Monday 10/19*

**Two 30-minute breaks in the morning & afternoon**

**Breakdown 4:00 pm**

*This schedule of events is subject to change. Please refer to the published program on our website when it launches.*

# Exhibitor Packages

Sponsor Level and Benefit	GOLD \$3,750	SILVER \$2,750	BRONZE \$2,000	NON-PROFIT \$1,250
SoCal Conference Registration	2	2	2	1
Exhibitor Booth Space				
Listing and Logo in Conference Program				
Logo & URL on ATRA's conference landing page				
Logo & URL In Conference Emails				
Opt-in Conference Attendee List				
10% Discount on Gold Level Sponsorship at ATRA 2027				

**OPTIONAL FOR ALL LEVELS:** Additional booth worker \$400 (limit one at discounted rate)

# Sponsorship *Opportunities*

Please reserve by 8/1 to ensure listed price and availability. All packages are first come, first served based on submission date of form.

## GET IN THE HANDS OF ATTENDEES

### Mobile App (\$1,250)

*\*Exclusive Opportunity\**

Empower conference attendees to get the most out of their experience by sponsoring the mobile conference app, which will host the conference program and on-site announcements and communications! Benefits include:

- Your logo visible to attendees whenever they access the conference app
- High-frequency exposure throughout the conference
- Association with real-time communications and attendee experience

### Lanyards (\$1,250)

*\*Exclusive Opportunity\**

Along with ATRA's logo, your logo will be placed on lanyards that attendees are required to use throughout the conference for their name tags. Benefits include:

- Your logo displayed on lanyards worn throughout the conference
- High visibility in photos, sessions, and networking events
- Continuous brand exposure throughout the conference

### Self-Care Station/Handouts (\$1,000)

*Multiple Available*

Support relaxation and self-care for recreational therapists. The self-care station may include calming strips, aromatherapy stickers, chair massages, coloring sheets/pencils, fidgets, post-it notes, Zentangle pages, etc. This has been a HUGE hit at the past three events! Benefits include:

- Signage with your logo at the self-care station or within handout bags
- Positive brand association with wellness and stress reduction
- High engagement area with repeat attendee traffic

### Reusable Tote Bag (\$2,250)

*\*Exclusive Opportunity\**

Provide attendees with an ATRA-branded tote bag featuring your logo to carry their merch and session notes. Benefits include:

- Your logo visible throughout the conference and beyond
- Reusable item attendees take home and continue to use
- Alignment with sustainability efforts

# Sponsorship *Opportunities*

Please reserve by 8/1 to ensure listed price and availability. All packages are first come, first served based on submission date of form.

## GET IN THE HANDS OF ATTENDEES CONT.

### Sunglasses (\$1,750)

*\*Exclusive Opportunity\**

Help attendees enjoy the sunshine in style with a pair of reusable ATRA branded sunglasses featuring your logo! Sunglasses will be distributed at registration and are perfect for outdoor activities, networking events, and travel to and from the conference. Benefits include:

- Your logo worn during outdoor activities and throughout the conference
- High visibility in photos, social media, and travel
- Reusable item attendees are likely to keep and use post-conference

### Pens (\$1,000)

*\*Exclusive Opportunity\**

Facilitate note-taking by sponsoring branded pens for conference attendees featuring your logo. Attendees will receive their pen at registration. Benefits include:

- Your logo visible during sessions and note-taking
- Cost-effective, high-utility item
- Continued brand exposure after the conference

### Water Bottles (\$1,000)

*\*Exclusive Opportunity\**

Help attendees stay hydrated while going green with a reusable ATRA branded water bottle featuring your logo! Attendees will receive their water bottle at registration. Benefits include:

- Your logo visible throughout the conference and at home
- High-quality, reusable item with long-term brand exposure
- Demonstrates support for sustainability and attendee comfort



# Sponsorship *Opportunities*

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## SUPPORT ACTIVITIES & EVENTS

### Morning Movement (\$750)

*Multiple Available*

Align with recreational therapy principles by sponsoring and leading movement or stretch sessions. Timing of session to be determined between ATRA and sponsor. Benefits include:

- Your logo visible on event signage and mobile app
- Lead the session showcasing your knowledge
- Verbal acknowledgment before and after session

### Student Networking (\$3,000)

*\*Exclusive Opportunity\**

Demonstrate the importance of students to the profession by covering food and non-alcoholic drinks for students as they participate in a fun social event, connecting with students from other universities and sharing their experiences. Benefits include:

- One-on-one interaction with students
- Podium announcement during the evening event and at the Membership Meeting
- Signage with your logo/brand at the event

### Awards Ceremony (\$1,500)

*\*Exclusive Opportunity\**

Sponsor the Annual Awards Ceremony by underwriting costs for the ceremony where ATRA recognizes outstanding contributions to the field. Benefits include:

- Your logo/brand on the Awards presentation and a podium announcement of your sponsorship
- Alignment of your brand with outstanding contributions to the field

### Research Institute (\$1,500)

*\*Exclusive Opportunity\**

Show your support for research and evidence-based practice that contributes to the field of recreational therapy by sponsoring the Research Institute this year. Benefits include:

- Promotion as the sponsor of the Research Institute on materials
- Your logo/branding at the event and displayed on ATRA's virtual poster presentation platform
- Podium announcement at the Membership meeting

**Custom Sponsorship - Pricing Varies** Show your support, your way. Sponsor a social, break, session, or swag products, and more! Customized visibility aligned with your organization's goals and target audience. Contact ATRA to discuss your ideas.

# Exhibitor *Rules & Regulations*

**ATRA ANNUAL CODE OF CONDUCT:** In an effort to create a welcoming and inclusive environment, all event participants are expected to behave in accordance with professional standards, this Code of Conduct, their respective employer's policies governing appropriate workplace behavior, and applicable laws. The full Code of Conduct is listed [here](#).

**ACCEPTABILITY OF EXHIBITS:** All exhibits and sponsorships must serve the interests, mission, and professional standards of the American Therapeutic Recreation Association (ATRA) and the ATRA Conference. Exhibits and sponsored activities must be conducted in a manner that does not detract from other exhibitors, sponsors, or the overall conference experience. ATRA reserves the right, at its sole discretion, to determine the acceptability of any exhibitor or sponsor, including but not limited to the organization, products, services, promotional materials, messaging, and conduct of representatives. ATRA may require modification or removal of any exhibit, sponsorship, or material deemed inconsistent with the purpose, values, or professional nature of the conference. In the event an exhibitor or sponsor is determined to be unacceptable, ATRA reserves the right to cancel participation before or during the event. Any refund, partial refund, or forfeiture of fees shall be determined at ATRA's sole discretion.

**RIGHT TO REFUSE OR CANCEL PARTICIPATION:** Submission of an application and payment does not guarantee acceptance as an exhibitor or sponsor. ATRA reserves the right, in its sole discretion, to accept, decline, limit, or cancel any exhibitor or sponsor participation at any time if the organization, products, services, messaging, or activities are determined to be misaligned with ATRA's mission, values, audience, or professional standards, or otherwise inappropriate for the conference. This includes, but is not limited to, situations involving conflicts with existing partners, competitive concerns, or content that may be considered misleading, unethical, or inconsistent with the educational and professional nature of the event. In such cases, ATRA may issue a full or partial refund, or no refund, at its discretion, and shall not be responsible for any additional costs, damages, or losses incurred by the exhibitor or sponsor.

**PAYMENT:** Full payment must accompany this application. Submission of payment does not constitute final acceptance. Sponsorship benefits and exhibitor participation are contingent upon approval by ATRA.

**CANCELLATION:** There will be no refunds provided in the event of cancellation by the vendor or exhibitor.

**CANCELLATION OF CONFERENCE AND EXHIBITION:** If ATRA should be prevented from holding the conference by reason of any cause beyond its control (such as, but not limited to, damage to buildings, riots, labor disputes, acts of government, terrorism, pandemic, acts of God, etc.) or if it cannot permit the exhibitor to occupy the space due to causes beyond its control, then ATRA has the right to cancel the conference with no further liability to the exhibitor other than a refund of the exhibit fee.

**RESTRICTIONS ON USE OF SPACE, SPONSORSHIPS AND LISTS:** No exhibitor shall sublet, assign, or share any part of the space allocated without the written consent of ATRA. Solicitations or demonstrations by exhibitors must be confined within the bounds of their assigned space.

**SINGLE BRAND REPRESENTATION:** Each exhibitor space must be contracted, branded, and promoted under one organization. Shared or multi-brand booths are not permitted unless expressly approved in writing by ATRA.

**REGISTRATION:** Registrations included with packages are for professional registration and inclusive of CEUs. Booth workers must be registered. All complimentary registrations must be registered 30-days in advance of the event. Individuals do not need to be from the sponsor/exhibitor company.

# *The Connection Rx*



**We look forward to  
seeing you in *SoCal!***

@ATRAinAction

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