



39th Annual Southern Region Burn Conference

Exhibitor Prospectus



Williamsburg Lodge

The Evans-Haynes Burn Center at the VCU Medical Center
Williamsburg, Virginia

Exhibit Dates: September 11-12, 2026



39th ANNUAL SOUTHERN REGION BURN CONFERENCE

This program is endorsed by the American Burn Association.

Meeting Dates: September 10-12, 2026

Exhibit Dates: September 11-12, 2026

Williamsburg Lodge
Williamsburg, Virginia



Southern Medical Association | 200 Cahaba Park Circle, Suite 117, Birmingham, AL 35242
Office: (800) 423-4992, ext. 506 | Fax: 205 (945) 1830 | sma.org/southern-region-burn

ABOUT THE MEETING

This meeting is designed to bring together all members of the burn team to further explore burn care assessment, management, and rehabilitation. Topics covered will include current interventions, protocols, treatment modalities, research, and critical pathways to advance patient care. This meeting will provide a forum for discussion of cases, up-to-date procedures and sources, data results and their cost-effective application, and activities in a burn center. Visit sma.org/southern-region-burn for additional information.

ATTENDEES

The conference attracts a diverse group of physicians, health care professionals, first responders, hospital administrators, and other professionals dedicated to burn care. All meeting attendees are highly motivated to learn more about the latest advances in practice, technology, burn care products, and trends for the future.

EXPECTED ATTENDANCE

More than 300 burn-care professionals.

THE EXHIBIT PROGRAM

NEW this year - exhibit hours have been extended through 3:15 pm on Saturday, September 12.

Exhibitors will have the opportunity to:

- Meet the key decision-makers in the Burn Community from across the Southeast and the nation
- Display the most current treatment advances
- Network with attendees in the Exhibit Hall and at Social Events
- Attend the educational programs

To assist with your networking efforts, you are invited to:

- All social events

Areas of Acknowledgement:

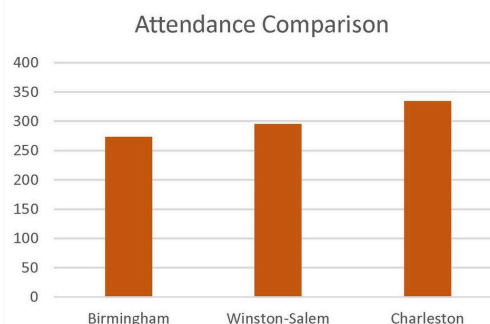
- On signs at the meeting
- In the Exhibit and Sponsor Guide
- On the SMA Burn website
- With Exhibitor/Sponsor ribbons

Traffic Generators:

- Continental Breakfasts and Refreshment Breaks
- Friday lunch with the Exhibitors
- Friday evening reception in Exhibit Hall
- Saturday lunch in the Exhibit Hall

2025 Was an Excellent Year! Attendee Highlights Include:

- Total professional attendance - 334
- 33 states were represented
- 90% stated the conference had a practical application to their practice



GENERAL INFORMATION

EXHIBIT SETUP INFORMATION

Exhibit Schedule (*Tentative*)

Set-up: Thursday, September 10, 2:00-6:00 pm

Dismantle: Saturday, September 12, 3:30-4:30 pm

Exhibit Hours (*Tentative*)

Friday, September 11, 7:00 am - 7:30 pm

Saturday, September 12, 7:00 am - 3:15 pm

IMPORTANT DATES

- **July 1:** Exhibit Space Assignments Begin
- **July 1:** Exhibitor Kits sent as space is assigned
- **August 13:** Hotel Reservation Deadline
- **September 1:** Last day for names for badges

APPLY

Please visit sma.org/southern-region-burn to complete the application for the conference.

A LA CARTE OPPORTUNITIES

Includes recognition in Exhibit Guide and Signage

- Meeting Sponsorship - \$2,500
- Friday Lunch with Exhibitors Sponsor - \$5,000
- Meet and Greet Reception Sponsor - \$5,000
- Break Sponsor - \$2,500
- Daily Breakfast Sponsor - \$2,500

Ads in Exhibit Guide:

- Full-page 4C Ad - \$750
- 1/2 page 4C Ad - \$500
- Outside Back Cover 4C Ad - \$1,000
- Inside Back Cover 4C Ad - \$750
- Inside Front Cover 4C Ad - \$750
- Banner Ad on Conference Website - \$500 (2 months available)

2026 SPONSORSHIP & EXHIBIT LEVELS

To reserve your booth or sponsorship, visit sma.org/southern-region-burn.

GOLD SPONSOR - \$7,250

Includes:

- 10x20 booth
- Six (6) exhibitor registrations
- One (1) full-page 4C ad in the Exhibit Guide
- One (1) email to attendees
- Logo as a Gold Sponsor on the website
- Signage at the meeting
- Two (2) six-foot tables, six (6) chairs, and one (1) trash receptacle

SILVER SPONSOR - \$5,250

Includes:

- 10x10 booth
- Four (4) exhibitor registrations
- One (1) 1/2 page 4C ad in the Exhibit Guide
- Logo as a Silver Sponsor on the website
- Signage at the meeting
- One (1) six-foot table, two (2) chairs, and one (1) trash receptacle

BRONZE SPONSOR - \$4,000

Includes:

- 10x10 booth
- Two (2) exhibitor registrations
- Logo as a Bronze Sponsor on the website
- Signage at meeting
- One (1) six-foot table, two (2) chairs, and one (1) trash receptacle

EXHIBIT BOOTH - \$3,250

Includes:

- 10x10 booth
- Two (2) exhibitor registrations
- One (1) six-foot table, two (2) chairs, and one (1) trash receptacle

In addition to the above, the fee includes the following:

- 8' high background draping and 3' high draping on each side
- An identification sign
- An attendee list* (including name and mailing address) provided after the meeting

*Attendees who have agreed to share their information

*Additional Representatives are \$225.00