

HOUSTON

2026

Southern Medical Association
est. 1906

ANNUAL SCIENTIFIC ASSEMBLY
NOVEMBER 6-7, 2026

EXHIBITOR
PROSPECTUS

sma.org/ASA2026

WELCOME TO

Southern Medical Association's
ANNUAL SCIENTIFIC ASSEMBLY
TMC³ IN HOUSTON'S HELIX PARK
NOVEMBER 6-7, 2026

**SMA 2026 ANNUAL SCIENTIFIC ASSEMBLY:
ADVANCING PRACTICE PERFORMANCE THROUGH KNOWLEDGE, LEADERSHIP,
AND INNOVATION: LESSONS LEARNED FROM SPORTS MEDICINE**

Today's physicians practice across diverse environments—from rural and academic settings to large multispecialty groups, private practices, public service, and product development—each with distinct challenges and meaningful rewards. Success in any setting depends on collaboration, adaptability, and a strong team-based approach.

Much like sports, sports and exercise medicine provides a powerful model for how teams function at their best. As a multidisciplinary, multispecialty field, it brings together clinicians, therapists, researchers, technologists, and industry partners to optimize performance, innovation, and outcomes.

Injury prevention and performance optimization—through hydration, nutrition, protective equipment, energy-efficient gear, and wearable and digital health technologies—play a critical role across a wide range of sports, from endurance running and cycling to football, hockey, gymnastics, and skiing.

The impact of sports and exercise medicine extends well beyond musculoskeletal care, supporting:

- Brain and mental health
- Cardiovascular health
- Diabetes and weight management
- Stroke rehabilitation
- Healthy aging through strength and balance training

Sports-related injuries affect both elite and recreational athletes and require coordinated, team-based care that includes:

- Sports medicine and orthopedic specialists
- Physical and conditioning therapists
- Sports psychologists
- Nutrition experts

The SMA 2026 Annual Scientific Assembly will connect sponsors and exhibitors with engaged physicians seeking innovative solutions that enhance performance, efficiency, and patient care across specialties and practice settings



WHY EXHIBIT WITH SMA?

Dedicated to fostering the art and science of medicine through education for more than 115 years, the Physician-led Southern Medical Association has provided relevant research-based education to the family of medicine in order to improve the quality of patient care.

When you partner with SMA, you can be assured that you are associating your business with 200-300 proactive and engaged Physicians, Advanced Practice Providers, Students, and Resident leaders who are devoted to influencing their field of medicine and their communities with integrity.

Accredited as a CME provider by the Accreditation Council for Continuing Medical Education (ACCME) since 1983.

STATES REPRESENTED

IN 2025

Alabama
Arizona
California
Florida
Georgia
Illinois
Kentucky
Louisiana
Massachusetts
Michigan
Mississippi
Missouri
Nebraska
New Hampshire
North Carolina
Ohio
Ontario, Canada
Pennsylvania
South Carolina
Tennessee
Texas
Texas
Virginia

EXHIBITING AND SPONSORSHIP OPTIONS

EXHIBIT SPACE: \$1,500

- Two (2) Exhibitor Registrations
- One 6-foot draped exhibit table with two chairs
- Tabletop sign featuring company logo
- Signage at the meeting
- Copy of Attendee List (Name, City, State) from attendees who have agreed to share their information
- Recognized as exhibitor in Exhibitor Guide

FAREWELL DINNER: \$5,000

- Sponsorship with logo on Main Room Screen during Closing Awards Ceremony with speaker mention and taglines at beginning and end
- 2 Complimentary Conference Registrations with Farewell Dinner included
- Copy of Attendee List (Name, City, State) from attendees who have agreed to share their information
- Recognized as sponsor in Exhibitor/Sponsor Guide and signage
- Full page ad in Exhibitor/Sponsor Guide
- 1 Post-Conference email hit sent from SMA to 20245 ASA attendees

FRIDAY RECEPTION PRODUCT THEATRE: \$2,500

- Participation in the Friday evening social event
- Logo displayed upon walk-in
- Opportunity to introduce yourself to attendees
- Copy of Attendee List (Name, City, State) from attendees who have agreed to share their information
- Recognized as sponsor in Exhibitor Guide and signage

WEBSITE/ADVERTISEMENT SPONSORSHIPS

BANNER AD ON CONFERENCE LANDING PAGE: \$500

- A banner ad to run on the conference website from registration to conference.

OUTSIDE BACK COVER AD (1 AVAILABLE): \$750

- Full Page Color Ad in the Sponsors and Exhibitors Guide. First come, first serve

INSIDE FRONT COVER AD (1 AVAILABLE): \$750

- Full Page Color ad in the Sponsors and Exhibitors Guide. First come, first serve.

INSIDE BACK COVER AD (1 AVAILABLE): \$750

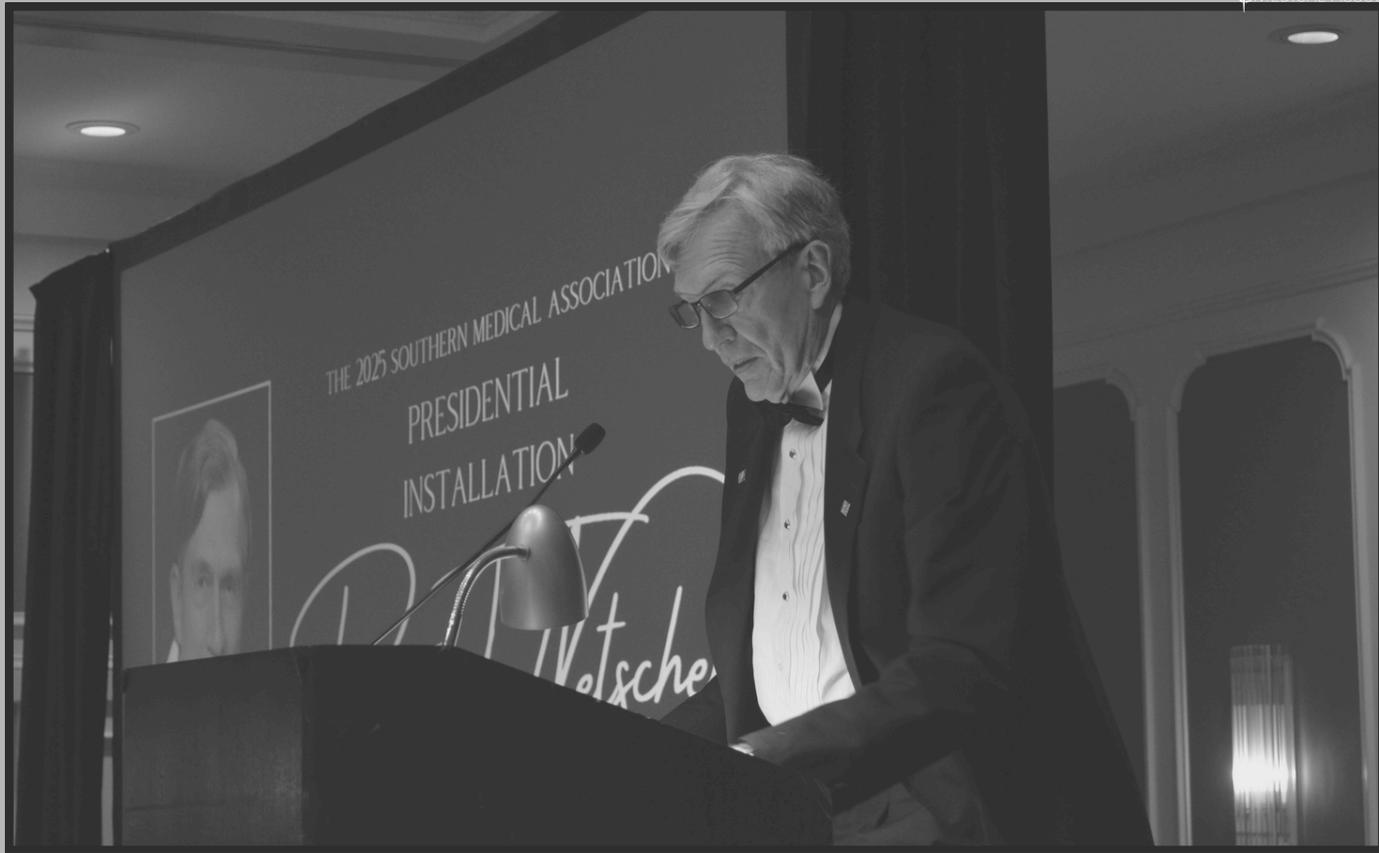
- Full Page Color ad in the Sponsors and Exhibitors Guide. First come, first serve.

FULL PAGE AD: \$750

- Full Page Color Ad in the Sponsors and Exhibitors Guide

HALF PAGE AD: \$500

- Half Page Color Ad in the Sponsors and Exhibitors Guide



THANK YOU FOR YOUR INTEREST IN ASA 2026

FOR MORE INFORMATION,
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