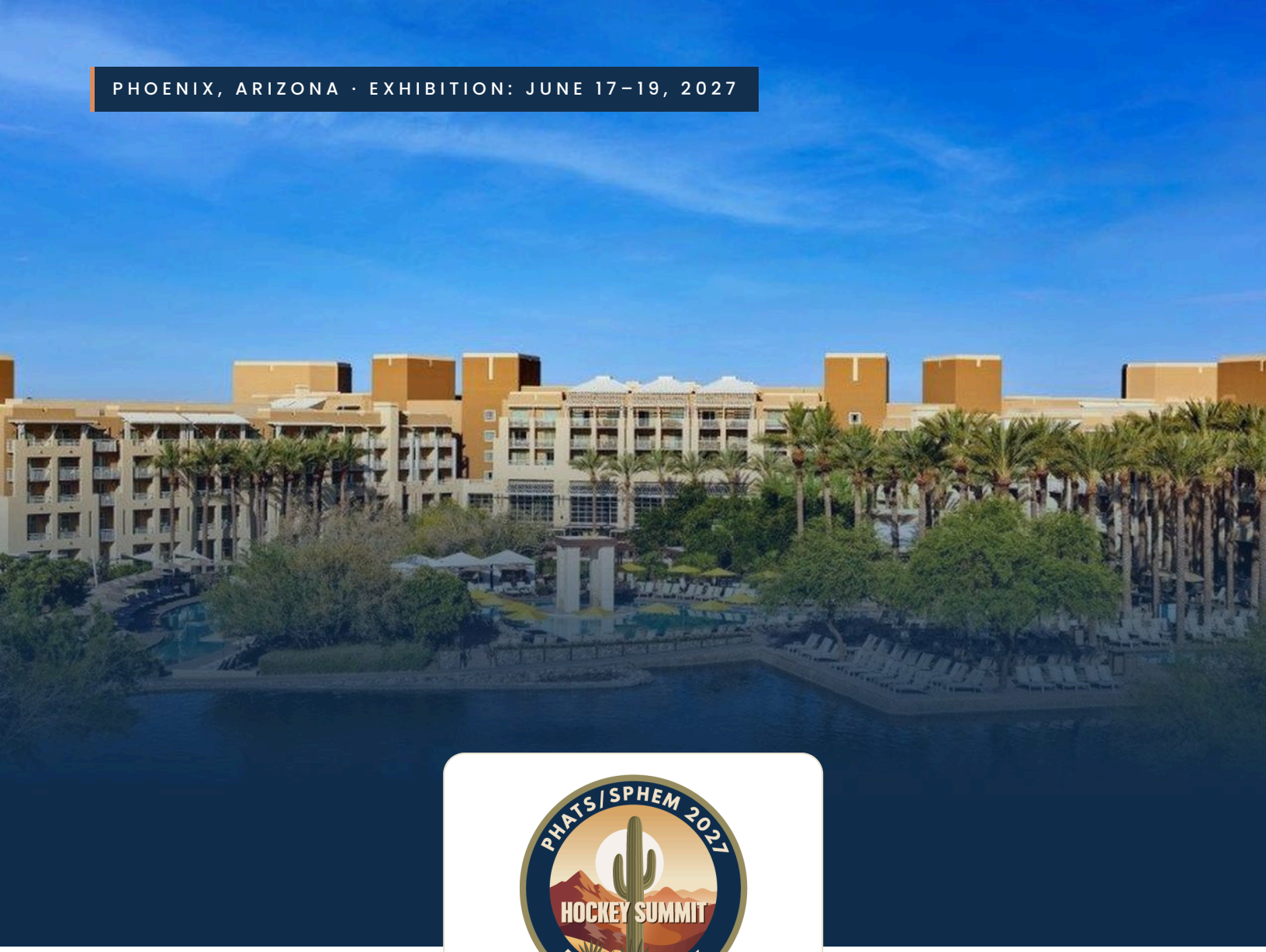
PHOENIX, ARIZONA · EXHIBITION: JUNE 17–19, 2027



PHATS/SPHEM & PHPO

2027 EXHIBITOR PROSPECTUS

Exhibition: June 17–19, 2027

JW Marriott Phoenix Desert Ridge Resort & Spa

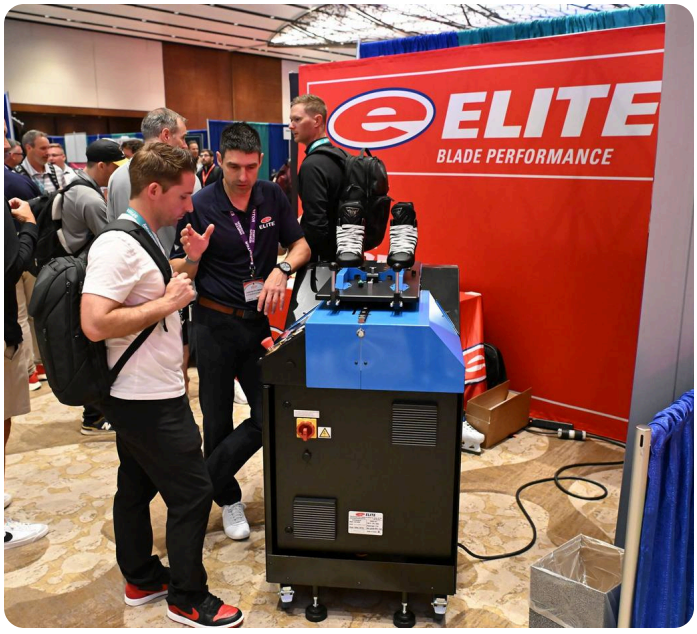
Put your products in front of the athletic trainers, equipment managers and strength & conditioning coaches of professional hockey.

SCHEDULE • INFORMATION & FEES • HOTEL INFORMATION

TWO DAYS IN THE EXHIBIT HALL

EXHIBITION SCHEDULE

THURSDAY 17 JUNE	10:00 AM – 6:00 PM	Exhibitor Registration
	3:00 – 6:00 PM	Exhibitor Set-Up
	8:00 – 10:00 PM	Face-Off! After Hours Kickoff Reception
FRIDAY 18 JUNE	8:00 AM – 12:00 PM	Exhibitor Registration & Set-Up Continued
	12:00 – 1:00 PM	Exhibit Hall Open for SPHEM Members Only Equipment managers
	1:00 – 6:00 PM	Exhibit Hall Open for All Attendees
	6:00 – 8:00 PM	Vendor Appreciation Reception For all PHATS/SPHEM/PHPO members and exhibitors, immediately following the close of the exhibit hall. Guest tickets are required for those without exhibitor name badges.
SATURDAY 19 JUNE	8:00 – 9:00 AM	Exhibit Hall Open for SPHEM Members Only
	9:00 AM – 12:00 PM	Exhibit Hall Open for All Attendees
	12:00 – 3:00 PM	Exhibit Hall Breakdown
	7:00 – 10:30 PM	PHATS/SPHEM Hall of Fame Reception & Dinner Tickets required



The 2026 PHATS/SPHEM Hockey Summit Exhibit Hall

YOUR BOOTH PACKAGE

$3,000
EXHIBIT BOOTH · 2-DAY SHOW

8′ × 10′ exhibit space (depth × width)

Each booth includes **two name badges**. Additional booth rep name badges are $150 each. All booth reps must wear a name badge to enter the exhibit hall.

EVERY 8′ × 10′ BOOTH PACKAGE INCLUDES

- 10′ draped back wall
- 3′ draped side dividers
- Carpet
- 6′ skirted table
- Two chairs
- Wastebasket
- Standard ID sign with your company name and booth number
- Complimentary Vendor Appreciation Reception on Day 1 of the exhibition
- 24-hour perimeter security
- Complimentary post-show attendee list
- Option to purchase the pre-show attendee mailing list for $200
- Complimentary listing in the on-site convention brochure
- Exhibitor Services Manual

RECEPTIONS & DINNER

Face-Off! After Hours Kickoff Reception

Thursday, June 17 · 8:00–10:00 PM

$75 per person

Additional details **TBD**

Vendor Appreciation Reception

Friday, June 18 · 6:00–8:00 PM

Included for exhibitors

All Exhibitors are welcome and encouraged to attend the Vendor Appreciation Reception, which immediately follows the close of the exhibit hall (6:00-8:00pm) on Friday, 6/18. No fee required for exhibitors, just your exhibitor's name badge.
Guest Fee: $125

Hall of Fame Reception & Dinner

Saturday, June 19 · 7:00 PM

$175 per person

We induct a past PHATS or SPHEM member into the PHATS/SPHEM Hockey Hall of Fame, present the Frank & Vi Rowe Ambassadors Award to a valued exhibitor and honor current members for milestone achievements.

The 2026 Vendor Appreciation Reception and NHL Jersey Raffle for Vendors

GET IN FRONT OF A CAPTIVE AUDIENCE

SPEAKING & SPONSORSHIP OPPORTUNITIES

EQUIPMENT MANAGERS

SPHEM Enhanced Education Session

Educate SPHEM members (equipment managers in all professional hockey leagues, the NCAA, Canadian Hockey Leagues, USHL and other leagues) about your product and how it can benefit them, speaking to a captive audience of equipment managers.

15 MIN	30 MIN	45 MIN	60 MIN
$2,500	$5,000	$7,500	$10,000

ATHLETIC TRAINERS

PHATS Vendor Session / Lunch Sponsorship

Educate PHATS members (athletic trainers in all professional hockey leagues, the NCAA, Canadian Hockey Leagues, USHL and other leagues) about your product and how it can benefit them, speaking to a captive audience of athletic trainers at the PHATS Lunch on Friday or their general session on Saturday.

15 MIN
$5,000

STRENGTH & CONDITIONING COACHES

PHPO Speaking Opportunity

Educate NHL and AHL strength and conditioning coaches about your company or product and how it can benefit them, speaking to a captive audience during a PHPO Lunch.

20 MIN
$2,500

EXHIBITOR DETAILS

Booth Location

Booths are chosen by you, the vendor, on a first-come, first-served basis. Once you register, we'll email you an exhibit hall floor plan to select your booth location. *All sponsors receive priority booth selection.*

The Exhibit Hall

Located in the Grand Canyon Ballroom at the JW Marriott Phoenix Desert Ridge Resort & Spa.

The Exhibit Company

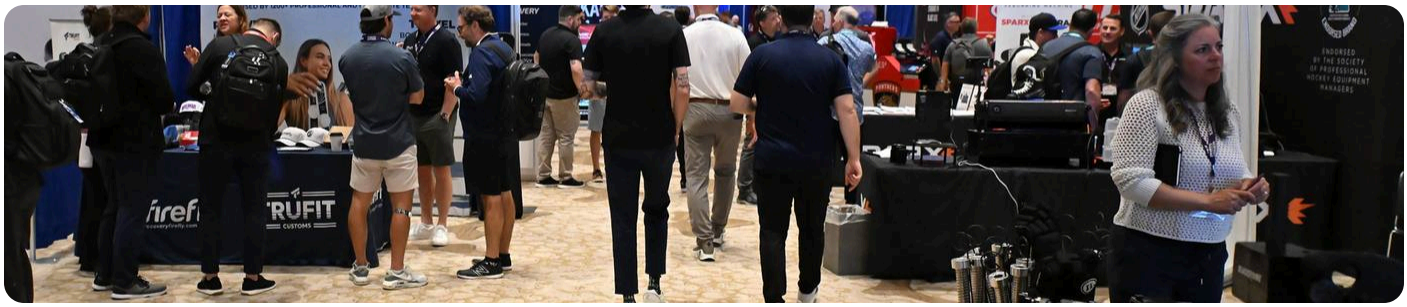
Heritage Exposition Services. Exhibitor kits will be emailed in April. For more information, contact Heritage Expo at 314-534-8500, www.heritageexpo.com or info@heritageexpo.com.

Payment

Payment is required at the time of registration. Only credit card payments are accepted: American Express, Visa, MasterCard and Discover.

Late Fee

Registrations received after May 15 will incur a **$200 late fee.**



HOTEL INFORMATION

JW MARRIOTT PHOENIX DESERT RIDGE RESORT & SPA

5350 E. Marriott Drive, Phoenix, AZ 85054
(480) 293-5000 · www.jwdesertridgeresort.com

ROOM BLOCK & RESERVATIONS

Room Block Dates	June 15–20, 2027
Rates	**$259.00** per night, single or double occupancy, plus $20 daily resort fee **$349.00** per night for a premium view room (daily resort fee included)
Tax	13.07% per night
Cut-Off Date	Reserve by May 14, 2027, to guarantee the group rate
Reservations	Once your conference registration is complete, you will receive the official room block reservation link.
Cancellation	Cancel at least 7 days before your arrival date to avoid penalties.
Check-In / Out	Check-in 4:00 PM · Check-out 11:00 AM

HOTEL & LOCATION HIGHLIGHTS

- 25 minutes from Phoenix Sky Harbor International Airport (PHX)
- Complimentary in-room high-speed internet
- Four shimmering pools, including the Lazy River and Serpentine Slide
- Revive Day Spa
- International dining, including Kembara, Tia Carmen, Meritage Urban Tavern, Twenty6, Revive Spa Bistro, Just a Splash Bar & Grill, Desert Ridge Taqueria, Copper Alley and Starbucks
- Wildfire Golf Club: two 18-hole golf courses
- Fitness center
- Pickleball and tennis center
- Hiking, biking and climbing in the surrounding mountains
- Horseback riding
- Jeep tours
- Hot air ballooning
- Desert Ridge Marketplace for shopping, dining and family entertainment, directly across from the hotel (10-minute walk)
- Kierland Commons outdoor mall
- Historic Old Town Scottsdale
- Sedona
- Grand Canyon

TRANSPORTATION

The hotel is approximately 25 minutes from Phoenix Sky Harbor International Airport (PHX). The hotel does not provide shuttle service.

- **Estimated car service/Uber fare:** $50–$65 one way
- **Transportation company:** Driver Provider

PARKING

On-site parking: Complimentary
Valet parking: $50 per night

Visit JW Marriott Phoenix Desert Ridge for other transportation options, maps and directions.

We'll see you in Phoenix!

PHATS/SPHEM Office
7 Plumas Place, Saratoga Springs, NY 12866
888-460-9003 · admin@phatssphem.com